

ARTEFACT

Carbon Reduction Plan

Supplier name: Artefact

Publication date: 20/12/24

Commitment to achieving Net Zero

Artefact is committed to achieving Net Zero emissions by 2050. We are also committed to reducing our carbon footprint 50% by 2030. This commitment applies across all our offices, including Artefact UK.

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: 01/01/2022 - 31/12/2022

Additional Details relating to the Baseline Emissions calculations.

Artefact released their baseline emissions for 2022 in January 2024, with the assistance of a third party carbon reporting company, Aktio. Aktio used the BEGES V5 methodology to report the emissions across the group. To report the specific categories of emissions required by this carbon reduction plan template, we mapped the 5 scopes of BEGES V5 to the 3 scopes required by the GHG. Below are our emissions for the baseline year of 2022.

Carbon emissions are calculated per country Artefact operates in. We provide both the global and UK specific emissions.

Baseline year emissions - Global: 2,933.7

Baseline year emissions - UK: 119.4

EMISSIONS

TOTAL (tCO₂e)

Scope 1

Global: 132.2
UK: 22.1

Scope 2	Global: 337.8 UK: 30.6
Scope 3 (Included Sources)	Upstream transportation and distribution: <ul style="list-style-type: none"> ● Global: 0 ● UK: 0 Waste generated in operations: 54.2 <ul style="list-style-type: none"> ● Global: 54.2 ● UK: 7.1 Business travel: 592.6 <ul style="list-style-type: none"> ● Global: 592.6 ● UK: 35.3 Employee commuting: <ul style="list-style-type: none"> ● Global: 1816.8 ● UK: 24.3 Downstream transportation and distribution: <ul style="list-style-type: none"> ● Global: 0 ● UK: 0
Total scope 3 (included sources)	Global: 2463.6 UK: 66.7
Total (tCO₂e)	Global: 2,933.7 UK: 119.4

Current Emissions Reporting

Reporting Year: 01/01/2023 - 31/12/2023

Artefact is headquartered in the EU. As such, we comply with the necessary European carbon reduction regulations. These regulations have been changed recently, and we must comply with the Corporate Sustainability Reporting Directive from 2026 with data from 2025. As such, we are ensuring our carbon reporting methodology is ready for collection of data from January 2025. We will then publish our next sustainability report and carbon reduction plan in 2026, using data collected throughout 2025, applying the GHG protocol methodology in compliance with Europe.

We estimate our emissions are unchanged from the baseline year of 2022. Artefact has had no major acquisitions since our baseline year. The majority of our emissions (commuting,

business travel) scale with the number of employees/offices, our current emissions will have stayed constant with respect to our baseline emissions in 2022.

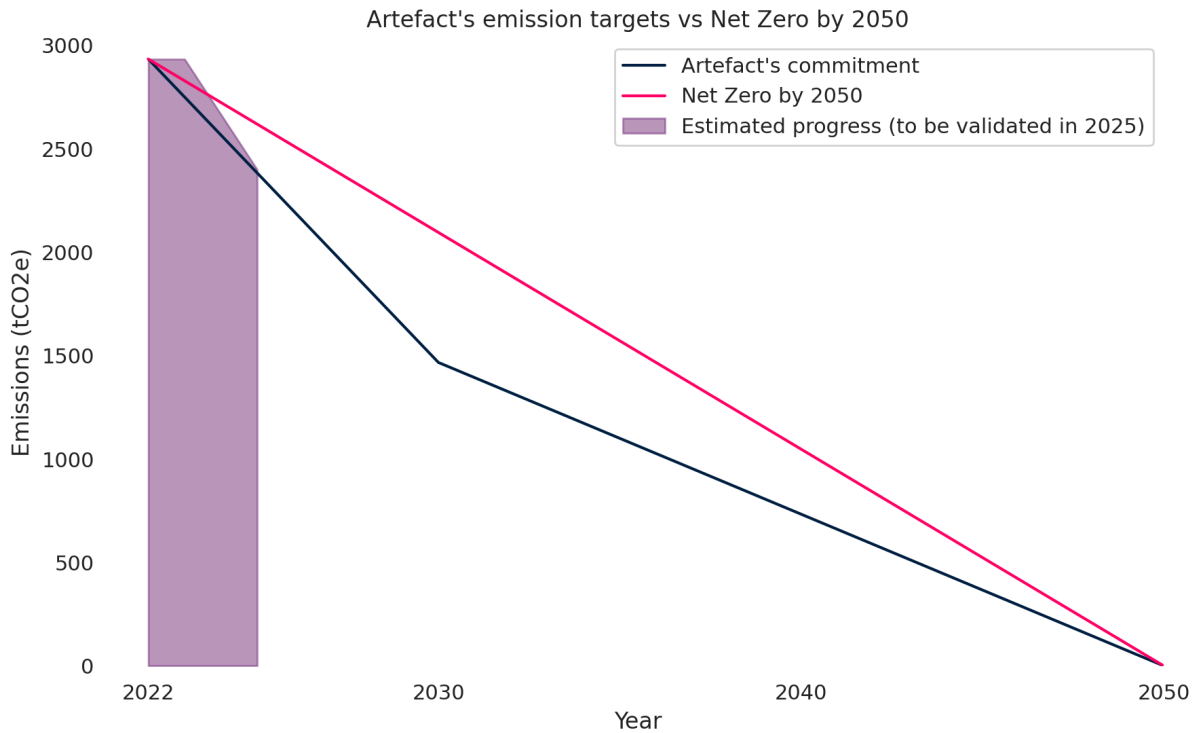
Once our new emissions data is released in 2026, we will assess the performance of our carbon reduction plan with respect to our targets of -50% by 2030 and net zero in 2050.

EMISSIONS	TOTAL (tCO₂e)
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Emissions reduction targets

We are committed to reducing carbon footprint by 50% by 2030, then onwards to net zero by 2050. This extra commitment will help accelerate us towards our goal of net zero emissions by 2050.

Below is a plot demonstrating our commitment compared with net zero by 2050.



Carbon Reduction Projects

Completed Carbon Reduction Initiatives

At Artefact, we continually seek to reinforce our commitments to reducing our carbon footprint through targeted, comprehensive initiatives. These efforts are designed not only to move us toward carbon reduction goals of -50% by 2030 and -100% by 2050, but also to foster a culture of environmental stewardship across our organization.

By integrating sustainability into our day-to-day operations - from how we manage our media campaigns and business travel to how we operate our offices and engage our supply chain - we ensure that our entire team plays a role in achieving meaningful and lasting emissions reductions. Our key initiatives are:

- Media Campaigns:
 - Implementing reliable tools to measure emissions data from our media activities.
 - Identifying leverage points and establishing action plans to minimize emissions associated with campaign delivery.
- Business Travel:
 - Conducting virtual workshops to explore and implement more sustainable travel solutions.

- Formalizing and deploying a Group-wide business travel policy focused on reducing travel-related carbon output.
- Office Operations:
 - Launching comprehensive awareness campaigns to engage employees in sustainability best practices.
 - Improving waste management through selective sorting and universal recycling protocols across all offices.
- Responsible Purchasing:
 - Establishing a Group-wide Responsible Purchasing and Supplier Charter to ensure sustainability principles guide all procurement decisions.
- Awareness & Engagement:
 - Organizing regular workshops to raise consciousness and inspire action on carbon reduction.
 - Developing and distributing a Group-wide Good Practices Guide to maintain momentum and reinforce responsible behaviors.

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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1/7/2025

Date:

Pascal Coggia

Managing director

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>