

# Carbon Report 2021

The following report formally documents Pawprint's environmental impact and the steps we are taking to reduce this impact as much as possible, as soon as possible.



## Disclaimer

When we set out on our carbon footprinting journey, to be perfectly honest we didn't put much thought into the significance of our selected reporting period. We gathered data for our 2020/21 Carbon Report based on a twelve month reporting period from April to March, which we've repeated for the figures you'll see in this document.

Since our first report, we've successfully certified as a B Corp (yay!) and committed to releasing a regular Impact Report detailing our performance across the areas of environment, community, customers, suppliers, employees, and shareholders. In line with best practice, our Impact Report will cover the same period as our financial year, that's January to January. For consistency, and to make sure our carbon footprint and wider impact reporting remain top of mind alongside company finances, we'll be shifting to that same reporting period for our future Carbon Reports.

Given we're still a small organisation, we feel this is the best time to make the shift - it won't result in a significant change in our annual emissions figures or our SBTs, but it will improve our overall approach to annual reporting. Our 2022 Carbon Report will therefore contain slightly different emissions data for 2020 and 2021, but we're not going to touch our first two reports as we'd rather focus on our reduction efforts and make a point of what we believe is a positive correction!



Our Carbon Footprint 2021 \*

**39.269 tCO<sub>2</sub>e**

(metric tonnes of carbon dioxide equivalent emissions)

That's the same as two years' worth of grocery shopping for an average UK family...

(based on an average diet including meat)

*\*reporting period 01/04/2021-31/03/2022*

up from **18.881 tCO<sub>2</sub>e** in 2020

Average footprint per employee

Within our reporting period Pawprint had 27 FTE (Full Time Equivalent) employees in comparison to our 2020 total of 19, making our average footprint per employee:

**1.454 tCO<sub>2</sub>e**

(metric tonnes of carbon dioxide equivalent emissions)

That's the same as leaving an LED bulb on for 97 years...

up from **0.994 tCO<sub>2</sub>e** in 2020

## Welcome back!

Welcome to our second annual Carbon Report, covering April 2021 through to March 2022. If you read the inaugural report last year, thanks for coming back!

To address the elephant in the room first, we are well aware that this report is coming a little late. A combination of data-processing issues (not our fault) and busyness (our fault, but arguably a good thing given our mission) have pushed this report back. But better late than never!

Now, if we cast our minds back to 2021 the UK was just starting to transition out of lockdown. This brought huge benefits, like the reunion of families and freedom of movement. But it also returned habits that come with a high carbon cost, like business travel and commuting.

At Pawprint, we navigated the 'new normal' as best we could, trying to balance the value that in-person meetings, travel, and other more carbon-intensive practices brought to our mission, with creative solutions that enabled sustainable choices. Pawprint also grew, climbing from 19 full time employees to 27 during the reporting period. More hands to help with building our climate action platform!

With all this in mind, it's no surprise that our total carbon footprint, and our average footprint per employee increased. We predicted it in our last Carbon Report.

We also promised to own that increase and ensure that it is accounted for when we zero our historic footprint. We remain committed to this as we learn more about what our footprint looks like in a 'normal' world.

As always, we'll never claim to be perfect and will always be transparent about where we are, what's gone well, and where we can and will improve going forward.

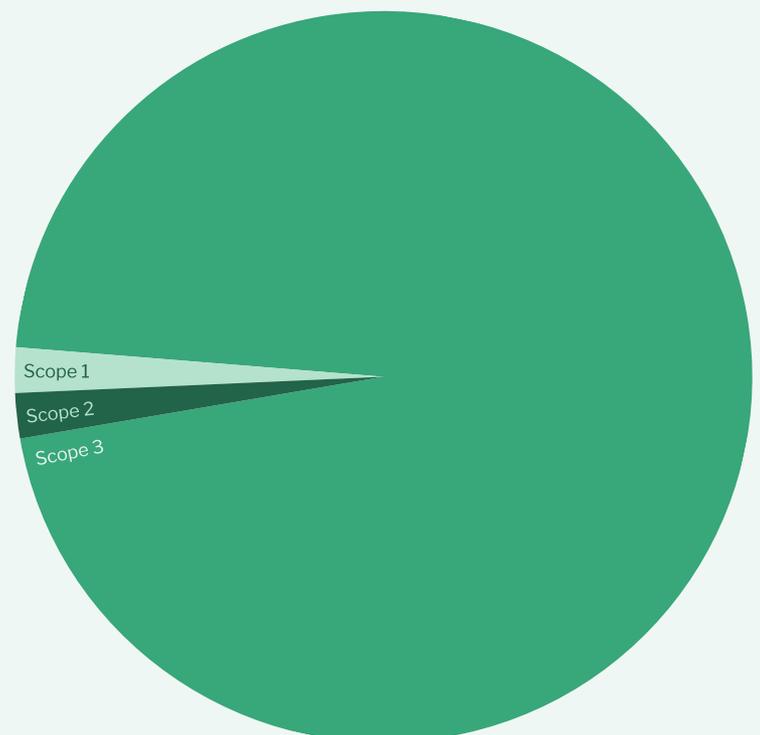
So, here goes...

## Emissions breakdown by scope

You'll notice quite a drop in our Scope 1 & 2 emissions compared to 2020. As we'll cover in more depth in the following section, this is due to a misallocation of home working energy emissions data in our previous report, meaning the majority of what we first reported under Scope 1 & 2 is now accounted for in our Scope 3 total. Hey, we all make mistakes, and we've popped a useful recap of the difference between the Scopes below.

	2020	2021
Scope 1	1.387	0.010
Scope 2	1.239	0.007
Scope 3	16.254	39.252
<b>All Scopes</b>	<b>18.881</b>	<b>39.269</b>

(tCO<sub>2</sub>e)



## GHG Emissions **by source**

<b>Category</b>	<b>Total</b> (tCO2e)	<b>Scope 1</b> (tCO2e)	<b>Scope 2</b> (tCO2e)	<b>Scope 3</b> (tCO2e incl. WTT*)
App (Mobile & PWA: Desktop)	0.083	n/a	n/a	0.083
App (Mobile & PWA: Smartphone)	0.082	n/a	n/a	0.082
App (Mobile & PWA: Tablet)	0.001	n/a	n/a	0.001
Business Travel: Air	5.742	n/a	n/a	5.742
Business Travel: Rail	1.130	n/a	n/a	1.130
Business Travel: Taxi	0.029	n/a	n/a	0.029
Business Travel: Car	0.027	n/a	n/a	0.027
Computers	14.308	n/a	n/a	14.308
Crockery	0.477	n/a	n/a	0.477
(Smaller) Electricals (incl. keyboards, monitors etc.)	1.616	n/a	n/a	1.616
Electricity (UK grid)	0.007	n/a	0.007	n/a
Employee Commuting: Bus	0.462	n/a	n/a	0.462
Employee Commuting: Car	0.338	n/a	n/a	0.338

<b>Category</b>	<b>Total</b> (tCO2e)	<b>Scope 1</b> (tCO2e)	<b>Scope 2</b> (tCO2e)	<b>Scope 3</b> (tCO2e incl. WTT*)
Employee Commuting: Rail	1.282	n/a	n/a	1.282
Food and Drink: Fish	0.001	n/a	n/a	0.001
Food and Drink: Plant-based	3.300	n/a	n/a	3.300
Food and Drink: Red Meat	0.026	n/a	n/a	0.026
Food and Drink: Wine	0.031	n/a	n/a	0.031
Freight	1.297	n/a	n/a	1.297
Furniture	0.503	n/a	n/a	0.503
Home Working (Electricity: UK grid)	2.577	n/a	n/a	2.577
Home Working (Gas: UK grid)	2.479	n/a	n/a	2.479
Hotel Stays: London	0.497	n/a	n/a	0.497
Hotel Stays: Other UK	0.222	n/a	n/a	0.222
Hotel Stays: Switzerland	0.022	n/a	n/a	0.022
Hotel Stays: USA	0.039	n/a	n/a	0.039
Metal products	0.677	n/a	n/a	0.677

<b>Category</b>	<b>Total</b> (tCO2e)	<b>Scope 1</b> (tCO2e)	<b>Scope 2</b> (tCO2e)	<b>Scope 3</b> (tCO2e incl. WTT*)
Natural Gas (UK)	0.012	0.010	n/a	0.002
Paint	0.015	n/a	n/a	0.015
Paper	0.525	n/a	n/a	0.525
Plastic	0.528	n/a	n/a	0.528
Supplier online services (electricity used for third party services from legal paperwork, to marketing support, to content creation)	0.241	n/a	n/a	0.241
Textiles (branded tshirts and video props)	0.157	n/a	n/a	0.157
Waste	0.425	n/a	n/a	0.425
Water Use	0.041	n/a	n/a	0.041
Website (Desktop)	0.054	n/a	n/a	0.054
Website (Smartphone)	0.015	n/a	n/a	0.015
Website (Tablet)	0.001	n/a	n/a	0.001

\*WTT: Well-To-Tank emissions are indirect Scope 3 emissions from the extraction, refinement and transportation of raw fuel sources before combustion to an organisation's site or asset

Category	Total (tCO2e)	tCO2	tCH4	tN2O
Scope 1	0.010	0.010	0.000	0.000
Scope 2	0.007	0.007	0.000	0.000
Scope 3	39.252	12.095	0.016	0.061
All Scopes	39.269	12.112	0.016	0.061

tCO2: tonnes of carbon dioxide  
 tCH4: tonnes of methane  
 tN2O: tonnes of nitrous oxide

*\*The total carbon dioxide equivalent GHGs (tCO2e) will not equal the sum of the breakdown into the 3 main gases in this table due to the fact that not all emissions intensities are provided split out by individual gas, plus there are four other groups of Kyoto Protocol gases not included in the table.*

## A quick note on our Scope breakdown

The data savvy amongst you have likely noticed there's quite a significant difference in our Scope 1 & 2 emissions between this report and the last. Unfortunately it's not because we found a hack to drastically reduce those emissions, but rather it's the result of an error in the way we entered our data in our 2020 report. Instead of tweaking the figures to cover this up, we think it's a perfect opportunity to explain the mistake - we all make them after all, and we want anyone reading this who might also be navigating their first few years of footprint reporting to learn with us!

### What's the difference between the Scopes again...

There's always time for a quick refresh, we're the first to admit it's a complicated business:

**Scope 1** or 'direct' GHG emissions are those from sources a company owns or controls. Think office or factory boilers, company vehicles, or emissions stemming directly from company-owned equipment and processes such as product manufacture.

**Scope 2** or 'indirect' emissions are those produced by the electricity companies buy from an energy supplier.

**Scope 3** is the slightly daunting 'everything else' in all directions of a company's value chain, from the use of their products to the way their employees get to and from work.

## Where did we go wrong?

When compiling our first report last year, all Pawprinters were working almost entirely from home in light of lockdown restrictions. We surveyed everyone in the company in order to calculate the emissions of their home office gas and electricity, and in the excitement of our carbon footprinting maiden voyage, we incorrectly categorised those emissions as Scope 1 & 2.

This time we used a dedicated Scope 3 survey to capture all home working and commuting emissions, meaning everything is in its rightful place as far as the data is concerned. Luckily for us we're not talking about tonnes of misplaced emissions, so we'll take the learning and make sure we account for the Scope 3 increase accordingly in our reduction targets.



## A recap on 'real net zero'

As we outlined last year, no business can wave a wand and erase their emissions entirely. At Pawprint, we're taking a reduction first approach to our carbon footprint. What this means in practice is we'll do what we can to maximise the environmental efficiency of our operations, behaviours and services first.

In time, once we've gathered a few more years' worth of emissions data (and permanent carbon removal technologies have hopefully proven themselves) we'll look to zero our historic footprint.

In short, our commitment remains to report our carbon footprint every year until 2025, when we will use the collected data to plan our permanent removal strategy and therefore bring our overall net zero target forward from 2050.

### *Investing in nature and people*

There's a lot of debate around the topic of carbon offsetting and whether it has a place in the net zero journey. We won't delve into that too much here, as both the debate and the market are so multifaceted, but we stand by our position that nature is powerful and must be included in the green transition in a responsible way.

One of the main reasons we don't use offsetting to bring forward our net zero targets is that as a young start up, we don't have the resources to invest in well researched, proven and validated schemes or projects. If you do have the resources to do so, we fully support you putting them towards these initiatives, in combination with, and ideally as a secondary measure to decarbonising operations as much as possible.

What we were able to do, and proudly at that, is donate £12k (half in cash, half in volunteer time) this year to [1% for the Planet](#) validated charities fighting climate change in some way. We don't count these as offsets, but we're still dedicated to doing our bit with the options available to us right now.



## How did we calculate our carbon footprint?

Again we worked with [Compare Your Footprint](#), an online application designed by experienced environmental management consultants to calculate and report organisations' Scope 1, 2 and 3 emissions. Their calculations are made by applying verified conversion factors to our consumption data, all of which adhere to the Greenhouse Gas (GHG) Protocol Corporate Accounting and Reporting Standard.



## What's included?

### (Home)office

To calculate our home working emissions, we launched a WfH survey capturing how often Pawprinters made use of the home office during our reporting period, and deep diving into working styles and set-up.\* The resulting emissions calculations are split into electricity and gas totals.

*\* For any employee who no longer worked at Pawprint when the survey was launched, an average figure taken from the responses received was added to the total.*

As lockdown restrictions eased, our use of space at the WeWork office in Edinburgh increased. Like before our approach was to calculate our proportion of the building's electricity and gas usage\* based on the total area of Pawprint's dedicated space. We faced some challenges, however, in that when we requested the building emissions data from the maintenance team at WeWork, we were told that energy reports are now handled centrally by the London HQ. Despite sending several requests and chasing multiple times through the Edinburgh team, WeWork failed to provide us with the data. We therefore decided to use the energy figures we received the previous year. While it's not the level of accuracy we'd like, we don't expect the figures to be drastically different year on year, and hope our requests will lead to this centralised data being made more readily available.

*\*Pawprint's share of WeWork's emissions does not include gas used specifically for the basement showers, as no Pawprint employee used them within the reporting period.*

### Office furniture

To make our dedicated office space fit for purpose, we purchased items of furniture that we've accounted for under a few different emissions sources:

- 1 × whiteboard
- 1 × metal cabinet
- 3 × wooden shelves and plastic brackets
- 2 × wooden coat racks
- Pawprint brand-coloured paint for decoration
- 1 × foam paint roller
- 7 × metal poster holders and suction hooks
- 1 × metal TV stand
- A set of large plates, bowls and canapé plates (to replace single use crockery offered at WeWork)

We made sure to choose items that we can easily move around in the event of an office move, so that we can get long-term use out of everything and don't make any unnecessary repeat purchases.

## Employee commuting

The return to the office meant the return of the commute. We captured staff's commuting patterns and mode of transport in the same survey used to calculate home working emissions. We've reported our commuting emissions split by bus, car and rail. We were pleased to see public transport was a far more popular choice than driving, and we have a lot of walkers and cyclists too who deserve a big shoutout for their carbon-free commute!



## Business travel and hotel stays

We won't lie, we find this category tricky to balance - on the one hand, we love taking advantage of the virtual networks and events that became increasingly prominent and collaborative during the pandemic. But we've also experienced first-hand that sometimes there's no substitute for in-person attendance and the travel requirements that inevitably come with it. We always consider the value we'll get from attending an event in person before we choose to travel, and only ever do so if we believe it will considerably boost our ability to drive forward our purpose-led, impact-driven mission.

You'll therefore see an increase in business travel emissions in comparison to last year's report. Our travel during the reporting period included:

- 62x journeys within the UK by train (including London Underground)
- 1x 70 mile client visit by petrol car
- 6x UK taxi journeys
- 1x one-way flight from Edinburgh to Zurich (return journey was by train, but logistically the trip out unfortunately wasn't possible without flying)
- 1x return flight from Edinburgh to New York (our CEO was invited to a well-established startup founders conference)
- 25x hotel stays, mostly in London followed by Edinburgh, Aberdeen, Zurich and New York

## Equipment

As we predicted in our 2020 report, the Pawprint team grew in size during this reporting period. As before, the emissions of electronic equipment purchased within our reporting period was calculated using total spend on:

- laptop computers for new staff
- Other small electricals for the office set-up and remote employees' home offices, where necessary. This included monitors, keyboards, computer mice, headsets and a [Smirl ticker](#) to display the total carbon saved by our clients' employees in real time

## Deliveries

All deliveries paid for by the company are recorded in our finance accounting software, within the reporting period this consisted of:

- 67x deliveries of electronic equipment, office furniture, branded merchandise, books and other small gifts

Unfortunately we weren't able to obtain the exact routes and vehicles that took our deliveries to wherever they were headed, so using the spend data we log for each delivery, we used Compare Your Footprint's average road freight emission factor to estimate the total impact of our purchased deliveries.

If anyone happens to be reading from a delivery company, we have a concept for your suggestion box: how handy would it be if part of your service included providing a breakdown of a delivery's mode of transport and route once it's reached its destination?! This along with the weight of the item would allow for much more accurate reporting, which in turn might just lead to more conscious and efficient ordering by customers like us.

## Our app and website

The Pawprint App launched on the Google Play and Apple App Stores in May 2021, so emissions from our mobile app feature for the first time in this report.

Once again we calculated the dwell time emissions of our marketing site and Progressive Web App using:

- the total number of users within our reporting period
- the average session duration
- a specific breakdown by device (desktop/smartphone/tablet)

More people visiting our website and platform means more opportunity for climate action, so we're actually very content with the 87% increase on last year's figures!

## Third-party online services

We continued to utilise the services of external experts and advisors throughout the reporting period for the likes of legal paperwork, cyber security testing, market research, HR and recruitment, and freelance writing and video production. To account for their work, we reached out to all of these suppliers to determine:

- The device type used to complete their work
- The proportion (if any) of their hours spent on video calls, given the typically higher energy consumption compared to regular screen time

We were pleased to receive a high response rate from our suppliers, which highlights the importance of engaging with all levels and directions of your value chain. It fosters collaboration around reporting and actioning emissions data!

## Paper and plastic purchases

We do our best to buy only what we really need to meet our objectives. During our reporting period we purchased:

- 200 books (the majority being our go-to carbon footprinting manual, *How Bad Are Bananas* by Mike Berners-Lee) for staff and supporters
- 2x packs of reusable, compostable envelopes for postage
- 4x roller banners for use at events and customer office visits
- 1x batch of A5 flyers for an employee benefits conference
- 2x batches of business cards and stickers
- 6x A3/4 informational posters
- 1x large paper book for use at event stalls
- 1x A2 newspaper prop for crowdfunding promotional video
- 15x 22 page A4 [Insights](#) profiles and synthetic colour bricks for Pawprint staff
- 1x 40 piece portable plastic plant wall for our office (no watering required!)
- A selection of small items containing plastic for marketing content

## Food and drink

We kept track of menu choices for team events, and logged receipts for anything purchased on business trips, we were able to categorise our emissions by food and drink type for maximum transparency.

As we hoped, the majority of our purchases were plant-based, and we'll talk more about our efforts to encourage low-carbon options in the following section of this report.



## Textiles

We said it best last time, any merch we buy has the sole purpose of getting more people on board the climate action wagon. During our reporting period, we purchased:

- 2x branded kids T-shirts and 1x tote bag from [Teemill](#), an organisation committed to low-waste, circular fashion
- Second-hand props for crowdfunding promotional video (one lab coat, one old radio, one old tablet and bike helmet)
- One cuddly polar bear and flag for Nick Hollis' most impressive [721 Challenge](#)

## Water use

Again we calculated the emissions of employees' water use with the help of averages provided by Compare Your Footprint, specific to our reporting period. It remains a challenge to calculate exact water usage at individual employee level without an accepted standard or centralised reporting mechanism. Luckily our operations aren't water intensive beyond the standard bathroom requirements and a fair few cups of tea. We promote efficient use of resources internally and have confidence in our Pawprinters to act accordingly in the office and home office.

## Waste

Similarly we used updated averages provided by Compare Your Footprint to estimate our waste emissions. As we'll highlight later, we've been working to formalise our internal waste policies to both minimise and responsibly dispose of any waste attributable to Pawprint.

## What isn't included?

### Cloud infrastructure

#### *Pawprint Database (AWS)*

Given that the beating heart of Pawprint is the platform and data we provide our clients, we naturally want to include the emissions of our database, which is cloud hosted by Amazon Web Services. After going back and forth with a contact at AWS, we hit a disappointing hurdle in that they will only report exact emissions to customers whose products emit more than 0.1 MTCO<sub>2</sub>e in any given period, which we have not reached.

Our support team at Compare Your Footprint ultimately recommended we leave these emissions off to avoid skewing our data with any wild assumptions. This isn't the ideal scenario, but while we know the data we store is hugely valuable to us and our customers, and will increase in volume as we work with more and more

businesses, the resources needed to store it are still pretty tiny in comparison to your Netflix-type services. We have, however, made the request loud and clear to our AWS contact for more exact reporting to be made available, and encourage anyone else making use of their services to do the same!

#### *Productivity Suite (Google Workspace)*

Not unlike AWS, we unfortunately realised that our Google Workspace package (most appropriate for organisations of our size) is not currently synced up with Google's Carbon Footprint Dashboard. Upon investigation it appears that [widening access to our package is on Google's short-term development roadmap](#), with some sources suggesting this could be as early as H1 2023. Rather than using a spend-based estimate, which would be very imprecise and confuse things down the line for future reports, we opted to leave these emissions out and monitor progress from Google in the hopes that we can make use of their data next time.

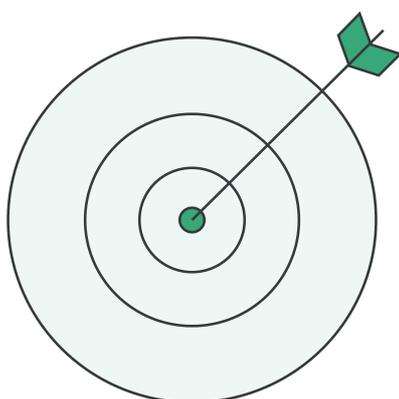
## Our carbon plan - where we are and where we're going

The world needs businesses of all shapes and sizes to work towards emissions reductions that are in line with the 1.5°C-aligned pathway. That means us too!

### Pawprint's science-based targets

Despite not being mandatory for SMEs to report on (yet), last year we set reduction targets aligned to the [SBTi](#) for our Scope 1, 2 and 3 emissions. This committed us to:

- **a 21% reduction in Scope 1, 2 & 3 emissions by 2025**
- **a 42% reduction in Scope 1, 2 & 3 emissions by 2030**
- **a 63% reduction in Scope 1, 2 & 3 emissions by 2035**
- **real net zero emissions by 2050**



We're very much in the infancy stage of our carbon footprinting and target setting lifecycle, and won't pretend to get everything right in the first few years. Remember earlier in this report when we covered the scope allocation mix up of 2020? Well, that has had an impact on our SBTs.

Our 2021 Scope 1 & 2 emissions are much lower due to the faux pas, and our overall emissions have increased just like the company did. Rather than risk a cop out, we've left our overall reduction targets and targets per FTE as they were when we set them, but have adjusted the Scope breakdown in line with what we now know to be the correct allocation of our home working data.

The following visuals should help to clarify what we mean by this...

## Total emissions (tCO2e)

	2020 (actual)	2021 (target)	2021 (actual)	2022 (target)	2023 (target)	2024 (target)	2025 (target)	2026 (target)	2027 (target)	2028 (target)	2029 (target)	2030 (target)	2031 (target)	2032 (target)	2033 (target)	2034 (target)	2035 (target)
Scope 1 (tCO2e)	1.387	1.329	0.01	0.0095	0.009	0.0085	0.0079	0.0075	0.0071	0.0067	0.0063	0.0058	0.0054	0.005	0.0046	0.0042	0.0037
Scope 2 (tCO2e)	1.239	1.187	0.007	0.0066	0.0062	0.00558	0.00553	0.00526	0.00496	0.00466	0.00436	0.00406	0.00376	0.00346	0.00316	0.00286	0.00259
Scope 3 (tCO2e)	16.254	15.570	39.252	17.277	16.485	15.691	14.903	14.111	13.317	12.523	11.783	10.94	10.149	9.355	8.563	7.769	6.979
Total	18.881	18.086	39.269	17.293	16.5	15.705	14.916	14.124	13.329	12.534	11.794	10.95	10.158	9.363	8.571	7.776	6.985

## Emissions per employee

	2020 (actual)	2021 (target)	2021 (actual)	2022 (target)	2023 (target)	2024 (target)	2025 (target)	2026 (target)	2027 (target)	2028 (target)	2029 (target)	2030 (target)	2031 (target)	2032 (target)	2033 (target)	2034 (targets)	2035 (targets)
tCO2e	0.994	0.952	1.454	0.910	0.868	0.827	0.785	0.743	0.702	0.660	0.621	0.576	0.535	0.493	0.451	0.409	0.368

## Making it happen

To round off our report, we've done a pulse check on the actions we've taken to reduce our emissions so far compared to the plans we set out last time, and what more we'll aim to introduce going forward.



## Scope 1 & 2 Emissions

### Pawprint office

#### What we said...

- We'll engage with with the owners and management team in charge of our shared office space to promote the use of renewable energy in the building
- We'll keep our private office space as low-energy as possible - that means we'll limit lights and gadgets to what's really necessary

#### What we did...

- Despite the challenges we faced in obtaining the energy data for our WeWork office space, we did manage to engage the community team in discussion of ways to raise awareness of green energy and efficient energy usage - we even got them involved in [Green Jumper Day 2021](#)
- Other than a repurposed polar bear night light, we didn't add any flashy gizmos to the office set-up

#### What we'll do...

- Since writing this report we've moved to a different rented space, but we have a great relationship with the team there and we'll keep doing what we can to keep each other on the right track
- Continue being sensible and resisting any fairy light temptation

## Scope 3 Emissions

### Home offices

#### What we said...

- We'll share a recommended energy supplier list with employees to encourage a swap to a company that's generating its own energy or sourcing it from companies generating energy from renewable sources
- We'll offer savings for employees switching to green energy providers through [Big Clean Switch](#)
- We'll look at ways to subsidise the difference if a Pawprint employee would still have to pay more than they did before switching to a green energy provider



#### What we did...

- We agreed to take the [Uswitch Gold Standard energy tariffs](#) as our recommended list - however, with the year's events causing instability and rocketing prices for energy and the wider cost of living, both Uswitch and Pawprint's sustainability committee suggested it wasn't the right time to push anyone to change suppliers until circumstances improve
- We made sure Big Clean Switch features in our list of employee benefits. We also partnered with [Ripple Energy](#), allowing Pawprinters to invest in a slice of a wind farm at a reduced cost and reap the financial benefits once it's up and running, as well as contribute to green energy generation

#### What we'll do...

- We'll keep an eye on the energy markets and expert advice, and when the time is right we'll revisit our strategy. In the meantime, we've shared resources on how to reduce energy consumption (even editing our product to include 'money saving' filter options on the actions!)
- We'll bring our subsidy discussion back to the table to discuss once the economic and geopolitical backdrop allows

## Equipment

### What we said...

- We'll take a common sense approach and only buy electronic equipment for staff that is necessary for them to work
- We'll always strive to find repair options for any damaged or faulty equipment over buying new
- When required we'll buy second hand equipment for items such as work phones
- We'll make it known that every employee is responsible for taking care of their equipment
- We're committed to sending no company e-waste to landfill

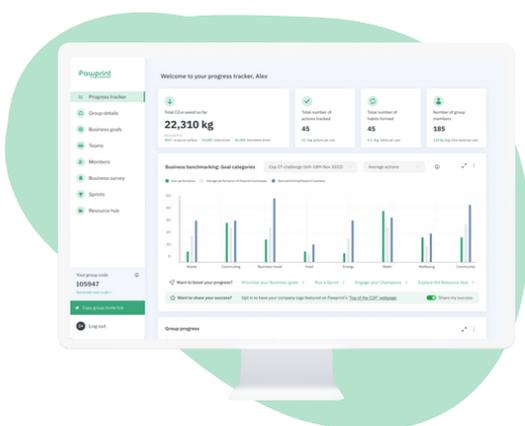


### What we did...

- We formalised the minimal equipment mantra in our Hardware Policy. Over the year additional equipment such as monitors was only purchased for remote Pawprinters without a home office set-up in place. We bought a few shared monitors for our office. We chose the most energy efficient model we could find (B-rated, which is rare!)
- Luckily no equipment broke to the extent that it needed major repair. We made a couple of trips to our local Apple Store when laptops were acting funny, but managed to find a fix every time
- All phones we've purchased for our product and tech teams to use for testing have been refurbished or even donated by staff and their networks
- We signed off and circulated official policies clarifying the appropriate use of technology to avoid damage and e-waste
- We kept up our partnership with [Junk It](#), a local organisation that collects, responsibly recycles or rehomes electronic equipment. We highlighted this in our internal E-waste Policy.

### What we'll do...

- Make sure equipment purchases remain centralised to avoid straying from the minimalist principle
- Keep consistent records of the equipment we have to make sure we circulate test electronics appropriately (reducing the number needed), and continue to choose secondhand where possible if more are required
- Make sure any new staff see and agree to our policies, and revisit them regularly to ensure we're promoting up to date best practice
- Keep our staff in the know on how to avoid e-waste in the first place, but also what they need to do to responsibly dispose of it if the need arises. To do this, we've added a quarterly reminder to our full company 'All Paws' meeting



## Third party services

### What we said...

- We'll engage with our key suppliers in an attempt to identify and encourage ways to minimise the impact of their services

### What we did...

- We struggled to make any serious inroads with the likes of AWS and Google this time round, but we did manage to reach the majority of our consultants and advisors to add their work to this report

### What we'll do...

- We'll finalise a template and process for easier ongoing tracking of consultants' work for us to speed up the reporting process in future. We won't give up on the software giants either, after all the more upcoming companies like us pester them to change their ways, the more likely it'll happen...



## Deliveries

### What we said...

- We'll try to keep our deliveries to a minimum, and where we can we'll send multiple deliveries at the same time in an effort to reduce the journeys required
- We'll always look for green delivery options such as electric vehicles, and for short deliveries (in and around Edinburgh) we will use the services of a local bicycle delivery company whenever possible
- Regarding Pawprint's own merchandise, we won't bulk buy or blanket sell, and we're committed to using sustainable suppliers

### What we did...

- We did our best to bulk buy whenever we knew we'd use a lot of a particular item (take our big orders of books for example). If possible, we avoided deliveries altogether by walking to local shops to grab business cards, banners, video props etc.
- For local deliveries we've made use of the awesome cargo bike service from [Farr Out Deliveries](#)
- We sent out very little merchandise, and any we did came from a supplier committed to responsibly sourced materials



### What we'll do...

- More (and by that we really mean less) of the same!
- We'll continue to seek out the greenest options, especially for longer delivery routes

## Business travel and hotel stays

### What we said...

- We'll always favour travelling for work by train instead of individuals driving or flying
- Where hotel stays are required, we'll encourage sustainable choices and avoid extravagant, resource-heavy activities

### What we did...

- We've upheld our no domestic flights policy and opted for direct flights over multiple short hauls when they were unavoidable. See [here](#) for insight into our Founder Christian's whopping four-train return journey from Zurich!
- We know it's not business travel, but we also wanted to give a shout out to one of our favourite and most paw-pular employee benefits: Slow Travel Days. These are two additional holidays available to anyone who chooses low-carbon transport to get to/from a holiday outside mainland UK, instead of a flight
- We manage all hotel bookings centrally (via [TravelPerk](#)) which helps maintain oversight and ensure adherence to our ethos. Wherever we can we'll book hotels close to the location of particular events to minimise the need for further transport. We also promote the eco Actions you'll find in the Pawprint platform; that means not forgetting to reuse those hotel towels!

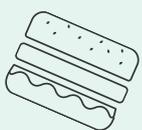


### What we'll do...

- Maintain our Travel Policy strictly - unless circumstances are very extreme, we won't reimburse any domestic flight if a Pawprinter books one over a train or other low-carbon option

## Food and drink

We didn't have anything to report in this area last time, but we've put measures in place to minimise the impact of our choices which we're happy to share (though we might not be as willing to share our food!):



### What we did...

- We introduced an increased business travel food expense budget for plant-based options
- After the debate and discomfort that brewed after one fateful beef burger was purchased on company money, we decided that for any internal team events, we won't offer any choices containing red meat. Our 2021 festive dinner was a seasonal veggie feast, and we loved it!

### What we'll do...

- Remind our travellers of this aspect of our Travel Policy, and use it as a talking point when speaking to clients or prospects to kick off the conversation around low-carbon choices. Again, we'll remind the Pawprint crew of this policy each quarter
- Keep on pushing the plants

## Paper and plastic purchases

### What we said...

- If we need paper or plastic products for business or marketing purposes, we'll seek out responsibly sourced materials from the greenest suppliers, reusing products as much as possible

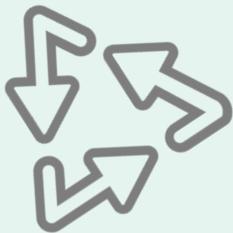
### What we did...

- We used local printers and shops for items like posters, business cards and banners, which brings the added advantage that we can walk to pick them up. We experimented with using plantable seed paper for a batch of info cards for an event - a little tricky to write on, but a cool concept!

### What we'll do...

- Stay conscious in our consumption and avoid unnecessary paper and plastic purchases. What we do buy we're looking after to make sure things last (a favourite is our mini office library which gives old books a new lease of life and shares that paper carbon)

## General waste



### What we said...

- We'll invest in reusable crockery for our office space, so no Pawprinters have to make use of single-use options in the building.

### What we did...

- We became the proud owner of a set of conveniently Pawprint-coloured [reusable bowls and plates](#).

### What we'll do...

- Use them at every occasion - from the everyday work lunch to nibbles at investor events

## Onwards and ~~up~~ downwards...

Thanks for taking the time to make it through our Carbon Report 2.0. We hope you found it an interesting read, and a bit of a comfort in seeing that the transition to net zero isn't always smooth sailing, even for those of us in the sustainability space.

We're aware that our carbon footprint is small in comparison to large businesses (like many of our customers), but to do good we must be good ourselves.

So, alongside creating a platform which embeds sustainability mindsets into all levels of an organisation, we'll also keep our own impact front of mind.

we hope to see you in the not too distant future for the next instalment of our footprinting journey. In the meantime, if you have questions, suggestions, or you're looking for support to align and accelerate your business' sustainability goals, [we're ready to chat](#).

