



CARBON REDUCTION & SOCIAL VALUE PLAN

01 November 2025

Our Commitment to Achieving Net Zero

As a small branding agency, we have a minimal carbon impact however we still recognise our responsibility to work to reduce our environmental impact and support the UK Government's Net Zero 2050 commitment.

Reggie London is committed to achieving Net Zero emissions by 2045.

We are working to actively reduce our carbon footprint through a combination of behavioural changes, sustainable digital uses, and responsible travel management. Some of these initiatives are already in place but we will be implementing new actions to drive our carbon reductions further.

These initiatives are outlined in this Carbon Reduction & Social Value Plan that has been completed in accordance with the requirements for Procurement Policy Note 06/21.

Our Carbon Footprint

Reggie London has conducted a carbon footprint analysis for its operations in its last full financial year (April 2024-March 2025). Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the subset of Scope 3 emissions have been reported in accordance with the UK Government reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard.

Our carbon footprint for our baseline year can be seen in the table below. 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. Our baseline emissions have used the UK Government Greenhouse Gas (GHG) Conversion Factors for Company Reporting 2024 CO₂e emission factors that consider the seven main GHGs that contribute to climate change, as covered by the Kyoto Protocol.

This is the first year where emissions data has been collected and will therefore be used as the baseline to which future emissions will be compared. Emissions for Scopes 1 and 2 are 0 tCO₂e as we do not directly consume electricity and gas within an office space as we lease an office space. Additionally, Reggie London does not own any company fleet cars. Scope 3 emissions included in the baseline year included employee commuting, business travel and homeworking.

We will continue to recalculate our carbon footprint on an annual basis in accordance with the methods used for calculating our baseline emissions.

Our Carbon Footprint

Our team will maintain an annual sustainability tool, logging consumption, tracking all business travel and homeworking usage, and we will report on progress. We will ensure any changes to operations, such as increased business travel are regularly reviewed to ensure progress to net zero is on track.

To continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets. We aim to ensure our carbon emissions decrease over the next five years to 150 tCO₂e by 2030. This is a reduction of 15%.

Baseline Year Emissions (Apr 2024-Mar2025)	
Emissions	Total (tCO ₂ e)
Scope 1	0
Scope 2	0
Scope 3	1.78
Total Emissions	1.78

Our Carbon Action Plan

ENERGY & OPERATIONS

We work from home 3 days a week and have calculated our homeworking emissions using the UK government carbon factors, but we will work to reduce the impact of this through low energy behaviour changes such as consciously managing lighting and heating of workspaces and efficient device usage.

We also work from a co-working space which is managed to high efficiency standards, reducing our per-person energy consumption compared to occupying a private office.

TRAVEL

We already minimise travel by defaulting to online meetings utilising Teams and Zoom and will continue to operate in this way.

For essential in-person meetings, we always aim to use public transport first. Where this is not possible, we car share to avoid single occupancy car journeys and ensure efficient routes are selected e.g. visiting multiple locations in one journey.

DIGITAL SUSTAINABILITY

We will continue to have paperless production and utilise digital-only documentation.

Additionally, we will implement a process to regularly review data storage to eliminate unnecessary digital waste.

Our Social Value Impact

Alongside carbon reduction action we are also focused on social sustainability, aiming to positively use our influence and impact in the communities we work within.

Our co-working space is based at Somerset House, Europe's largest creative hub, and we actively get involved with the community, providing mentoring, advice and training to junior professionals.

Both partners do voluntary work, using their knowledge and experience to help others. Paul Brooking is chair of trustees for Protégé, a charity that uses artists and creatives to support and transform the lives of young people excluded from mainstream education. Jeremy Duncan is chair of the Institute of Directors Marketing Communications Group that supports and develops new talent, provides a vibrant, knowledge sharing community and events, and aims to increase the awareness and understanding of business leaders to the value and contribution of marketing communications. He is also a marketing communications advisor to the Bank of England.

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 directors.

Signed on behalf of Sphinx UK Ltd T/A Reggie London:

A handwritten signature in black ink, appearing to read 'Jeremy Duncan', with a horizontal line underneath.

Jeremy Duncan
Director
01.11.25



RETURN ON IMAGINATION

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