

Afiniti Carbon Reduction Plan

Version 0.1 | March 2025

This is the Carbon Reduction Plan of Afiniti Consultants LLP, and it is approved and authorised by the Afiniti Leadership Team.

In this document “Afiniti”, “we”, “our”, or “us” refers to Afiniti Consultants LLP registered in Scotland (SO305541) at the following address: 1st Floor, Blenheim House, Fountainhall Road, Aberdeen, AB15 4DT.

“Afiniti Leadership team” refers to the Partners who are appointed members of the Afiniti Strategic Leadership team and accountable for day-to-day running of Afiniti and “Afiniti team members” refers to all Partners, Employees and Associates currently contracted to work with Afiniti.

Classification: **Public**

Revision History

Version	Date	By	Main Changes
0.1	18-03-2024	Gill Hughes	Convert document to Afiniti standard template

Company Number: SO305541
Registered Address: 1st Floor, Blenheim House, Fountainhall Road, Aberdeen, Scotland, AB15 4DT
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Contents

1 Introduction..... 1

2 Commitment to Net Zero by 2040 1

 2.1 Baseline Year 1st January – 31st December 20232

 2.2 Current Emissions Reporting Jan 2024 – Dec 20242

 2.3 Emissions Inventory2

 2.4 Year on Year Comparison3

 2.5 Zero Emissions Rationale4

 2.6 Methodology and References4

3 Emission Reduction Targets 5

4 Carbon Reduction Initiatives - Afiniti Consultants LLP (Based on 2024 Data): 6

5 Declaration and Sign Off 7

1 Introduction

Afiniti's commitment to ESG principles, prioritising profit, people, and planet, remains steadfast. We recognise that sustainable profit is essential for enabling meaningful environmental and social choices. As a privately owned and funded organisation, Afiniti is dedicated to continuously improving its carbon footprint by integrating responsible practices into core operations and fostering a culture of environmental awareness among all colleagues.

This year's report builds upon our initial understanding of our environmental impact, acknowledging that carbon emissions stem from direct operations, energy consumption, and supply chain activities. By maintaining a holistic view of our environmental footprint, we are driving targeted emission reductions.

Our strategy focuses on key areas identified in our baseline year, including:

- **Enhanced Energy Efficiency:** Implementing measures to reduce energy consumption across our operations and supply chain.
- **Sustainable Travel:** Promoting responsible travel practices and minimising carbon emissions from business travel.
- **Waste Reduction:** Optimising resource utilisation and minimising waste generation.
- **Behavioural Change:** Cultivating a conscious shift in mindset and behaviour among colleagues and stakeholders.

We are committed to transparently assessing the carbon impact of our business activities and fostering a culture of environmental responsibility. Collaboration remains central to our approach. We are actively engaging with colleagues, clients, and suppliers to promote sustainable practices throughout our value chain, encouraging shared accountability and driving collective action.

This second year of reporting allows us to track our progress against the 2023 baseline, ensuring our Carbon Reduction Plan remains effective and our efforts result in measurable and significant reductions. We are committed to ongoing monitoring, transparent reporting, and continuous evaluation to refine our strategies and achieve our sustainability goals.

2 Commitment to Net Zero by 2040

Afiniti's transition to mostly virtual, accelerated by the pandemic, significantly reduced building/office space and travel, prioritising train over air. Implementing Digital-first operations in 2018 further supports our carbon-neutral journey. Committed to net-zero by 2040, we are looking to enhance air travel offsetting in 2030. Low-carbon practices, transparent reporting, and stakeholder collaboration drive our sustainability goals, ensuring a greener future.

2.1 Baseline Year 1st January – 31st December 2023

2.2 Current Emissions Reporting Jan 2024 – Dec 2024

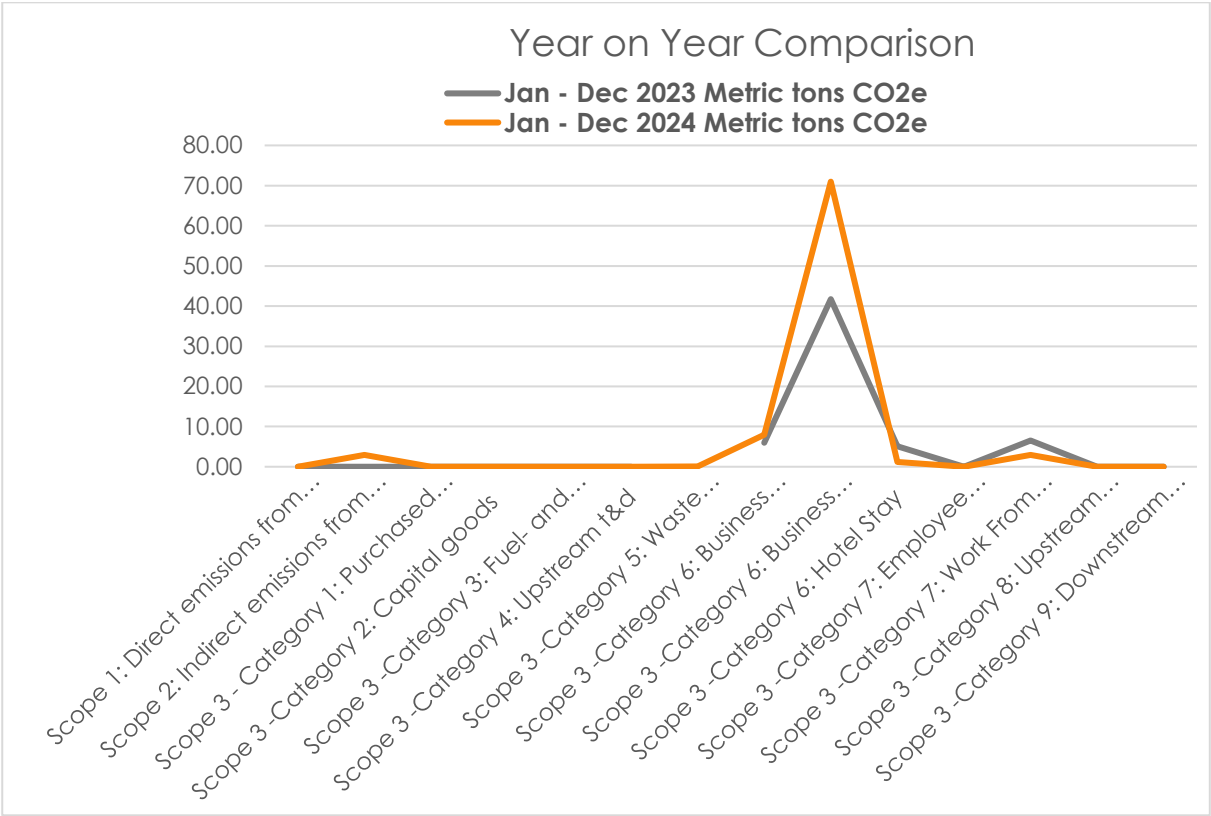
Scopes and categories	Jan - Dec 2023 Metric tons CO ₂ e	Jan - Dec 2024 Metric tons CO ₂ e
Scope 1: Direct emissions from owned/controlled operations	0.00	0.00
Scope 2: Indirect emissions from the use of purchased electricity, steam, heating, and cooling	0.00	2.95
Scope 3 - Category 1: Purchased goods and services	0.00	0.00
Scope 3 -Category 2: Capital goods	0.00	0.00
Scope 3 -Category 3: Fuel- and energy-related activities (not included in scope 1 or scope 2) Water & Wastewater	0.00	0.01
Scope 3 -Category 4: Upstream t&d	0.00	0.00
Scope 3 -Category 5: Waste generated in operations	0.00	0.10
Scope 3 -Category 6: Business travel - Land	5.98	7.94
Scope 3 -Category 6: Business travel - Air	41.72	70.98
Scope 3 -Category 6: Hotel Stay	5.12	1.20
Scope 3 -Category 7: Employee commuting	0.00	0.00
Scope 3 -Category 7: Work from Home	6.52	2.97
Scope 3 -Category 8: Upstream Leased Assets	0.00	0.00
Scope 3 -Category 9: Downstream t&d	0.00	0.00
Scope 1	0.00	0.00
Scope 2	0.00	2.95
Scope 3	59.33	83.18
Total Emissions	59.33	86.18

2.3 Emissions Inventory

This emissions inventory details our carbon footprint for 2023 and 2024, measured in metric tons of CO₂e. Scope 1 emissions remained zero in both years, reflecting no direct emissions. Scope 2, introduced in 2024, accounts for 2.95 tons from purchased electricity, estimated via averages. Scope 3 emissions increased from 59.33 to 83.20 tons. Notably, 2024 included estimated emissions for water/wastewater (0.01 tons) and waste (0.10 tons) to enhance reporting. Business travel, primarily air travel, significantly contributed to Scope 3, rising from 46.84 to 78.92 tons. Work from home emissions decreased, while hotel stays saw a reduction. Total emissions rose from 59.33 to 86.15 tons.

The significant increase in our 2024 emissions, particularly within Scope 3's business air travel category, is attributed to establishing Afiniti Consultants LLC [US division]. This expansion requires an intensive travel schedule for key personnel, resulting in a rise in air travel-related emissions. Whilst we are committed to reducing our environmental impact, this strategic growth initiative requires increased travel to facilitate successful integration and operations. We are actively exploring ways to mitigate future travel emissions through optimised scheduling and alternative collaboration methods.

2.4 Year on Year Comparison



Scope 2: Indirect Emissions from Purchased Electricity (2.95 metric tons CO2e)

In 2024, we've included Scope 2 emissions, reflecting the indirect emissions from our purchased electricity. As a virtual organisation our registered address is that of our corporate lawyers and specific operations are not tied to this address, therefore we've applied industry averages to estimate our electricity consumption. This provides a reasonable approximation of our energy-related emissions, allowing us to account for our indirect impact from electricity use. This inclusion streamlines our reporting and offers a more comprehensive view of our carbon footprint.

Scope 3 - Category 3: Fuel- and Energy-Related Activities (Water & Wastewater) (0.01 metric tons CO2e)

For 2024, we've incorporated emissions from water and wastewater, which fall under Scope 3, Category 3. Due to the nature of our organisation we've used industry averages to estimate our water and wastewater related emissions. Whilst these are based on averages, including them provides a more complete picture of our environmental impact and streamlines our reporting process.

Scope 3 - Category 5: Waste Generated in Operations (0.10 metric tons CO2e)

In 2024, we've added Scope 3, Category 5, which accounts for emissions from waste generated in our operations. To streamline our reporting and provide a more accurate representation of our environmental impact, we've included an estimate based on industry averages for office waste. This allows us to account for the emissions associated with our waste disposal, contributing to a more holistic understanding of our carbon footprint.

2.5 Zero Emissions Rationale

Scope 1:

- Direct emissions from owned/controlled operations – Our business activities, by their inherent nature, do not generate emissions within this scope.

Scope 3

Category 1: Purchased goods and services

- Through detailed and accurate accounting of all purchased goods and services, and through working with our suppliers to gain their emissions data, we have accurately calculated that our scope 3 category 1 emissions are zero.

Category 2: Capital Goods:

- Our business model involves minimal or no procurement of capital goods.

Category 4: Upstream Transportation and Distribution:

- We do not have any physical goods transported to us.

Category 8: Upstream Leased Assets:

- We do not utilise any leased assets.

Category 9: Downstream Transportation and Distribution:

- We do not have any physical products that are transported to customers.

2.6 Methodology and References

To calculate emissions for Afiniti Consulting LLP, the following methods and references are typically employed:

1. Emission Factors:

- **Reference:** The UK Government's Department for Environment, Food & Rural Affairs (DEFRA) publishes annually updated emission factors, which are widely used in the UK for converting activity data (like energy consumption or travel distances) into CO₂e (carbon dioxide equivalent) emissions.
- **Method:** These factors are applied to different sources of emissions, such as fuel consumption, electricity use, and travel, to calculate the associated emissions. For example, kWh of electricity consumed would be multiplied by the relevant emission factor to determine Scope 2 emissions.

2. Activity Data Collection:

- **Reference:** Our Internal data records, invoices, and travel logs are the primary sources for this information.
- **Method:** This involves gathering specific data from various sources within our organisation, such as, mileage logs for business travel, and other relevant statistics. The accuracy of this data is critical for reliable emissions calculations.

3. GHG Protocol:

- **Reference:** The Greenhouse Gas (GHG) Protocol is the most widely used international accounting tool for government and business leaders to understand, quantify, and manage greenhouse gas emissions.

- **Method:** The GHG Protocol provides a comprehensive framework for measuring and managing emissions. It guides the classification of emissions into Scopes 1, 2, and 3, ensuring that all relevant sources within our business processes are accounted for.

4. ISO 14064:

- **Reference:** ISO 14064 is an international standard that specifies principles and requirements for quantifying and reporting greenhouse gas emissions and removals.
- **Method:** Using this standard helps ensure that the emissions inventory is credible and verifiable. It provides guidance on data collection, calculation methodologies, and reporting practices employed by our environmental advisors.

5. SBTi:

For Scope 3 emissions, aligning with SBTi guidelines, we applied the absolute contraction methodology to determine our reduction targets, as detailed in section 3 & 4.

3 Emission Reduction Targets

Afiniti Consultants LLP is committed to minimising its environmental impact and contributing to global efforts to combat climate change. In alignment with the Science Based Targets initiative (SBTi) and the UK's sustainability goals, we have set ambitious emission reduction targets for our business travel and accommodation.

Specific Targets:

- Business Air Travel: We commit to reducing absolute Scope 3 emissions from business air travel by 42% by 2030, using 2024 as our baseline year.
- Business Land Travel: We commit to reducing absolute Scope 3 emissions from business land travel by 25% by 2030, using 2024 as our baseline year.
- Hotel Stays: We commit to reducing absolute Scope 3 emissions from hotel stays by 30% by 2030, using 2024 as our baseline year.

Policy Implementation:

To achieve these targets, we will implement the following measures:

- Prioritise virtual meetings and remote collaboration to minimise the need for travel.
- Encourage the use of train travel and other sustainable transportation options within the UK and Europe.
- Develop and enforce a sustainable travel policy that promotes direct flights and efficient travel planning for international travel.
- Partner with airlines and hotels that demonstrate strong environmental performance and commitment to sustainability.
- Implement an internal tracking system to monitor and report on travel and accommodation emissions.
- Provide training to staff on sustainable travel choices.
- Annual review of the policy and targets.

Monitoring and Reporting:

We will track our progress towards these targets annually and report our emissions in our sustainability reports. We are committed to transparency and continuous improvement in our efforts to reduce our environmental footprint.

Rationale:

These targets reflect our understanding of the significant impact of business travel and accommodation on our carbon emissions. We recognise the importance of aligning our business practices with the UK's climate goals and contributing to a sustainable future. We are aware the growth of our business and activities relating to establishing Afiniti Consultants LLC [US division] in 2024 resulted in increased air travel and will monitor this closely to ensure it is accounted for or offset in the future.

4 Carbon Reduction Initiatives - Afiniti Consultants LLP (Based on 2024 Data):

The Partnership is committed to our ESG strategy and carbon reduction is a key component. The Designated Partners will take accountability to ensure agreed actions and measures are implemented, embedded through training and create a culture of continuous improvement.

Scope 3 - Category 6: Business Travel (Land & Air) (78.92 metric tons CO₂e Total):

- **Initiative:** Develop and implement a sustainable travel policy prioritising virtual meetings and train travel over air travel where feasible.
 - **Rationale:** Reduce emissions from business travel.
 - **Action:** Establish travel guidelines and promote train travel for shorter distances within the UK and Europe.
- **Initiative:** Offset unavoidable air travel emissions through reputable carbon offsetting programs.
 - **Rationale:** Compensate for emissions that cannot be reduced.
 - **Action:** Partner with certified carbon offsetting providers and track offsetting activities.
- **Initiative:** Optimise travel schedules to minimise the frequency of trips and combine multiple meetings into single trips.
 - **Rationale:** Reduce the overall number of flights taken.
 - **Action:** Utilise travel management tools and encourage efficient trip planning.

Scope 3 - Category 6: Hotel Stays (1.20 metric tons CO₂e):

- **Initiative:** Partner with hotels that have strong sustainability certifications and practices within the UK and internationally.
 - **Rationale:** Reduce emissions associated with accommodation.

- **Action:** Develop a list of preferred sustainable hotels and encourage staff to choose them.

Scope 3 - Category 7: Work from Home (2.97 metric tons CO₂e):

- **Initiative:** Provide guidelines and resources to employees on reducing energy consumption at home.
 - **Rationale:** Minimise the environmental impact of remote work.
 - **Action:** Share tips on energy-efficient practices, encourage the use of energy-saving settings on devices.

General Initiatives:

- **Employee Engagement:** Conduct regular training and awareness campaigns on sustainability.
- **Supplier Engagement:** Engage with suppliers to promote sustainable practices throughout the supply chain.
- **Monitoring and Reporting:** Track progress on all initiatives and report emissions annually.
- **Continuous Improvement:** Regularly review and update the carbon reduction plan.

5 Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard¹ and uses the appropriate [Government emission conversion factors for greenhouse gas company reporting](#)².

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard³.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

Signed on behalf of Afiniti Consulting LLP:

Name: Corrina Jorgensen.

Position: Senior Partner.....

Date: 22 May 2025.....

Corrina Jorgensen

¹ <https://ghgprotocol.org/corporate-standard>

² <https://www.gov.uk/government/collections/government-conversion-factors-for-companyreporting>

³ <https://ghgprotocol.org/standards/scope-3-standard>