Signal
A Broadridge® Company

Last updated November 2024

Net Zero Progress Report 2023

1. Target description

Signal is a small-medium sized business and has therefore been approved through the streamlined validation approach. As a result, our targets are:

Short term

To reduce our scope 1 and 2 emissions by **42% by 2030** compared with a 2020 base year

To **measure and reduce our scope 3 emissions** by 2030

Long term

To reduce our scope 1, 2 and 3 emissions by **90% by 2035** compared to our 2020 base year

Signal's Net Zero and Science Based Targets (SBTs) were approved by the SBTI on 28/6/2022, therefore this progress report covers the first full year following approval.

2. Target progress

Scope	Category	Carbon Footprint (tCO2e) 2020	2021	2022	2023	% change
1	Office - Natural Gas	-	-	-	-	0%
2	Office - Electricity	23	8	-	-	-100%
3	Leased Assets - Office - Communal Energy	43	25	13	15	-64%
3	Business Travel	4	2	15	26	553%
3	Staff Commuting	19	7	3	16	-15%
3	Waste	1	0	0	0	-95%
3	Upstream Energy	5	3	-	-	-100%
3	Purchased Goods and Services	2,027	2,025	1,941	1,558	-23%
	Total	**2,122**	**2,070**	**1,971**	**1,616**	**-24%**

Table 1 GHG inventory from 2020 base year to 2023

Table 1 shows that Signal has achieved its short-term scope 1 and 2 targets. The scope 3 quantification target is mostly complete. There is one remaining category that needs to be included in the future, which covers end-of-life impacts for our printed communications. This is expected to be included in our 2024 Net Zero update report. Purchased Goods and Services also includes Capital Goods. Signal as a marketing agency is not a significant consumer of Capital Goods.

Scope 2 emissions are reported using the market approach.

3. Substantial emission variations and changes in target

Rebaselining was necessary following the release of Exiobase 3.8, which was undertaken as part of the 2022 update. Exiobase 3.8 remains the factors used for Purchased Goods and Services.

The leased asset emissions were estimated using 2022 data as 2023 data was not available from the landlord.

The 2022 footprint has been corrected as a result of a calculation issue which sees the Business Travel emissions increase by just over 9 tCO2e.

The most significant emission variation in 2023 is the increase in Business Travel. The baseline is set during the COVID period where Business Travel emissions were naturally much lower and there has been a steady rebound globally but also within Signal. The increase in Business Travel has been driven by an increase in flight mileage, although the majority is due to a single trip.

Staff Commuting mileage has also quadrupled during the period, due in part to normal life resuming following lockdown and encouraging collaboration on innovative projects.

4. Actions towards meeting SBTs

Target	Progress
To reduce our scope 1 and 2 emissions by 42% by 2030 compared with a 2020 base year	During 2020, Signal reviewed alternative office locations with environmental impact a key consideration covering electricity procurement, EPC rating, landlord data provision and ability to support sustainable travel. The new office, which was occupied in 2021 has a REGO backed electricity certificate supplying our sub-metered area. Signal does not have any company vehicles and is in a multi-tenanted building. Communal energy consumption is included in our scope 3 emissions. Due to these actions, Signal has achieved the 2030 target.
To measure and reduce our scope 3 emissions by 2030	Print supplier engagement began in 2023, with the 10 largest print suppliers (covering printing, envelopes and mail fulfilment) being introduced to our Net Zero targets and survey. The first annual survey took place in summer 2023 and requested data relating to the largest contributors to the print footprint such as paper sourcing, use of aluminium in print plates and energy within the print facilities. The data provided showed that the supplier base, as a whole, had room for improvement with regards to its collection and processing of carbon footprint data. Individual feedback sessions to each supplier were given in late 2023. Webinars to help suppliers identify the data required, where to source and actions to reduce its carbon footprint are planned for 2024. Our job-specific calculator tools for our staff to engage our clients to reduce the environmental impact of their design choices remain in place from 2022. In 2022 we reviewed 9 EV salary sacrifice scheme providers for Board approval. Approval and implementation took place in Autumn 2023 and is available for all staff subject to conditions.
To reduce our scope 1, 2 and 3 emissions by 90% by 2035 compared to our 2020 base year	The activities above describe our activities that contribute to our long-term targets.

Climate transition plan information and progress	**Governance:** The Board of Directors oversees Signal's decarbonisation strategy, which is linked with the company's strategic direction. The Board allocates resources, sets annual objectives and monitors progress against the objectives to ensure the company is on-track with its Net Zero targets and commitments. This is supported by our 3rd party certified Environmental Management System, in which our Net Zero targets comprise our most significant continuous improvement objectives. **Incentive structure:** ESG performance is not currently part of the incentive structure. **Incentive structure for decarbonisation:** Signal does not currently internally price carbon across the organisation. **Just transition:** Signal has spent significant time and resource identifying a carbon offset scheme which supports populations in Africa to reduce their own carbon footprint while improving social and economic outcomes. The first round of purchases will take place in 2024 relating to specific client emissions from 2023 activity. **Public Advocacy:** Signal, as outlined above has held webinars for its supply chain advocating commitment to Science Based Targets (SBTs). Signal has not supported any policy that advocates for fossil fuel expansion.

Table 2 SBT targets and annual progress

In addition to the above, Signal is engaged with Beyond Value Chain mitigation activities relating to carbon offsets. Signal will detail and provide further information once the SBTi has defined the appropriate process for reporting Beyond Value Chain emissions.

5. Data limitations and GHG assurance

Data limitations

The main data limitation in the existing modelling is uncertainty regarding the direct impacts of our print supply chain and the upstream impacts of the suppliers on paper production. Datasheets collated using the CEPI 10 toes methodology highlight that paper production can have an extremely wide variation in carbon impact. The 2023 supplier survey requested CEPI 10 toes data from suppliers, but the majority could not supply it. This will be a focus point for 2024 supplier engagement.

The End-of-Life impacts of the printed materials Signal creates on behalf of clients are due to be included in the footprint for 2024 reporting. The tonnage of printed materials requires developing the existing databases used to manage print projects.

GHG assurance

Signal has not had the carbon footprint externally verified.

Publication

Signal has published its progress against its Net Zero targets with the Carbon Disclosure Project (CDP) in addition to this publicly available report.