Carbon Reduction Plan

Content Guru

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Commitment to achieving Net Zero

Content Guru, in conjunction with its parent company, Redwood Technologies, is committed to achieving Net Zero emissions by 2050, a goal that has been endorsed at board level.

Emissions Footprint

Baseline emissions refer to the initial level of greenhouse gases produced in the past, prior to the implementation of any strategies to reduce emissions.

Baseline emissions are the reference point against which emissions reduction can be measured.

Scope 1 (direct emissions) and Scope 2 (purchased energy) emissions were first reported in 2021. These emissions are available to the public on the Companies House website, in our Group accounts under Streamlined Energy and Carbon Reporting (SECR).

In previous years we have not reported on Scope 3 emissions as they have been minimal. However, we are currently reviewing our Scope 3 emissions and therefore they are not ready at this time. We will provide these upon request or on publication date.

2020 Baseline Year Emissions (see notes below)	
Scope 1	101..40 (kgC02e)
Scope 2	185..43 (kgC02e)
Total Emissions	286.83 (kgC02e)

Greenhouse gas emissions (GHG) per person	0.899 tC02e/person

2023 Emissions Reporting	
Emissions	**Total**
Scope 1	108.122 (kgC02e)
Scope 2	157.87 (kgC02e)
Total Emissions	265.992 (kgC02e)
Greenhouse gas emissions (GHG) per person	0.570 tC02e/person

2024 Emissions Reporting	
Emissions	**Total**
Scope 1	99.78 (kgC02e)
Scope 2	150.19 (kgC02e)
Total Emissions	2.49.97 (kgC02e)
Greenhouse gas emissions (GHG) per person	0.50 tC02e/person

2025 Emissions Reporting	
Emissions	**Total**
Scope 1	98..46 (kgC02e)

Scope 2	127.1.4 (kgC02e)
Total Emissions	225.60 (kgC02e)
Greenhouse gas emissions (GHG) per person	0..411 tC02e/person

Emissions Reduction targets

In pursuit of the organization's strategic goal of achieving Net Zero, the following carbon reduction targets have been adopted:

We are confident that our ongoing efforts to reduce our carbon footprint will lead to a further 20% reduction in kgCO2e over the next few years.

Carbon Reduction Projects

Please find below a list of environmental management measures and projects that have been completed or implemented since the 2020 baseline:

- Management of existing ISO 14001-certified Environmental Management System.
- Introduction of hybrid working and encouraging car sharing to reduce business travel and energy consumption.
- Company cycle borrowing scheme enabling employees to use bicycles for short journeys, to avoid the use of motor vehicles.
- Cycle To Work scheme.
- Establishment of ESG Committee with responsibility for coordinating carbon reduction plan.
- Installation of solar panels at Bracknell HQ in autumn 2023.
- Installation of motion sensor (PIR) lighting in 2023 at Bracknell HQ.
- Introduction of food waste recycling at Bracknell HQ.
- UK printer/MFP's all net neutral through Kyocera.
- Internal environmental campaigns to increase employee participation in carbon reduction initiatives.
- Preferred lower-carbon airlines list for travel, based on environmental impact benchmarking.

Planned Carbon Reduction Initiatives

Content Guru is planning to implement further measures such as:

- Review of office consumables to identify opportunities for increased use of sustainable options.
- All company cars hybrid or greener.
- Electric car charging for colleagues parked in Radius Court.
- Additional support for colleagues using public transport.

Centred callout

Control Sheet

Title	Carbon Reduction Plans
Author	Quality and Compliance Executive
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Signed	Ray Stanton, CISO, Security
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