



Cabinet Office

CARBON REDUCTION PLAN GUIDANCE

Notes for Completion

Where an In-Scope Organisation has determined that the measure applies to the procurement, suppliers wishing to bid for that contract are required at the selection stage to submit a Carbon Reduction Plan which details their organisational carbon footprint and confirms their commitment to achieving Net Zero by 2050.

Carbon Reduction Plans are to be completed by the bidding supplier entity and must meet the reporting requirements set out in supporting guidance, and include the supplier's current carbon footprint and its commitment to reducing emissions to achieve Net Zero emissions by 2050.

The Carbon Reduction Plan should be updated regularly (at least annually) and published and clearly signposted on the supplier's UK website. It should be approved by a director (or equivalent senior leadership) within the supplier's organisation to demonstrate a clear commitment to emissions reduction at the highest level. Suppliers may wish to adopt the key objectives of the Carbon Reduction Plan within their strategic plans.

A template for the Carbon Reduction Plan is set out below. Please complete and publish your Carbon Reduction Plan in accordance with the reporting standard published alongside this PPN.

Carbon Reduction Plan

Supplier name: YouGov plc

Publication date: 02 December 2021

Commitment to achieving Net Zero

YouGov plc is committed to achieving Net Zero emissions in our UK headquarters by **2026** and globally 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: 2020	
Additional Details relating to the Baseline Emissions calculations.	
2020 was the first year YouGov was required to publicly report carbon emissions. Previously, we participated in the Energy Savings Opportunity Scheme (ESOS).	
Baseline year emissions:	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	<1
Scope 2	62
Scope 3 (Included Sources)	Data centres: 20 Electricity transmission and distribution: 5 Employee cars: 5 Rail: <1 Business flights: 70

Total Emissions	Market based: 103 Location based: 160
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Current Emissions Reporting

Reporting Year: 2021	
EMISSIONS	TOTAL (tCO_{2e})
Scope 1	<1
Scope 2	42
Scope 3 (Included Sources)	Data centres: 17 Electricity transmission and distribution: 4 Employee cars: <1 Rail: <1 Public transport: <1 Business flights: <1
Total Emissions	Market based: 28 Location based: 64

Emissions reduction targets

In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets: we have a commitment to reach carbon neutral in the UK by 2026 and globally by 2050. We plan to reach net 0 tCO₂e by 2026 (UK) and 2050 (globally), a 100% reduction, through the continuation of our existing efforts (outlined below under “Carbon Reduction Projects”) and by purchasing carbon offsets.

Carbon Reduction: Projected vs. Actual



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 **96 tCO₂e**, a **60%**ge reduction against the 2020 baseline and the measures will be in effect when performing the contract

We have implemented a global business travel ban during and in between COVID-19 lockdowns. Where essential business travel is required, employees are encouraged to use public transport. Employees have been working remotely from home during and in between COVID-19 lockdowns, and when offices have been open, they have only been open for part of the week with reduced capacity. We have improved our data collection processes in order to respond to the increasing regulatory requirements around our environmental performance, and we choose renewable energy where possible – YouGov’s UK headquarters in London is now powered by 100% renewable energy.

In the future we hope to implement further measures such as:

We are exploring Net Zero pledges and plan to sign on to at least one with high-quality reporting and accountability measures. A long-term climate and sustainability strategy is currently in development, which will outline short-term targets to meet our overall goal. We are in the process of determining our alignment to the UN Sustainable Development Goals and the results of this analysis will be published when the assessment has been concluded.

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.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

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) Standard³.

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

Signed on behalf of the Supplier:

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Date:

¹ <https://ghgprotocol.org/corporate-standard>

² <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

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