

Mobilise Carbon Reduction Plan

Publication date: June 2024

Commitment to achieving Net Zero

Mobilise is committed to achieving Net Zero emissions by 2040.

Definitions of Scope:

Scope 1 emissions: Direct Greenhouse Gas (GHG)

Direct GHG emissions occur from sources that are owned or controlled by the company, for example, emissions from combustion in owned or controlled boilers, furnaces, vehicles, etc.; emissions from chemical production in owned or controlled process equipment.

Scope 2 emissions: Electricity indirect GHG

Emissions Scope 2 accounts for GHG emissions from the generation of purchased electricity consumed by the company. Purchased electricity is defined as electricity that is purchased or otherwise brought into the organisational boundary of the company. Scope 2 emissions physically occur at the facility where electricity is generated.

Scope 3: Other indirect GHG emissions

Scope 3 is an optional reporting category that allows for the treatment of all other indirect emissions. Scope 3 emissions are a consequence of the activities of the company, but occur from sources not owned or controlled by the company. Some examples of scope 3 activities are extraction and production of purchased materials; transportation of purchased fuels; and use of sold products and services. (<https://ghgprotocol.org/corporate-standard>)



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.

The year from 1st April 2023 to 31st March 2024 was the first year Mobilise measured emissions and will be treated as the Baseline Year.

Additional Details relating to the Baseline Emissions calculations

Mobilise supports unpaid carers online through digital tools such as email, blog posts, an online community and virtual cuppas. As a result, it has less of an impact on the environment than many other types of businesses as we do not produce or sell a physical product.

However, Mobilise still needs office space once a week, undertakes periodic travel to see clients and to the office, and stores data through third-party providers like Google and Hubspot.

Accordingly, these areas need to be carefully monitored to ensure that Mobilise's environmental impact is reduced whilst continuing to allow the business to grow and prosper.

Mobilise has primarily adopted a "remote-first" policy for its employees. We have a hybrid model for those living in the South-East. Those living within reasonable commuting distance come in once a week plus occasional additional days (eg Team Days). Those living further away are not required to attend on a weekly basis but just for quarterly Team Days. This has benefited the environment by substantially reducing commuting travel and has also reduced the amount of office space required to run the business.

For those who attend the office on a weekly basis, we have chosen a central location with excellent public transport links, bike storage and showers. Everyone who attends the office either cycles or takes public transport (although they may drive to their closest train station if there isn't another option). Where client meetings are necessary in person, we encourage the use of public transport wherever possible. Flights must be signed off at a director level and are a rare occurrence.

We currently rent an office one day a week in a shared office service building: HubHub Farringdon. While Mobilise does not have control over the management of these office spaces, HubHub has stated it is committed to driving down the impact it has on the environment by sourcing its electricity from renewable sources (Ecotricity) and implementing various recycling schemes throughout the building including paper, glass, cardboard, food waste and small batteries.

In order to calculate the carbon footprint for Mobilise, we input various financial information into the calculator provided by [Normative](#), which is recommended by various sources including [SME Climate Hub](#).

Scope 1 emissions are Nil.

Scope 2 emissions are Nil. The heating for our office space (which is 46m² and used one day a week) is provided by gas and so falls into Scope 3 emissions. In order to calculate the one day a week element, we inputted 1/5th of our office size into the calculator used and added it to the Scope 3 calculations from our Normative calculator results. The air conditioning for our office runs on electricity, which is 100% renewable and therefore creates no carbon emissions.

Two of the five reportable categories for Scope 3 emissions are not applicable to Mobilise as follows:

- Waste generated in operations – Mobilise does not generate any physical waste from creation or the delivery of its product. Printing is actively discouraged, no printers are purchased for home working. On our in office days, general office waste is kept to a minimum through utilising Docusign for e-signing and online document storage and communications. The only single use products that we purchased throughout the year was the stand and posters for our space at the NCASC conference. Everything else we used for the conference was rented and therefore reusable. The costs of the stand etc has been included in the carbon calculator footprint.
- Downstream transportation and distribution – Mobilise delivers all of its products and services remotely.

In relation to business travel and employee commuting to team days, Mobilise measures:

- Total business air journey miles that are expensed
- Train journeys taken for client meetings and team days that are expensed



Mobilise does not currently measure journeys made by bus.

The above information and relevant financial data was used to calculate Mobilise's Scope 3 emissions by using the Normative Business Calculator.

Mobilise is a growing business and therefore in total our carbon footprint may be difficult to reduce. We are a social enterprise (B Corp) who support unpaid carers and we are expanding our offer across the UK. As we will be hiring new staff over the coming years, we have decided to look at the footprint per employee and aim to reduce this as well as the overall total in the long run.

Baseline year emissions:

EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	Nil
Scope 2	Nil
Scope 3 (including business travel and employee commuting)	71.3 Total Business Travel - 4.17 Upstream transportation and distribution - 0.0136 Purchased goods and services - 66.5 Heating for office (gas) - 0.706
Total Emissions	71.3
Total Emissions per employee	71.3/18 employees = 3.96 per employee*

*While some of our employees are part-time, we acknowledge that a lot of our costs/impact is fixed so we have included the total number of employees rather than our FTE which is 13.8.

N.b. While we have not currently measured homeworking emissions, this is something we intend to measure going forward. We aim to look at ways to reduce our carbon footprint associated with homeworking.

Emissions reduction targets

Scope 1 emissions have been eliminated already.

Scope 2 emissions are Nil as the electricity at our office space, HubHub, is 100% renewable. Heating emissions are included in Scope 3 as the heating at the office is powered by gas.

Scope 3 emissions will be reduced by actions in a number of areas:

- We will look to reduce any unnecessary data storage and investigate ways we can reduce our cloud storage carbon footprint. As we grow and move to host our own website, we will aim to use green web hosting where possible.
- Aiming to reduce travel to see clients in the North-East by recruiting a remote worker to work locally, who can travel to visit clients when necessary by travelling less distance than our London-based employees.
- Emissions caused by gas heating through renting our office space one day a week will be further reduced by offsetting the carbon emissions through legitimate sources as mentioned later in the document. HubHub is also looking into alternative renewable energy sources for heating.
- As a B Corp, we value working with other companies who put social and environmental responsibility at the core of their business and we aim wherever possible to work with suppliers who are also working to reduce their carbon footprint. We are seeking to expand the number of environmentally-sustainable suppliers we use. For example, we have switched to buying our hardware from Tech for Good, an environmentally minded company who offset carbon emissions and donate a percentage of each purchase to social/environmental causes.
- Team member to undertake Climate Fit training course (provided by [SME Climate hub in partnership with Cambridge University](#)) to further understand challenges and solutions which will be shared with the team.
- Wherever possible, conducting business online rather than travelling to face-to-face meetings.

We have not been able to calculate homeworking carbon emissions footprint as this would require information from each employee on their size of house, heating supplier, if they are



heating the house for someone else as well etc. However, we will also be looking at any positive impact we can have on reducing carbon emissions from home working too. We will be developing a policy for the coming year.

Mobilise has a hybrid-working policy and only meets in person once a week. Therefore, Mobilise's existing carbon footprint is already low. While making every effort to reduce our carbon emissions, we recognise that as a growing organisation we will always have a residual carbon footprint. We aim to do as much as possible to reduce emissions and Mobilise will look to offset any remaining carbon footprint with 'offset investments' such as planting forestry or investing in carbon credits linked to other green measures e.g. carbon removal from the air. We will ensure that any carbon offset investments are made through legitimate sources like the [UN Carbon Offset Program](#). Each year we will continue to review whether to bring forward our Carbon Net Zero Target from 2040.

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with the Cabinet Office note [PPN 06/21](#) and associated guidance and reporting standards for Carbon Reduction Plans.

This Carbon Reduction Plan has been reviewed and approved by the board of directors on [10th June 2024].

Signed on behalf of Mobilise Care Ltd:

John Colenutt

CEO