



Carbon Reduction Plan

Commitment to achieving Net Zero

Strata Creative Communications 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: Sept 2023 – Sept 2024

Additional Details relating to the Baseline Emissions calculations.

Sustainability Strategy development

Strata have worked with environmental experts in the events industry –

The Bulb – to develop our new sustainability strategy. This strategy includes clear targets towards reaching Net Zero emissions and becoming a zero waste to landfill business. To support this strategy we have embedded sustainability as a priority into the business by making a 'Win for the planet' one of our core principles.

Establishing our baseline emissions

Our strategy development identified the need to measure our baseline emissions. Initially we will only measure our scope 1 & 2 operational emissions. As this is our first year reporting using the data we have, we are not accurately able to measure the impact made in our completed and ongoing initiatives. This will be reported in 2025.

Measuring our scope 3 emissions is particularly challenging for us as we are a service-based agency, and as we deliver events around the world our supply chain is constantly changing.

A future goal for us is to look at how we can measure our scope 3 emissions and put processes in place to establish this baseline measurement. One tool that will be imperative to us in achieving this goal is the use of TRACE on client projects.

Internal Strata event emissions have been calculated using TRACE, and we aim to roll this out across client events.

Baseline year emissions:

EMISSIONS	TOTAL (tCO₂e)
Scope 1	Trucking – 61.006 (mobile source fuel combustion) Gas – 14.67 (Stationery source fuel combustion) Combined figure for Brackley & London offices
Scope 2	Electricity – 11.36 Electricity purchased
Scope 3 (Included Sources)	N/A
Total Emissions	87.036 tCO₂e

Current Emissions Reporting

Reporting Year: Sept 2023 – Sept 2024	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	Trucking – 61.006 (mobile source fuel combustion) Gas – 14.67 (Stationery source fuel combustion) Combined figure for Brackley & London offices

Scope 2	Electricity – 11.36 Electricity purchased
Scope 3 (Included Sources)	N/A
Total Emissions	87.036 tCO₂e

Emissions reduction targets

We will commit to specific Net Zero 2025 and 2030 targets based on the emissions baseline measured in 2023/24. Our aspirational targets are:

- 20-30% emissions reduction by end of 2025 (minimum 10% year on year reduction from baseline)
- 50% emissions reduction by end of 2030 (as per the IPCC guidance to stay within the 1.5-degree maximum warming target)
- We will be Net Zero across all operations by 2050.

Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been implemented in our baseline year.

Completed/ongoing initiatives include:

- Appointment of a dedicated Sustainability Officer to lead our long term strategy and ensure sustainability is deeply embedded in our operations.
- Ongoing training programs for employees on sustainability and carbon literacy. Specific training on Proseed framework, a universal set of guidelines and resources designed to help the events industry implement sustainable practices and deliver events with a positive impact.
- Adoption of TRACE, a carbon and waste reporting tool for events. Utilised to measure emissions of all Strata organised events.
- Partnering with Ongoing training programs for employees on sustainability and carbon literacy
- Conducted a materiality assessment to identify priority ESG topics to help implementation of changes.

- Implemented a flexible working model, asking employees to attend the office two days a week, significantly reducing commuting emissions.
- Launch of a supplier engagement program with sustainable procurement focus, embedding sustainability commitments into purchase orders and SOWs.
- Ensuring office procuring is in line with our policies. Using eco-friendly supplies to partnering with local independent caterers for office events.
- Published Sustainability Strategy and Implementation Plan

Future carbon reduction initiatives

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

- Annual public reporting of carbon performance
- Start Scope 3 tracking to include indirect emissions
- Encourage clients to incorporate sustainability KPIs in events
- Provide carbon reduction recommendations for all client projects and work with them to offset carbon emissions using Ecolibrium

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 006 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.

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>



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

 (CEO)

Date: 28/07/2025