

The Media Angel

# CARBON REDUCTION PLAN



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01. February 2026

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## Introduction and Net Zero Commitment

We aim to achieve Net Zero as an organisation by **2050**.

To achieve this ambitious aim, we will make reducing carbon emissions integral to all business planning and decision-making processes.

This Carbon Reduction Plan details the key initiatives we will put in place as our business grows to achieve our Net Zero ambitions.

## 1. Baseline Year Carbon Emissions

Baseline year carbon emissions are the reference point against which emission reductions can be measured. They are a record of the greenhouse gases that have been emitted in the past prior to the introduction of any emission reduction strategies.

Baseline Year	2025	
<b>Scope 1 Emissions</b>	<b>1.38</b>	<b>tCO<sub>2</sub>e</b>
<b>Scope 2 Emissions</b>	<b>0.15</b>	<b>tCO<sub>2</sub>e</b>
<b>Scope 3 Emissions</b>	<b>2.78</b>	<b>tCO<sub>2</sub>e</b>
<i>Scope 3 WPPN 06/21 Categories:</i>		
4 - Upstream T&D	N/A	
5 - Waste Generated in Operations	2	kgCO <sub>2</sub> e
6 - Business Travel	112	kgCO <sub>2</sub> e
7 - Employee Commuting	221	kgCO <sub>2</sub> e
9 - Downstream T&D	N/A	
<b>Total Carbon Emissions</b>	<b>4.31</b>	<b>tCO<sub>2</sub>e</b>

## 2. Current Year Carbon Emissions

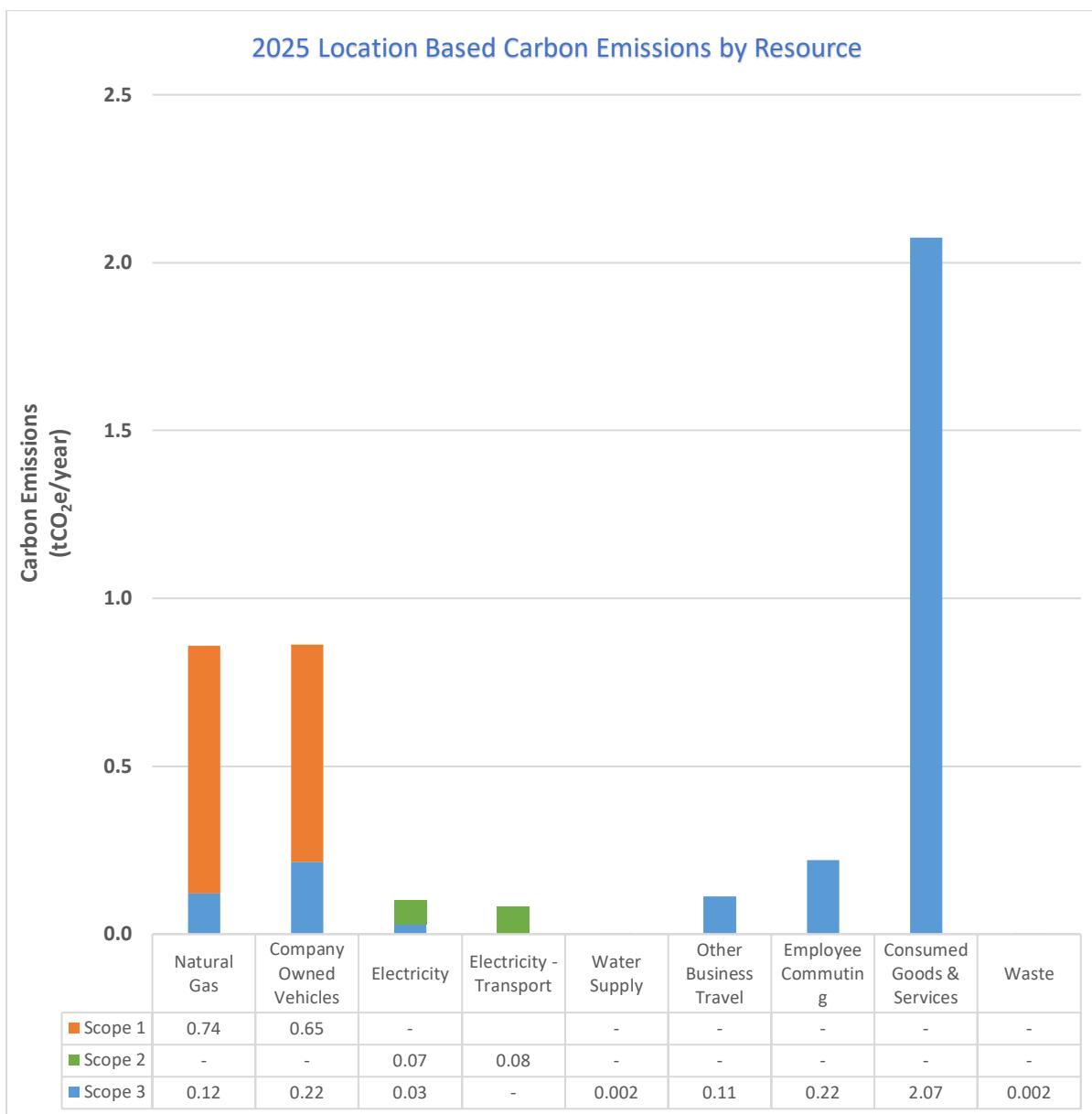
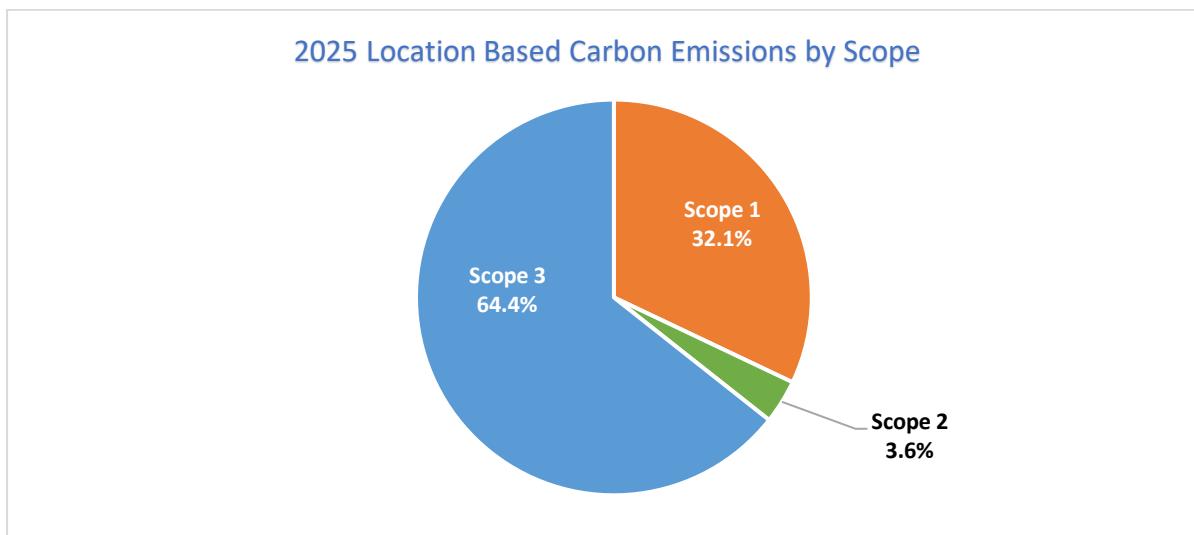
Current year carbon emissions are a record of the greenhouse gases that have been emitted in the most current reporting year following the introduction of emission reduction strategies.

Current Year	2025	
<b>Scope 1 Emissions</b>	<b>1.38</b>	<b>tCO<sub>2</sub>e</b>
<b>Scope 2 Emissions</b>	<b>0.15</b>	<b>tCO<sub>2</sub>e</b>
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<b>Total Carbon Emissions</b>	<b>4.31</b>	<b>tCO<sub>2</sub>e</b>

## 2.1. Description of Current Carbon Emissions

Emission Scope	Description		End Use	Current Carbon Emissions (tCO <sub>2</sub> e)	% of Total
Scope 1	Natural Gas		Heating	0.74	17.1%
	Company Owned Vehicles		Company Owned Vehicles	0.65	15.0%
Scope 2	Electricity		Electricity Consumption	0.07	1.7%
	Electricity - Transport		Company Owned Vehicles	0.08	1.9%
Emission Scope	Scope 3 Category		Relevant to the Business?	Current Carbon Emissions (tCO <sub>2</sub> e)	% of Total
Scope 3	1	Purchased Goods & Services	Yes, the business purchases a range of goods and services throughout the year.	2.07	48.1%
	2	Capital Goods	No.	-	-
	3	Fuel & Energy-Related Activities Not included in Scope 1 or Scope 2	Yes, relating to natural gas, electricity, water and vehicle fuel consumption.	0.37	8.5%
	4	Upstream Transportation & Distribution	Yes, however, data has been difficult to acquire.	-	-
	5	Waste Generated in Operations	Yes, wastewater. The business does generate waste, however, this data is difficult to quantify.	0.002	0.04%
	6	Business Travel	Yes, the business travels by train to London occasionally.	0.11	2.6%
	7	Employee Commuting	Yes, employees travel to the workplace.	0.22	5.1%
	9	Downstream Transportation & Distribution	No.	-	-

## 2.2. Charts of Current Carbon Emissions



### 3. Carbon Emissions Reduction

#### 3.1. Reduction Targets

In order to be Net Zero, we need to first make significant reductions to our carbon emissions and then offsetting as a last resort. Any offsetting will be used to counteract the essential emissions that remain after all available reduction initiatives have been implemented.

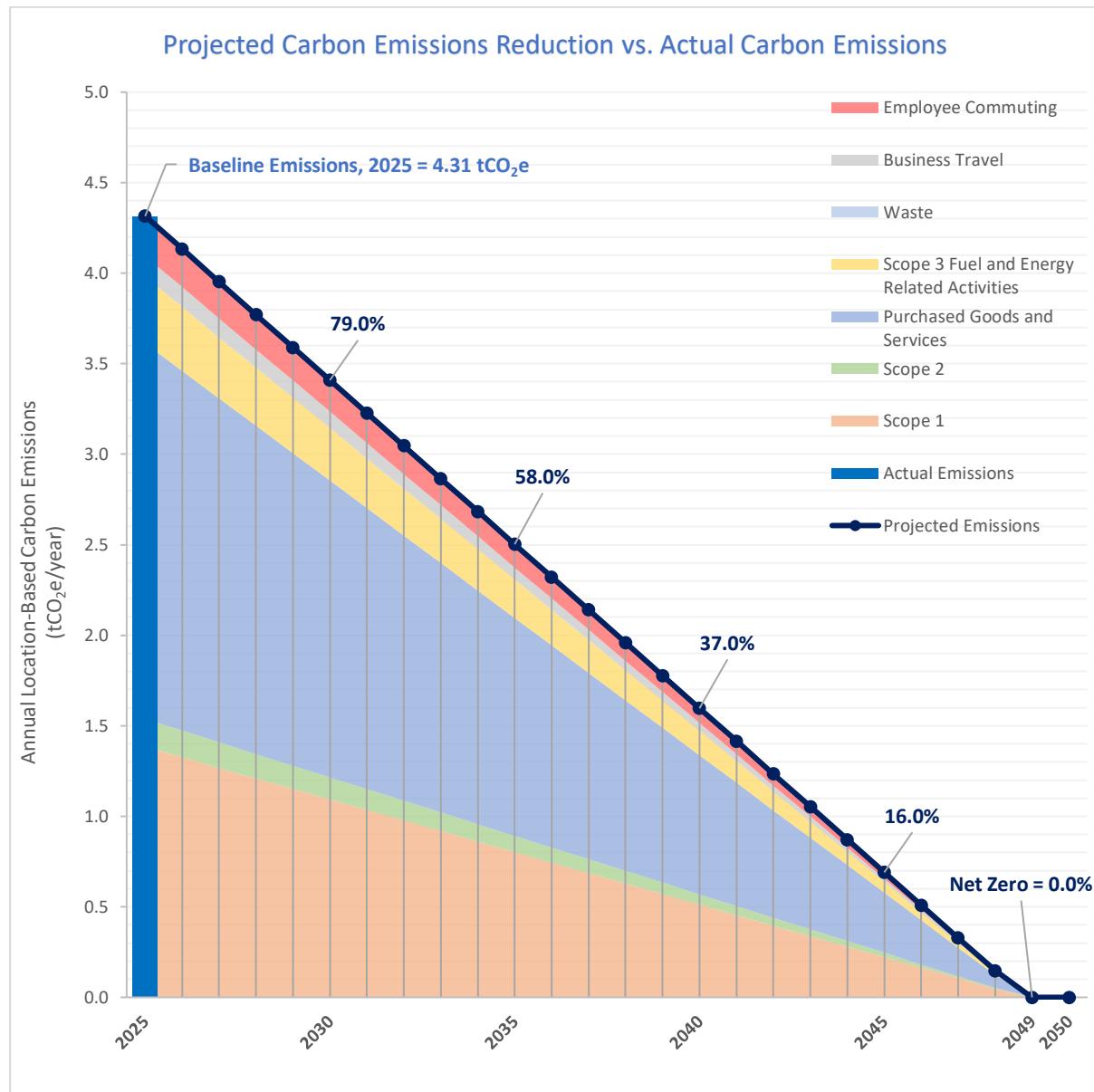
To achieve Net Zero by 2050, we have adopted the following carbon reduction target:

**We project that our carbon emissions will decrease over the next 10 Years to 2.50 tCO<sub>2</sub>e by 2035**

**This is a reduction of 42%.**

#### 3.2. Projected vs. Actual Reduction

Using the *Science-Based Targets Initiative*<sup>1</sup> recommended 4.2% annual reduction on baseline emissions, the projected Net Zero pathway is shown in the chart below, demonstrating our actual carbon emissions to date against our projected carbon emissions.



### 3.3. Reduction Actions

In order for us to achieve the 42% reduction target by 2035, we will be implementing the following reduction actions on the business' top 5 highest emitting areas over the next 10 Years:

Rank	Emissions Source	Current Carbon Emissions (tCO <sub>2</sub> e)	% of Total	Suggested Actions
1	Purchased Goods & Services	2.07	48.1%	<ul style="list-style-type: none"> <li>Reduce unnecessary purchases and buy second hand.</li> <li>Reuse and repair.</li> <li>Procure products and services from local suppliers.</li> <li>Use products and suppliers who focus on sustainable materials and processes.</li> </ul>
2	Company Owned Vehicles	0.94	21.9%	<ul style="list-style-type: none"> <li>Reduce business travel.</li> <li>Switch to electric vehicles.</li> <li>Reduce your fleet.</li> <li>Introduce telematics and route planning software.</li> </ul>
3	Heating	0.86	19.9%	<ul style="list-style-type: none"> <li>Occupant behaviour change.</li> <li>Energy reduction equipment.</li> <li>Building retrofit.</li> <li>Install renewable technology such as an Air Source Heat Pump.</li> </ul>
4	Employee Commuting	0.22	5.1%	<ul style="list-style-type: none"> <li>Incentivise active transport.</li> <li>Increase homeworking.</li> <li>Encourage public transport or group travel.</li> </ul>
5	Business Travel	0.11	2.6%	<ul style="list-style-type: none"> <li>Reduce business travel.</li> <li>Switch travel mode.</li> <li>Promote virtual meetings.</li> </ul>

## Action Plan

### 3.4. Calculating Our Emissions

To manage our emissions, we need to regularly monitor and record our emissions, following the actions below. The Sustainability Champion is responsible for collecting and recording the data as well as publishing the annual emissions report.

Action	Target	Timeframe
Identify a person in the organisation who is responsible for collecting the emission data and for reviewing the progress of these actions.	Sustainability Champion appointed	ASAP
Create a database to easily record and review our emission data.	Database created.	ASAP
Identify, record and calculate our Scope 1 emissions. <i>(Emissions generated from the direct combustion of fuel that are controlled or owned by an organisation.)</i>	Emissions itinerary created.	Short-term
Identify, record and calculate our Scope 2 emissions. <i>(Emissions generated from purchased electricity, steam, heating and cooling consumed by an organisation.)</i>	Emissions itinerary created.	Short-term
Identify Scope 3 Emissions <sup>2</sup> . <i>(All other emissions generated in an organisation's value chain, especially: Purchased Goods &amp; Services, Employee Commuting, Business Travel and Waste Generated.)</i>	Emissions itinerary created.	Long-term
Create plan for assessing how will we start collecting data in order to calculate Scope 3 emissions.	Scope 3 data collection plan created.	Mid-Term

### 3.5. Energy & Water Efficiency

We will encourage staff to be energy efficient by following these energy saving practices.

Action	Target	Timeframe
Regularly review and improve the energy efficiency of our business.	A continued reduction in electricity/gas consumption.	On-going
Regularly review and reduce the water consumption of our business.	A continued reduction/ no increase in water consumption.	On-going
Encourage staff to be energy efficient by making it part of usual procedure to turn all electrical equipment and lighting off when not in use.	100% staff aware of and engaged in our energy and water efficiency practices.	On-going

### 3.6. Logistics

We will continue to minimise mileage and logistic fuel consumption through the following methods.

Action	Target	Timeframe
Ensure that company vehicles are regularly maintained, and transport is coordinated to minimise fuel use.	100% company vehicles are as fuel efficient as possible (Euro 6).	On-going
When purchasing new vehicles for the company, make sure they are fuel efficient and/or zero emission vehicles.	42% reduction in emissions arising from company vehicles by 2035	Long-term
Encourage staff to car share, use public transport/cycle/walk to work.	Increase the number of staff car sharing and/or using public transport/cycling/walking to work.	Short-term
Utilise digital technologies for virtual meetings, minimising travel mileage.	Increase the number of virtual meetings.	On-going

### 3.7. Procurement

We will increase the sustainability of our supply chain using the following practices and policies.

Action	Target	Timeframe
Ask new/existing suppliers to provide evidence of their sustainability practices and policies to ensure they match our decarbonisation aspirations.	100% of our suppliers can evidence their sustainable practices.	Short-term
Continue to use local suppliers wherever possible.	Most of our suppliers are local.	On-going
Review our bill of materials to reduce unnecessary purchases and avoid purchasing products that contain raw and/or hazardous materials as much as possible.	Increase in the amount of sustainable, environmentally friendly materials procured.	Short/ Mid-term

### 3.8. Waste Generated in Operations

We will focus on reducing the waste generated by the business by implementing the below actions.

Action	Target	Timeframe
Record how much waste is generated and monitor disposal routes, setting annual reduction targets.	Create a waste management plan and set reduction targets.	Short-term
Only order quantities of materials and products that we know we will use to avoid unnecessary waste.	No products/ materials left over after each project.	On-going
Avoid single-use plastic, and reuse and recycle materials/products as much as possible to minimise waste sent to landfill.	50% reduction in waste sent to landfill.	On-going
Become a paperless business, utilising digital services to reduce the amount of paper we use.	Digitalise the business as much as possible.	Short-term
Avoid using products with excess packaging and wherever possible, make sure packaging is recyclable and/or can be reused.	The amount of packaging that is delivered is reduced by 50%.	On-going

### 3.9. Employees

We do our best to provide our staff with support on matters such as upskilling, mental health and emotional wellbeing, these include *Example 1*, *Example 2* etc...

Action	Target	Timeframe
Provide training opportunities for employees to allow for growth and upskilling.	Increase the number of training courses attended by employees.	Mid-term
Provide ongoing support to improve our team's physical health, mental health and well-being.	Ensure 100% of the employees are aware of the support services we provide.	Mid-term

### 3.10. Local Community

We will continue to work with our local community to help where we can and support the following charities:

Action	Target	Timeframe
Continue to support local charities/organisations to help develop the local circular economy.	Ensure 1-2 local charities/organisations are supported each year.	Mid-term

## 4. Methodology & Governance

The Sustainability Champion will monitor our progress against the actions set out in this Action Plan and ensure that we meet the targets set within the timeframes.

The Sustainability Champion will review our progress annually and publish the findings in an annual sustainability report. They will also regularly report our progress to the key stakeholders of the business.

## 5. Declaration & 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 standard and uses the appropriate Government emission conversion factors for greenhouse gas company reporting.

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) Standard.

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

**Name:** Alison Debono

**Position:** MD

**Date:** 01.02.2026

**Next Review Date:** 02.02.2027

## 6. Appendix

### 6.1. Background of the Carbon Emissions Scopes

One of the leading organisations offering standards and guidance for the accounting of a business's carbon emissions is the GHG Protocol. The GHG protocol first categorised the reporting of carbon emissions into **3 Scopes**: *Scope 1*, *Scope 2*, and *Scope 3*. The GHG Protocol defines each scope as follows:

- **Scope 1:** Direct emissions from owned or controlled sources.
- **Scope 2:** Indirect emissions from the generation of purchased electricity.
- **Scope 3:** All other indirect emissions that occur in a company's supply chain.

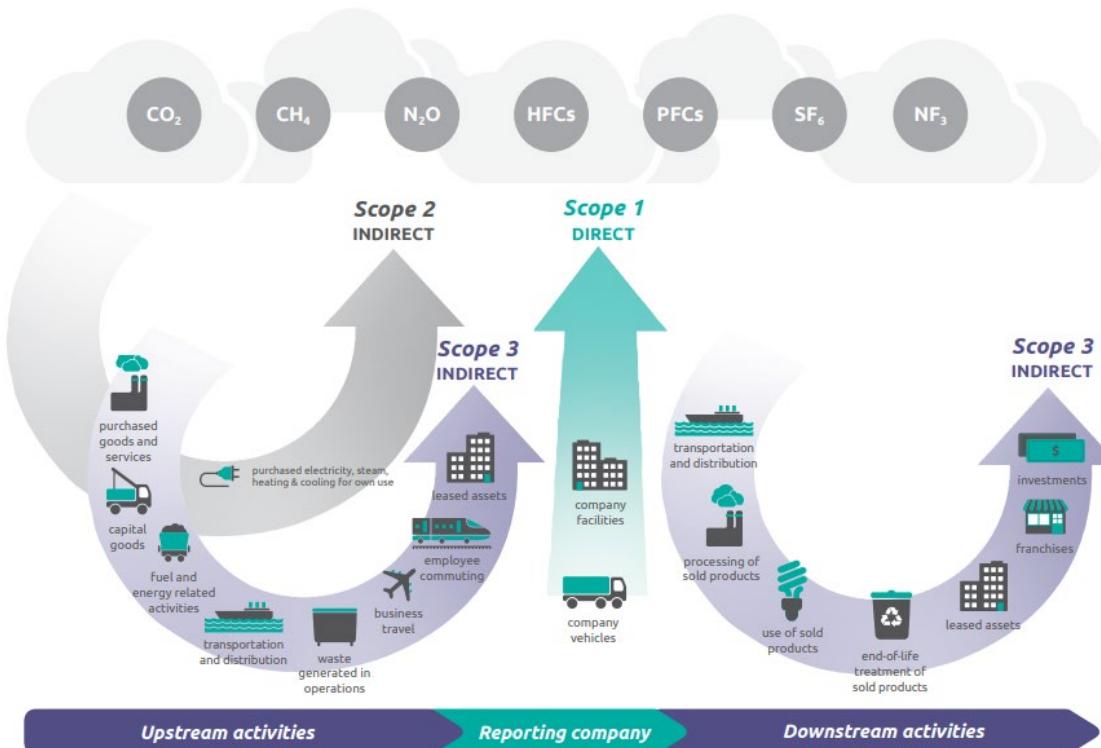


Figure 1: Overview of GHG Protocol Scopes and Emissions<sup>3</sup>

## 6.2. Legislative & Policy Context

The climate crisis is one of the biggest challenges of our time. Wales declared a climate emergency in 2019 and the Welsh Government has legislated to reduce greenhouse gas (GHG) emissions to net zero by 2050.

This document and the Carbon Reduction Plan supports:

- *The 17 UN Sustainability Development Goals (SDG4)<sup>4</sup>*, which cover global issues such as poverty, inequality, and climate change and which the private sector is expected to contribute towards.
- *The Well-being of Future Generations (Wales) Act (2015)<sup>5</sup>*, which provides a framework for sustainable development in Wales and aims to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.
- *The Environment (Wales) Act 2016<sup>6</sup>*, which requires Wales to reduce greenhouse gas emissions to net zero for the year 2050 and introduces several measures to improve and protect the environment in Wales.
- *Prosperity for All: A Low Carbon Wales<sup>7</sup>* and *Net Zero Wales Carbon Budget 2<sup>8</sup>*, which set out the different commitments and actions needed from Welsh individuals, businesses, and the public sector in order to reach net zero emissions by 2050.
- *The Towards Zero Waste<sup>9</sup>* and *Beyond Recycling<sup>10</sup>* strategies which set out the actions needed for Wales to become a zero-waste nation by 2050 while maximising on the economic potential from the circular economy.

## References

1. *Science Based Targets Progress Report 2021:*  
<https://sciencebasedtargets.org/resources/files/SBTiProgressReport2021.pdf>
2. *An introductory guide to Scope 3 emissions:* <https://www.carbontrust.com/our-work-and-impact/guides-reports-and-tools/an-introductory-guide-to-scope-3-emissions>
3. *World Resources Institute - Greenhouse Gas Protocol:*  
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6. *Environment (Wales) Act 2016:* <https://www.gov.wales/environment-wales-act-2016-factsheets>
7. *Prosperity for all: a low carbon Wales:* <https://www.gov.wales/prosperity-all-low-carbon-wales>
8. *Net Zero Wales Carbon Budget 2 (2021 to 2025):* <https://www.gov.wales/net-zero-wales-carbon-budget-2-2021-2025>
9. *Towards zero waste: our waste strategy:* <https://www.gov.wales/towards-zero-waste-our-waste-strategy>
10. *Beyond recycling:* <https://www.gov.wales/beyond-recycling>