



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: Havas UK Ltd, Havas Media Limited, Havas Worldwide London Limited,
Havas Helia Limited

Publication date: 16/02/2022

Commitment to achieving Net Zero

Havas is committed to achieving Net Zero emissions by 2025.

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: 2018	
Additional Details relating to the Baseline Emissions calculations.	
<p>Our environmental reporting and calculations are managed by parent company, Vivendi SE. Their current carbon methodology does not account for the following Scope 3's:</p> <ul style="list-style-type: none">- Upstream and Downstream Distribution and Transportation- Employee Commuting <p>It's worth noting our distribution and transportation emissions are negligible as we are in the services industry and don't supply physical products.</p> <p>Due to the size of the company, the enlisted agency's have had their GHG emissions calculated pro rata.</p>	
Baseline year emissions:	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	3.03
Scope 2	540.48
Scope 3 (Included Sources)	802.35 <ul style="list-style-type: none">- Business Train- Business Short and medium haul flights- Business Long haul flights- Paper (internal use)- Total amount of non-hazardous waste produced

	<ul style="list-style-type: none"> - WEEE (professional) - Hazardous waste
Total Emissions	1345.86

Current Emissions Reporting

Reporting Year: 2021	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	27.9
Scope 2	199.17
Scope 3 (Included Sources)	82.6 <ul style="list-style-type: none"> - Business Train - Business Short and medium haul flights - Business Long haul flights - Paper (internal use) - Total amount of non-hazardous waste produced - WEEE (professional) - Hazardous waste
Total Emissions	309.67

Emissions reduction targets

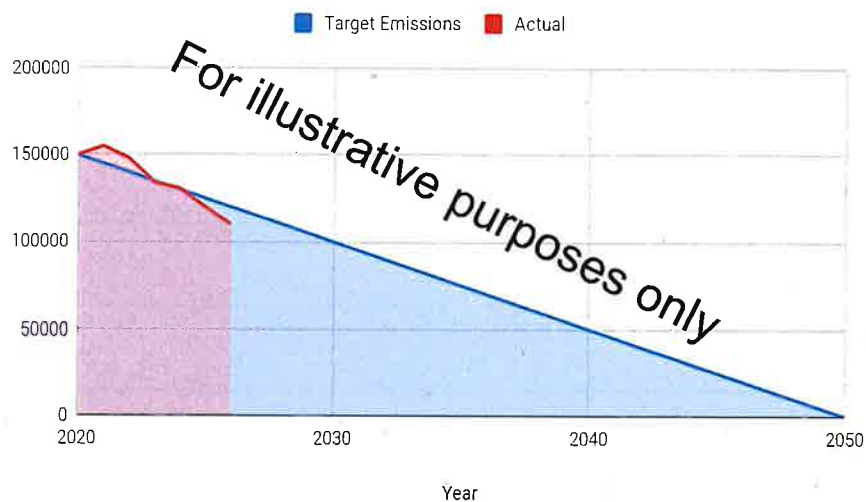
In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets.

We project that carbon emissions will decrease over from 2018 to 538.344 tCO₂e by end of 2024. This is a reduction of 60%;

- -60% GHG emissions (2018-2024) with net zero achieved in 2025
 - 20% of agencies capable of measuring GHG emissions from producing and broadcasting campaigns (2019-2024)
- 10% of all campaigns are green (2019-2024)
- 5% decrease in electricity consumption (2019-2024)
- 25% of total electricity consumption from renewable sources (2019-2024)
- 20% decrease of non-hazardous waste generation (2019-2024)
- 100% use of recycle and/ or certified paper
- 100% of agencies implementing recycling programs

Progress against these targets can be seen in the graph below:

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 2018 baseline. The carbon emission reduction achieved by these schemes equate to 1036.19 tCO₂e, a 77%ge reduction against the 2018 baseline and the measures will be in effect when performing the contract

- Improved reporting of emission sources
- ISO 14001
- BREEAM Outstanding headquarters qualification
- Zero waste-to-landfill
- Rainwater used to flush toilets
- Notepads from shredded paper
- Pencils from recycled pallets
- Café is 95% plastic free
- Work with environmental consultancy
- Environmental steering groups
- 100% use of recycled paper
- Signing up to carbon reduction initiatives: Ad Net Zero, AdGreen
- Building-wide engagement campaigns

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

- Integrated carbon reporting dashboard
- Amended travel policy to ensure that flying is kept as low as possible.
- Compulsory use of carbon calculators

Declaration and Sign Off

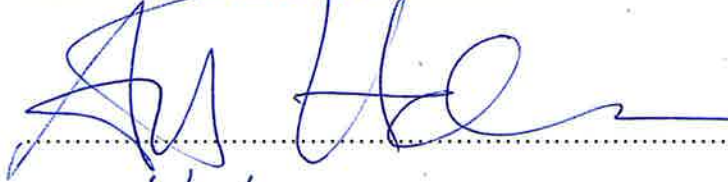
This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

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:



Date: 4/2/22

A.R. ADAMSON
UK CFO

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>

