

Carbon Reduction Plan

Supplier name: Precision Marketing Group Limited

Publication date: January 2023

Commitment to achieving Net Zero

Precision Marketing Group Limited is committed to achieving Net Zero emissions by 2050 or sooner.

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past, our Baseline year has been set at 2020 when a science-based targeting tool was introduced to monitor emissions. Baseline emissions are the reference point against which emissions reduction can be measured in future years.

Baseline Year: 2020	
Additional Details relating to the Baseline Emissions calculations.	
Precision has been calculating its carbon footprint since 2019. From baseline year 2020 we have used a science-based target setting tool to monitor our scope 1 & 2 emissions to map our pathway to net zero by 2050 or sooner. We have adopted the 1.5 degree scenario as our approach to absolute contraction.	
As an SME our primary focus has been on reducing our Scope 1 & 2 emissions. We are also committed to measure and reduce our scope 3 emissions going forward. This includes constant evaluation of the carbon-saving activities of our top 10 suppliers, running a green travel scheme for our staff commuting miles and operating an EV only company car policy.	
Baseline year emissions: 2020	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	43.29
Scope 2	63.33
Scope 3	No data recorded
Total Scope 1 & 2 Emissions	106.62

Current Emissions Reporting

Reporting Year: 2022	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	34.17
Scope 2	42.49
Scope 3 (Included Sources)	40.69 (Partial monitoring introduced for scope 3 – limited to commuting mileage in company vehicles, personal mileage in company vehicles, electricity for sub-let areas)
Total Scope 1 & 2 Emissions	76.66

	Recent tCO ₂ e for the year 2021	
Natural Gas	18.10	Scope 1
Heating Oil	15.36	Scope 1
Business Mileage	0.71	Scope 1
Electricity	42.49	Scope 2
Total tCO₂e	76.66	
Commuting Mileage in Company Vehicles	9.89	Scope 3
Personal Mileage in Company Vehicles	6.91	Scope 3
Electricity for sub-let areas BSE	23.89	Scope 3
Electricity from renewable sources	42.49	Avoided emissions
Solar purchased W Suffolk	17.33	Avoided emissions
Exported electricity generated onsite	12.62	Offset emissions

Emissions reduction targets

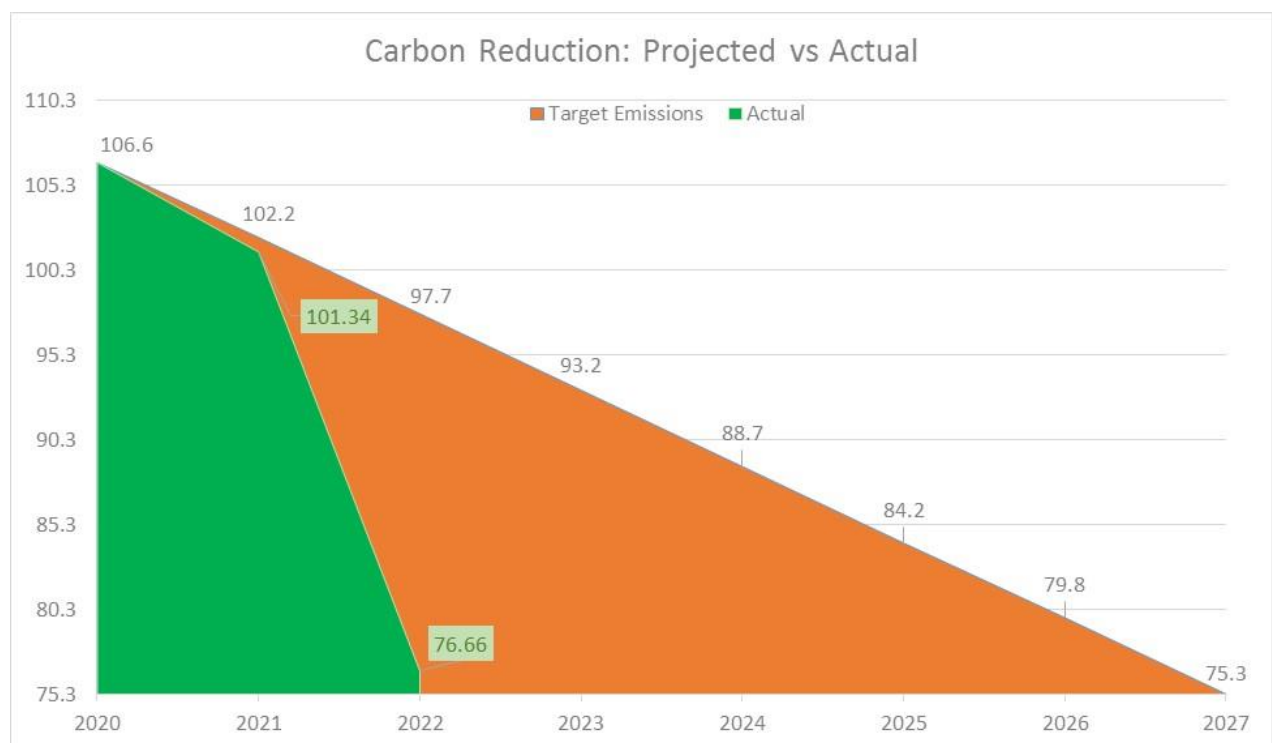
In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets.

2022 saw us accelerate our reduction to a level that had been projected as achievable by early 2027. This was achieved by increased solar generation (long sunny summer), reducing thermostat settings & reduced heated hours, use of portable halogen heating to replace gas, minimal use of HVAC April through June.

2020 Baseline	2021	2022	2023	2024	2025	2026	2027
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Absolute contraction 1.5C	Scope 1 emissions (tCO2e)	43.3	41.5	39.7	37.8	36.0	34.2	32.4	30.6
	Scope 2 emissions (tCO2e)	63.3	60.7	58.0	55.4	52.7	50.0	47.4	44.7
	Scope 1+2 emissions (tCO2e)	106.6	102.2	97.7	93.2	88.7	84.2	79.8	75.3

Progress against these targets can be seen in the graph below:



Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the 2020 baseline. The carbon emission reduction achieved by these schemes equate to a 28% reduction against the 2020 baseline and the measures will be in effect when performing the contract.

Key activity introduced since the 2020 baseline was set.

- All fossil fuel vehicles taken off fleet – adopted 100% hybrid or electric vehicle policy
- December 2020 a further solar PV installation of 99kw
- Selective introduction of halogen heating to replace gas

Our Sustainability Timeline



Precision was an early adopter of a more sustainable business mode and actively managed & recycled waste paper and cardboard long before relocating to Lamdin Road, Bury St Edmunds in 2014. Sustainability was built-in as an integral part of the repurposing of the Lamdin Road site prior to our relocation in 2014.

Since then we have taken some huge green steps, culminating in Precision going Carbon Neutral at the end of 2019 and receiving the award for Suffolk's Greenest Business at the end of 2021. The sustainable journey never stops though, we are now tracking a 1.5 degree pathway to Net Zero in 2050 or sooner.

Precision is an ISO 14001 accredited carbon neutral business operating from three sites; two in Lamdin Road, Bury St Edmunds, Suffolk and one in Watton, Norfolk. Sustainability and carbon reduction is knitted into the fabric of the business. We generate power through our combined 199kw solar PV and reduce the use of power through LED lighting and temperature and timer-controlled heating. 2021 saw us remove fossil fuel vehicles from our fleet, we have adopted a 100% PHEV or Pure Electric company vehicle policy. Charging is provided by on site chargers powered by solar. To reduce vehicle usage employees are encouraged to meet with clients and suppliers virtually through video calls wherever possible. Staff mileage has been reduced through a car sharing, cycle/walk to work incentive scheme.

Our green champions are all carbon literacy trained and actively make changes to make our business offering and environment more sustainable. Within the business we ensure that packaging is recyclable or compostable, any essential plastic packaging is 30%+ recycled PCR and plastic packaging tax exempt. For biodiversity we have a wildflower meadow in our grounds and encourage staff to use this area in break times and for informal meetings. For our wider community our team planted over 100 trees at a local school to meet our carbon offset requirement in 2020. Our sustainable endeavours saw us proudly voted Suffolk's Greenest Business in the Green Suffolk Awards in 2021 and winners of the Environment and Sustainability award at the 2022 Suffolk Business Awards.

Plans for 2023 include the replacement of gas heating in our main Busy St Edmunds Production Unit with an air source heat pump system and in our Print Finishing area with PIR controlled halogen heating. This project has been fully costed and been recommended through a site energy audit completed by Groundwork East.

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.

Our emissions have been calculated and recorded in accordance with the published reporting standard for Carbon Reduction Plans. We currently do not report our results but are exploring SECR as a reporting method within the next few years.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors.

Signed on behalf of Precision:

Nick Pryke

Nick Pryke
Chief Operating Officer

Date: 01/2023