RH Advertising

CARBON REDUCTION PLAN

PPN 006 / 2025 REPORTING YEAR

A transparent, measurable route to Net Zero by 2030.

REVISED BASELINE
2024

REPORTING PERIOD
2025

Supplier	Reporting year	Document date
RH Advertising Limited	2025	February 2026

1 Commitment to achieving Net Zero

RH Advertising is committed to achieving Net Zero greenhouse gas emissions across its UK operations by 2030, ahead of the 2050 national target. This commitment was first articulated in its September 2023 Carbon Reduction Plan and remains unchanged.

RH is a predominantly digital advertising and communications agency based at Richmond Court, Emperor Way, Exeter. Its most relevant carbon sources are the energy used by its office, business journeys to clients and pitches across the UK, commuting and the indirect environmental effects of print-related procurement and deliveries.

We will prioritise reducing gross emissions through practical action, consider residual emissions only after feasible reductions, and will not deduct unverified offsets from the figures reported here.

2024 revised baseline: rationale and continuity

RH originally published a 2022 baseline of 2.83 tCO_2e. That narrower inventory omitted employee commuting and much of the required Scope 3 subset. The 2023 plan expressly recognised the need to improve the completeness of emissions reporting.

The revised baseline is the full 2024 calendar year because RH holds comparable annual gas, electricity and car-mileage records for 2024 and 2025, supplemented by a consistent employee commuting model. This is a reporting-boundary enhancement, not a retrospective claim of emissions reduction. The 2022 figure remains part of RH's historical record and must not be compared directly with the expanded 2024/2025 totals.

2024 baseline emissions footprint

Emissions source	2024 tCO_2e
Scope 1 — attributed natural gas[1]	1.168
Scope 2 — purchased electricity	1.319
Scope 3 — Category 6: business car travel	1.541
Scope 3 — Category 7: employee car commuting (modelled)	8.822
Scope 3 — Categories 4, 5, 9; additional travel	Not quantified[2]
QUANTIFIED SUBTOTAL — not complete footprint	**12.850**

[1] Gas is classified as Scope 1 on the assumption that RH controls the attributable combustion; the shared-building heating arrangements have not been independently verified. [2] Category 4 transportation, Category 5 waste, Category 9 distribution and non-car business travel are not yet quantified.

2 Current emissions reporting — 2025

This assessment covers 1 January to 31 December 2025. It includes the same four quantified sources and accounting methods used for the revised 2024 baseline, with the appropriate reporting-year factors.

Emissions source	2024 baseline	2025 actual / estimate	Change
Scope 1 — attributed natural gas	1.168	1.059	−0.109
Scope 2 — purchased electricity	1.319	1.068	−0.251
Scope 3 — Category 6: business car travel	1.541	2.243	+0.702
Scope 3 — Category 7: employee car commuting	8.822	8.209	−0.613
Scope 3 — other required sources	NQ	NQ	NQ
QUANTIFIED FOUR-SOURCE SUBTOTAL	**12.850**	**12.579**	**−0.271 / −2.1%**

NQ = not quantified; not equivalent to zero. Totals exclude rail/taxi/Underground/hire-car activity lacking journey data, waste treatment and relevant distribution. No offset deductions.

What changed in 2025

Office gas use fell 10.3%, and electricity use fell 5.3%. UK-wide business opportunities, pitches and client projects increased car mileage from 5,737.3 to 8,334.5 miles (+45.3%). Headcount fell from 14 to 13; modelled commuting emissions consequently fell, driving the 2.1% reduction in the four-source subtotal. On a per-person basis, the subtotal increased from 0.918 to 0.968 tCO_2e (+5.4%).

The reported improvement is therefore not yet evidence of a broad operational decarbonisation trend. The three-source subtotal excluding modelled commuting rose from 4.028 to 4.370 tCO_2e (+8.5%).

3 Emissions reduction targets

RH will manage carbon reduction through annual activity controls, improved records and progressive reductions in absolute emissions, while retaining its existing Net Zero by 2030 ambition. Forecast points below are management targets for the currently quantified four-source boundary; they are not audited forecasts of the full future organisational footprint.

Near-term targets — 2026

Priority	Target / measure	Accountability
Business car mileage	Reduce by at least 10% vs 2025: no more than 7,501 miles	Managing Director / quarterly ledger
Gas and electricity	Aim to maintain gas at or below 512.3 m³ and electricity at or below 6,034 kWh	Office lead / quarterly records
Travel evidence	100% of claims to state route, mode, mileage and vehicle details	Finance / monthly checks
Commuting	Survey all staff: actual route, distance, mode and attendance	People / annual survey
Waste and print	Obtain landlord waste data; document print-delivery transport for material jobs	Office and account leads

Indicative five-year reduction pathway

Against the revised 2024 four-source baseline (12.850 tCO_2e), RH will work towards a 25% gross reduction by 2028 (≤9.638 tCO_2e) and a 50% gross reduction by 2030 (≤6.425 tCO_2e), subject to revising the pathway once the remaining Scope 3 categories are quantified. Reaching the Net Zero ambition by 2030 will require a credible treatment of residual emissions beyond those gross reductions; no offsets are claimed at present.

Milestone	Target or intended deliverable
2026	10% fewer business car miles; complete remaining activity data
2027	Compare a fully refreshed five-category Scope 3 inventory with prior periods
2028	Indicative ≤9.638 tCO_2e for currently quantified sources (25% below 2024)
2030	Indicative ≤6.425 tCO_2e gross (50% below 2024); address verified residuals to support Net Zero ambition

The longer-term targets apply to the four currently quantified sources. The emissions pathway will be updated when additional relevant Scope 3 activities can be included.

4 Carbon reduction projects and initiatives

Measures already established or historically reported

- Digital-first delivery and a “print only if necessary” approach, using electronic document and asset-sharing in place of avoidable courier and hard-copy use.
- Hybrid working arrangements: staff typically attend the Exeter office three days weekly, reducing routine commuting journeys.
- Office energy-management measures documented in the 2023 plan include low-energy lighting and switching off non-essential equipment. These practices underpin RH’s ongoing energy-efficiency approach.
- Use of video/telephone meetings, encouragement of rail travel and interest in car-sharing and electric hire vehicles; implementation will be evidenced through improved travel records.
- A historic business-car mileage reduction of 2,203.7 miles between the 2022 reference and 2024, exceeding the former 1,000-mile target. The gain was reversed during 2025.

Measures to apply in future government contracts

- At mobilisation: agree a proportionate contract-specific environmental method statement, baseline travel assumptions and reporting frequency with the contracting authority.
- At delivery: use virtual meetings for suitable reviews, combine necessary UK site visits, select rail where practicable and record the reason for unavoidable higher-carbon journeys.
- For creative outputs: use digital approval workflows and provide lower-impact print choices, recyclable material specifications and consolidated supplier deliveries where suitable.
- For monitoring: record business travel mode and journey distance by contract, monitor office energy quarterly and report reduction measures, issues and corrective actions through account governance.
- For purchasing: request reasonable environmental information from relevant production, distribution and print suppliers without claiming unsupported supplier certifications.

Further initiatives and assurance

RH will assess the benefits of a proportionate environmental management system and certification options, including ISO 14001 or equivalent arrangements. Earlier Dartmoor tree planting was not independently verified; no carbon credit is recognised in this inventory. Any future residual-emissions claims will require transparent, verified evidence.

5 Scope 3 coverage and data improvement

PPN 006 specifies five Scope 3 categories alongside all relevant Scope 1 and Scope 2 emissions. RH has recorded two major travel-related components but cannot yet quantify every required source. The following explanation accompanies each unquantified category rather than incorrectly classifying it as zero.

Required Scope 3 category	2024 / 2025 treatment	Evidence action
4 — Upstream transportation & distribution	Not quantified; selected supplier and direct-to-client printing logistics may fall within this category.	For material print jobs, collect supplier, shipment route, mode, distance and freight payer.
5 — Waste generated in operations	Not quantified; general waste and mixed recycling are managed by the landlord in RH's shared Exeter building.	Request RH-allocated waste mass or bin size, frequency, material split and disposal method.
6 — Business travel	Personal-car mileage quantified; ticket-only rail, Tube, taxi and some hire-car journeys remain unquantified.	Capture route, mode, journey count, distance and hire-car fuel/type in expenses.
7 — Employee commuting	Car commuting estimated; other commuting modes not separately quantified.	Survey all staff to replace 10-mile / 85% car assumptions with actual patterns.
9 — Downstream transportation & distribution	Not quantified; printed items normally ship supplier-to-customer, with category dependent on purchase and delivery terms.	Document contracting and payment arrangements; avoid double-counting category 4.

Commuting model and waste activity proxy

Commuting is modelled as 10 miles one way, 3 office days per week, 46 working weeks and 85% car mode share. This yields 32,844 car miles in 2024 (14 employees) and 30,498 miles in 2025 (13 employees). The assumption derives from staff living within 20 miles of Exeter; it is not based on individual survey responses.

As an illustrative waste-generation proxy only, 0.25 kg per employee office-attendance day would equate to 0.483 tonnes in 2024 and 0.449 tonnes in 2025. These are not measured landfill or recycling tonnages, and no waste emissions have been added pending disposal information.

6 Methodology, oversight and record keeping

Methodology and boundary

For quantified categories: tCO_2e = activity × applicable 2024 or 2025 UK Government emission factor ($kgCO_2e$ per unit) ÷ 1,000. Electricity is location-based. Gas is assumed to be measured in m^3. Average-car conversion factors were applied because the mileage records do not consistently identify fuel or model. Well-to-tank emissions have not been added to these factors. RH's working boundary covers its attributed UK office energy, claimed business travel and estimated employee commuting.

Activity / assumption	2024	2025
Gas (assumed m^3)	571.0	512.3
Electricity (kWh)	6,370.94	6,034.00
Business car mileage	5,737.33	8,334.50
Headcount	14	13
Estimated employee car commute (miles)	32,844	30,498
Gas factor ($kgCO_2e/m^3$)	2.04500	2.06672
Electricity factor ($kgCO_2e$/kWh)	0.20705	0.17700
Average-car factor ($kgCO_2e$/mile)	0.26860	0.26915

Governance and controls

The Managing Director will sponsor annual review of the plan and confirm the environmental commitments applicable to public-sector contracts. Finance and office administration will retain utility invoices, meter readings, employee travel expense records and reported emission factors. Project leads will capture material printing and distribution arrangements, and RH will seek waste information from its landlord.

The quantified office-energy data relates to Exeter operations. No separate Plymouth-site utility dataset is included in the reported totals.

7 Declaration and director sign-off

This Carbon Reduction Plan sets out RH Advertising's Net Zero commitment, 2024 revised baseline, 2025 emissions performance and planned reduction measures. Calculations use the GHG Protocol approach and relevant UK Government conversion factors. Sources for which a reliable, quantified estimate is not currently available are explicitly identified as not quantified; they have not been reported as zero. The plan will be reviewed as the emissions inventory develops.

Approval record

Signatory / position	Paul Ridgers | Managing Director
Director signature	
Date of signature	February 2026

Reference documents

- Cabinet Office — PPN 006: Taking account of Carbon Reduction Plans (updated July 2025).
- Cabinet Office — PPN 006 Technical Standard for Completion of Carbon Reduction Plans (updated July 2025).
- GHG Protocol — Corporate Accounting and Reporting Standard; Corporate Value Chain (Scope 3) Standard.
- DESNZ / UK Government — 2024 and 2025 GHG conversion factors for company reporting.
- RH Advertising — Carbon Reduction Plan (September 2023); 2024–2025 energy and travel workbook; 2025 year-end report.