PPN 06/21 – Carbon Reduction Plan

2026

Carbon Reduction Plan

Commitment to achieving Net Zero

Verian Group UK Limited 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.

In 2025, the scope 3 emissions have been restated due to a calculation amendment for employee commuting, with the previous calculation overstating emissions. The Car/ Van Driver and Car/ Van Passenger emission factor was also changed to 'Unknown Fuel Type'. The combination of amendments has reduced emissions by 97 tCO_2e. The emissions stated below are considered accurate and reflective of Verian Group UK's reporting boundary.

Baseline Year	**2024**
Additional details relating to the Baseline Emissions calculations	
In 2024, Verian Group UK Limited were required to report to PPN 06/21 due to an organisational structure change. They have chosen an operational control approach and adhered to the GHG Protocol Corporate standard in preparing their emissions inventory. Verian Group UK Limited have reported on their scope 1 and scope 2 GHG emissions and all required scope 3 categories that have been deemed material. These include waste generated in operations, business travel, employee commuting (including the optional subcategory of homeworking) and upstream transportation and distribution. Downstream transportation and distribution emissions were not deemed material so have not been included in this submission. Verian Group UK Limited are headquartered in a serviced office building and are recharged utility consumption costs through the landlord. Where required, consumption totals have been apportioned based on the floor area occupied by the company. Verian Group UK Limited procure all electricity from REGO-backed sources. Verian Group UK Limited will continue to evaluate their emissions, track overall progress and set reduction targets where needed.	
Baseline year (2024) emissions:	
EMISSIONS	**TOTAL (tCO_2e)**
Scope 1 – Natural Gas	0
Scope 2 – Electricity (location-based)	49.2
Scope 2 – Electricity (market-based)	0

Scope 3 – *Waste generated in operations, Business Travel, Employee Commuting, Homeworking, Upstream Transportation and Distribution*	945.2
Total Emissions (tCO_2e)	**994.4**

Current Emissions Reporting

Current Year	**2025**
EMISSIONS	**TOTAL (tCO_2e)**
Scope 1 – Natural Gas	0
Scope 2 – Electricity (location-based)	28.8
Scope 2 – Electricity (market-based)	0
Scope 3 – *Waste generated in operations, Business Travel, Employee Commuting, Homeworking, Upstream Transportation and Distribution*	703.2
Total Emissions (tCO_2e)	**732.0**

Emissions Reduction Targets

Verian Group UK Limited is committed to achieving Net Zero emissions by 2050. We project that carbon emissions will decrease over the next five years to 677 tCO_2e, which is a 32% reduction compared to the baseline year emissions.

Near-term Carbon Reduction Initiatives

Our continued emissions reductions plans for the 2026 reporting year are listed below:

- To continue a business wide global strategy piece to set out specific ways in which we can reduce emissions from all scopes.
- To continue using route and assignment planning to ensure that interviewers are taking the most efficient and emission-friendly routes.
- To continue to purchase all electricity from REGO backed green tariff sources.
- To ensure that environmental performance is considered in future office specifications.
- To enhance the quality of our environmental data.

Future Carbon Reduction Initiatives

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

- Roll out training to a wider internal audience, aiming for it to be company-wide, in 2026.
- Continue to optimise travel planning for interviewers to minimise travel time and frequency of journeys.
- A new supplier onboarding process is close to launch, which includes environmental questions as part of the supplier selection process.
- Continue to maintain dialogue with our landlords to identify opportunities to reduce the energy consumption of our office.

- To commit to a monitoring and governance process to improve data collection and reporting accuracy.

Carbon Reduction Projects

Completed Carbon Reduction Initiatives

Since the baseline, we have seen a 27% reduction in total emissions (tCO_2e). This is due to consolidating our office space from two floors into one, with electricity consumption reducing by 41%, streamlining interviewer travel routes and hiring employees in areas that reduce the need for existing interviewers to travel greater differences to complete project work. For instance, a reduction in hotel stays, ferry and flight journeys has contributed to a 26% decrease in scope 3 emissions.

The following environmental management measures and projects have been completed since 2025.

- During the 2025 reporting year, the organisation consolidated office operations from two floors to one floor within the same premises. This operational change reduced energy consumption and associated Scope 2 emissions. The scope 2 baseline year emissions have not been restated as organisational boundaries and reporting methodology remain materially consistent.
- The use of route and assignment planning for interviewers has been implemented and has directly contributed to the reduction in travel time and journey frequency for interviewers. This is across public transport, ferry and flight routes.
- There was targeted recruitment in areas that were difficult to locate resource for, which resulted in reducing the amount of travel and hotel stays required for existing interviewers.
- A review of the Market Research Society (MRS) Climate Pledge with a view to signing up to the scheme in 2026 (https://www.mrs.org.uk/resources/climate-pledge) was conducted. There are four key areas to the pledge: tracking, reduction, transparency and collaboration. It also helps organisations within our sector on the key steps to take in reducing carbon emissions.
- External training was undertaken, focusing on a small group of UK and HQ staff. The training was titled, “Carbon Literacy for the Insights Sector” by the Carbon Literacy Project.
- A travel & Expenses policy was released which included requirements to seek advanced authorisation for all travel, including authorisation from the CEO or General Counsel for all air travel.
- Dedicated space set up on the company Intranet entitled “Environmental and Sustainability” to host relevant policies and reports.

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 standard and uses the appropriate Government emission conversion factors for greenhouse gas company reporting.

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) Standard.

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

Signed on behalf of Verian Group UK Limited:

Craig Watkins

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Craig Watkins
CEO, EUMI & UK

Date: 3rd July 2026