



Carbon Reduction Plan

Supplier name: Advanced Demand Side Management Limited

Publication date: 02/02/2024

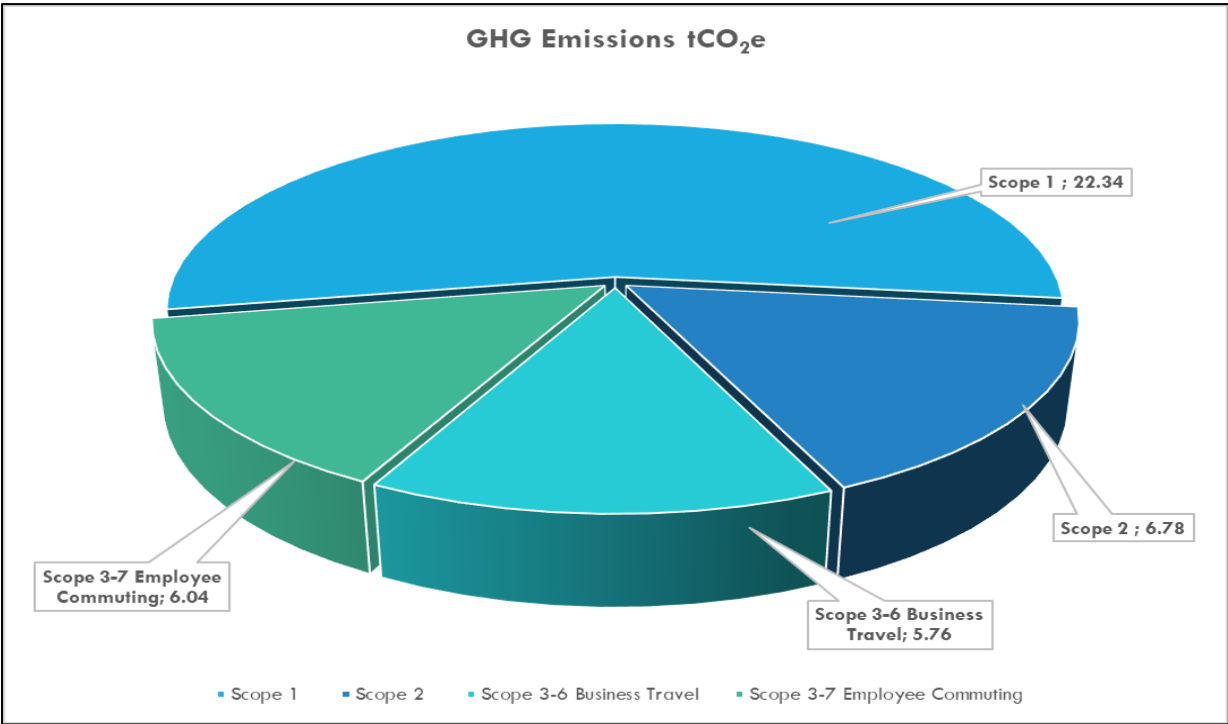
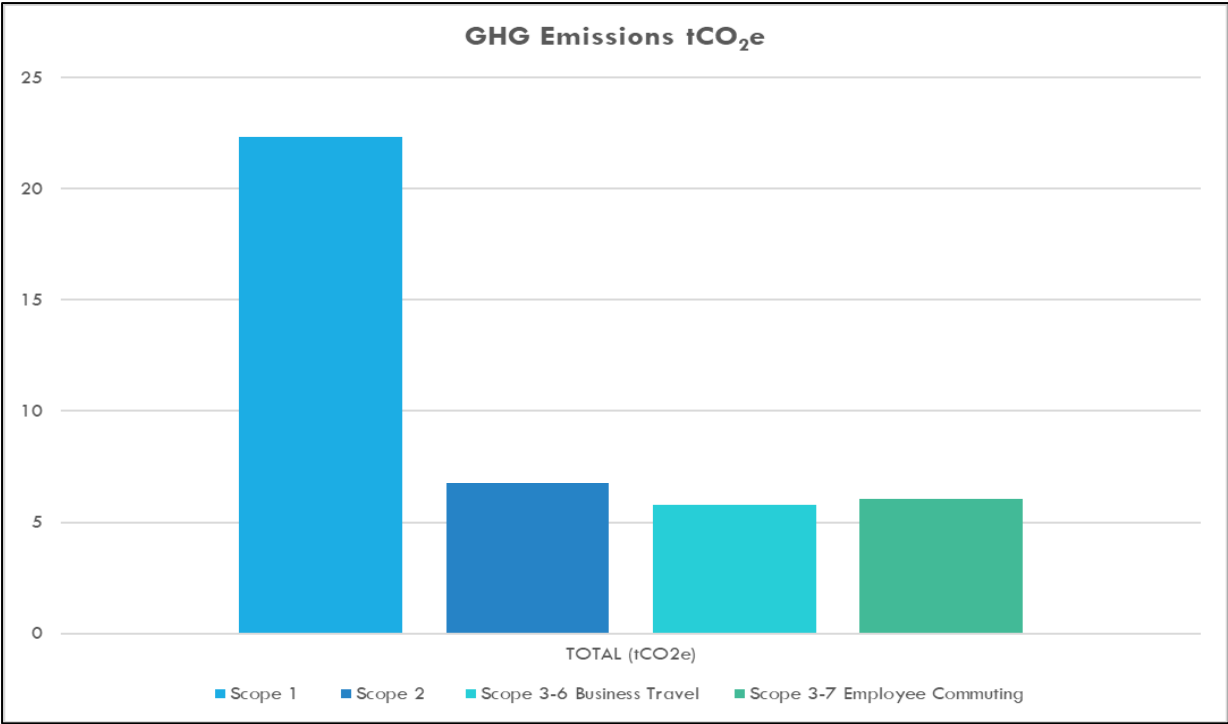
Commitment to achieving Net Zero

Advanced Demand Side Management Ltd is committed to achieving Net Zero emissions by 2050.

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

Baseline Year: 2022/23	
Additional Details relating to the Baseline Emissions calculations.	
Advanced Demand Side Management Ltd have analysed data from original documentation for the purpose of their first Carbon report from the reporting period 01st April 2022 to 31st March 2023. This data has been verified by ESG PRO Limited. The data evidence is required by PPN06/21.	
Baseline year emissions: Carbon emission for Baseline Year 2022/23 are as follows	
EMISSIONS	TOTAL (tCO₂e)
Scope 1 (owned vehicles)	22.34
Scope 2 (electricity consumption, as per EPC rating)	6.78
Scope 3: <ul style="list-style-type: none">- Category 6: Business travel:- Category 7: Employee commuting- Total Scope 3 emissions:	<ul style="list-style-type: none">5.766.0411.79
Total Emissions	40.91



Methodology

Advanced Demand Side Management Limited maintained responsibility for the internal controls guiding the collection, handling, and verification of data used in the preparation of this report. The company collaborated closely with ESG PRO Limited to carry out emissions calculations and to ensure that the methodology applied met established standards of accuracy, transparency, and reliability. The approach adopted aligns with the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard, as well as the Corporate Value Chain (Scope 3) Standard. These internationally recognised frameworks provide a consistent basis for assessing greenhouse gas emissions across both operations and the wider value chain.

All emissions disclosed in this Carbon Reduction Plan have been calculated using the latest UK Government GHG Conversion Factors for Company Reporting, published by the Department for Energy Security and Net Zero in partnership with DEFRA. These conversion factors represent the national benchmark for carbon reporting and ensure alignment with UK regulatory expectations, including those set out under PPN 06/21 and the guidance on Carbon Reduction Plan disclosures.

For the reporting period covering 1 April 2022 to 31 March 2023, Advanced Demand Side Management Limited completed its first full greenhouse gas inventory. This reporting year marks the company's formal base year for carbon reporting – the reference point against which all future reductions will be measured. The baseline provides a detailed overview of the company's carbon footprint across core operations and selected areas of the supply chain, offering insight into where emissions arise and where efficiencies can be introduced to support long-term sustainability goals.

The operational boundary for this report covers direct emissions (Scope 1), indirect emissions from electricity use (Scope 2), and two Scope 3 categories: Category 6 – Business Travel and Category 7 – Employee Commuting. These categories have been identified as material and are reported in line with Cabinet Office guidance under PPN 06/21, based on available data and reporting capability.

As an SME, the company has assessed its Scope 3 emissions in accordance with the Greenhouse Gas Protocol and UK Government guidance. At this stage, only material and relevant categories are reported. For the 2022/23 reporting year, the following categories have been assessed as immaterial and are excluded: Use of Sold Products, Capital Goods, and Upstream Leased Assets. These either fall outside the company's operational relevance or contribute insignificantly to overall emissions. This assessment will be reviewed annually as part of the company's commitment to transparency and improvement.

As this is the first year of formal reporting, Advanced Demand Side Management Limited acknowledges that its processes will continue to develop. Future years will see efforts to refine data collection, enhance accuracy, broaden coverage, and further strengthen the company's overall approach to environmental reporting.

Scope 3 Excluded Categories

As part of our commitment to emissions transparency and continuous improvement, Advanced Demand Side Management Limited (ADSM) has undertaken a comprehensive review of all relevant Scope 3 categories in accordance with PPN 06/21 guidance. At this stage, we have elected to report only on Scope 3 categories deemed material and relevant to our operations. The following categories have been assessed as immaterial or not currently applicable, and are therefore excluded from this Carbon Reduction Plan.

Category 2: Capital Goods

This category has been excluded on the basis that ADSM's capital expenditure is minimal and not emissions-intensive. As a service-focused organisation, our operational model does not rely on large-scale capital goods, making this category insignificant in the context of our carbon footprint. Nonetheless, we will reassess its relevance annually.

Category 4: Upstream Transportation and Distribution

This category has not been reported due to limited availability of verifiable emissions data from suppliers and logistics partners. While our business operations involve some level of upstream service provision, the associated emissions are considered minor at present. We are working with our supplier network to enhance emissions transparency, with a view to incorporating this category in future disclosures. A baseline is expected to be developed within the next 12 months.

Category 5: Waste Generated in Operations

Emissions from operational waste are considered de minimis relative to our overall emissions profile. ADSM operates in a predominantly office-based environment, underpinned by digital systems and proactive recycling and waste minimisation practices. We are exploring opportunities to obtain more granular waste data to support enhanced future reporting.

Category 8: Upstream Leased Assets

This category is excluded on the grounds that any leased assets used by ADSM are limited in scale and emissions impact. Our operations do not depend on high-emission leased infrastructure. Should the use of such assets increase in future, we will review and report accordingly.

Category 9: Downstream Transportation and Distribution

This category is not applicable to ADSM's business model. As we do not manufacture or distribute physical products, and all services are delivered either digitally or directly on client premises, there are no downstream logistics emissions within our direct or indirect control.

Category 11: Use of Sold Products

ADSM does not sell physical products; our consultancy and efficiency services are delivered as solutions rather than tangible goods. Consequently, this category does not apply and has been excluded.

Ongoing Commitment

We remain committed to expanding the scope and improving the accuracy of our emissions disclosures. All excluded Scope 3 categories will be reviewed annually to reflect any changes in our operations, supplier practices, or reporting capabilities. As part of our broader environmental strategy, we will continue engaging with stakeholders to enhance data collection and drive down carbon impacts across the value chain.

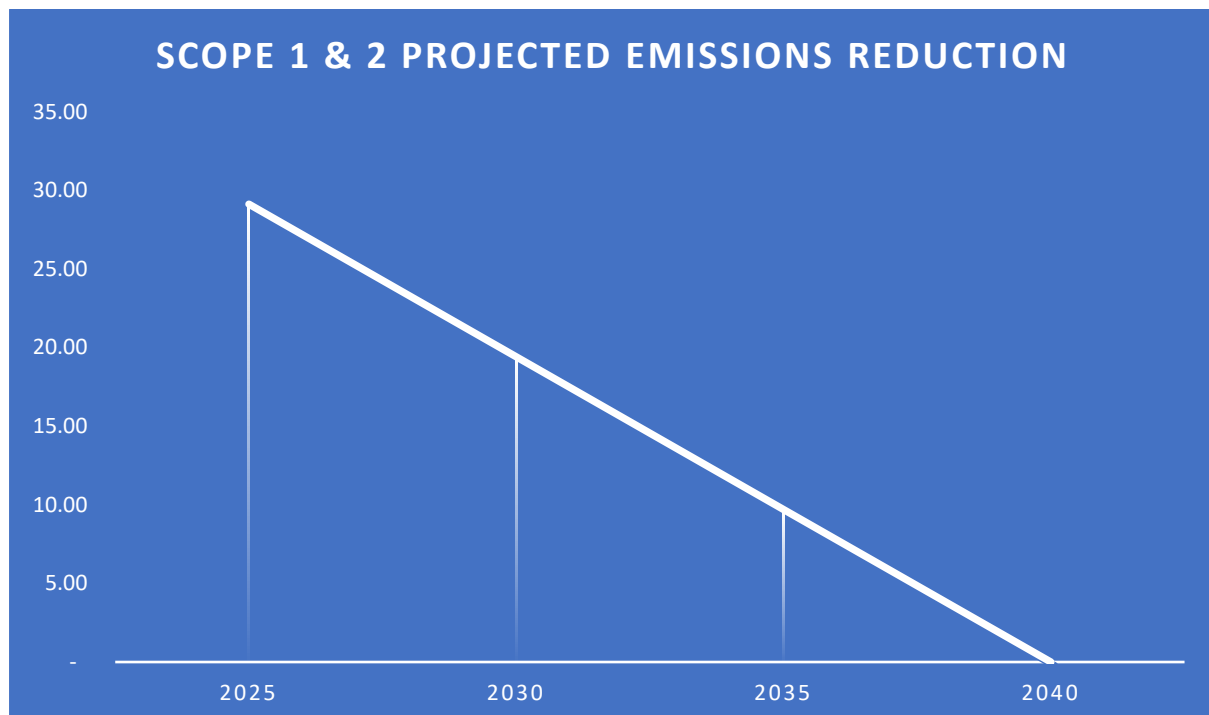
Emissions Reduction Targets

Absolute Reduction Targets

Advanced Demand Side Management Limited is committed to achieving net zero greenhouse gas emissions by 2040, with a focus on absolute reductions across all scopes. The company aims to eliminate Scope 1 and Scope 2 emissions entirely, while targeting a minimum 50% reduction in Scope 3 emissions. To support this objective, interim milestones have been established: a 30% reduction by 2030 and a 40% reduction by 2035, forming a clear pathway to full decarbonisation by 2040. Progress will be reviewed annually to maintain transparency and ensure alignment with evolving government regulations and industry best practice.

Intensity Ratio Reduction Targets

The company also seeks to reduce its emissions intensity, lowering carbon output relative to workforce size and financial performance. For the reporting year 2022–2023, total emissions amounted to 40.91 tCO₂e, with an intensity ratio of 2.15 tCO₂e per full-time employee (FTE) and 0.16 tCO₂e per £100,000 in revenue. By 2040, Advanced Demand Side Management Limited plans to reduce intensity ratios for Scope 1 and Scope 2 emissions to zero. For Scope 3, intensity ratios will be cut by at least 50%. These reductions will be driven by operational efficiencies, supply chain engagement, and the adoption of cleaner technologies, ensuring the company's growth remains environmentally responsible.



Carbon Reduction Projects

These are our baseline emissions. The following is a breakdown of our current plans and ambitions to reduce the greenhouse gas emissions in the following period.

The envisaged carbon reductions are based on the estimate that approximately 55% of our carbon emissions are from owned vehicle emissions. By replacing the internal combustion engine vehicles in use now with electric, hydrogen powered or hybrid vehicles, in the following 10-year period, these emissions can be reduced almost completely.

While operating within serviced offices limits direct control over energy systems, the company will actively engage with providers to encourage improvements, monitor usage, and prioritise relocation to more energy-efficient premises.

Business travel by air is to be conducted only in economy class and reduced whenever possible. Employees, for remote working arrangements, will be incentivised to switch to a green energy supplier. Also incentives will be put in place to aid employees choosing commute options which are less carbon intensive, and where and when possible, use public transport. Bike-to-work scheme is also to be developed.

In the future the company intends to implement further measures such as:

1. Set up an employee carbon reduction focus group.
2. Replacement of car fleet (diesel and petrol vehicles) when the leases end, with hybrid or EVs.
3. To relocate from the serviced offices with an EPC rating of C (56) to freehold or leasehold premises with a better EPC rating.
4. Install LED lighting in all premises where possible.
5. Introduce an optimised workload distribution system, to cut down on the need for travel.
6. Implement incentives for sharing commute, encourage public transport, incentives for electric vehicles, rail journeys, rather than flights for domestic travel.
7. Adopt cloud-based software for storing accounts information and reduce paper records.
8. Implement a print reduction strategy, supported by print management software, to reduce printing, waste and go paperless by end of 2035.
9. Ensure office printers are EPEAT and Energy Star certified.
10. Use energy and battery saving modes on all electronic devices.
11. Establish procurement working group to look at sustainable sourcing of materials and parts which have low embodied carbon.
12. A strategy is to be developed to curb the rise of Scope 3 emissions in the future, by implementing careful consideration of emissions that may be introduced through the supply chain. For developed companies, Scope 3 emissions may account for as much as 90% of the total emissions amount.

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and the 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 standard⁴ and uses the appropriate government emission conversion factors for greenhouse gas company reporting⁵.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions has been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard⁶.

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

Signed by Patrick McCart, Managing Director



Date: 02/02/2024

⁴<https://ghgprotocol.org/corporate-standard>

⁵<https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

⁶<https://ghgprotocol.org/standards/scope-3-standard>