

# Carbon Reduction Plan

Supplier name: GATE ONE LIMITED

Publication date: 21/02/2024

## Commitment to achieving Net Zero

**Gate One** is committed to achieving Net Zero emissions by 2050.

Committed to the environment, the first step in Havas Group's strategy is to drastically reduce its greenhouse gas (GHG) emissions year-on-year in alignment with the SBTi verified target set by its former parent company, Vivendi SE. This target covers all Havas entities, including those within Havas UK & Ireland, which includes Gate One, to which Havas UK & Ireland wholly owns. To this end, the Group has launched a bold climate strategy aimed at reducing emissions in line with Vivendi's Science-Based Targets. Additionally, Havas UK & Ireland (UKI), and therefore Gate One, is committed to reaching net zero emissions by 2050.

Following the recent change in ownership of the ultimate parent company from Vivendi SE to Havas N.V., it has been stated in the Havas N.V. prospectus<sup>1</sup> that the Group will continue to apply these GHG emissions-related targets post-Admission, and that it will also seek to establish SBTi-validated targets post-Admission (which, if different, will replace the current GHG emissions-related targets).

While Gate One is aligned with the targets and strategies set out by its parent company, which will be in effect and utilised during the performance of our contracts, Gate One are in the process of developing its own carbon reduction plan.

## Baseline Emissions Footprint

**Baseline Year: 2018**

### **Additional Details relating to the Baseline Emissions calculations.**

Havas UK & Ireland (UKI)'s environmental reporting and calculations are managed by the parent company, Vivendi SE. Their carbon methodology for 2018 did not account for the following Scope 3 categories.

- Upstream and Downstream Distribution and Transportation.
- Employee Commuting

It's worth noting the Group's distribution and transportation emissions are negligible as we are in the services industry and do not supply physical products.

Due to size of the company, the consumption data has been apportioned to take into account the number of full-time employees in each of the enlisted agencies.

<sup>1</sup> <https://www.havas.com/havas-content/uploads/2024/10/havas-prospectus-30.10.24.pdf>

<b>Baseline year emissions: 2018</b>	
<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2</sub>e)</b>
<b>Scope 1</b>	<b>1598.44</b>
<b>Scope 2</b>	<b>2007.94</b>
<b>Scope 3 (Included Sources)</b>	<b>252.80</b>
<b>Business travel</b>	2219.37
<b>Waste generated in operations</b>	15.31
<b>Internal paper usage</b>	18.12
<b>Upstream transportation and distribution</b>	We were unable to measure this at the time of reporting
<b>Employee commuting</b>	We were unable to measure this at the time of reporting
<b>Downstream transportation and distribution</b>	N/A - We do not sell physical products
<b>Total Emissions</b>	<b>5859.17</b>

## **Current Emissions Reporting**

<b>Reporting Year: 2022</b> (Please note: Our 2023 numbers were being audited by our parent company at the time of writing this)	
<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2</sub>e)</b>

<b>Scope 1</b>	<b>56.42</b>
<b>Scope 2</b>	<b>412.30</b>
<b>Scope 3 (Included Sources)</b>	<b>1655.60</b>
<b>Business travel</b>	941.43
<b>Waste generated in operations</b>	13.05
<b>Internal paper usage</b>	3.82
<b>Upstream transportation and distribution</b>	69.79
<b>Employee commuting</b>	627.51
<b>Downstream transportation and distribution</b>	N/A - We do not sell physical products
<b>Total Emissions</b>	<b>2124.32</b>

## Emissions reduction targets

Vivendi SE has established an action plan and is committed to reducing its greenhouse gas emissions in line with the SBTi (Science Based Targets Initiative). Vivendi's decarbonisation targets for scopes 1 and 2 are aligned with the trajectory for limiting climate warming to 1.5°C and have been validated by the SBTi. They target:

- 71% reduction in these emissions by 2035 (compared to 2018).
- 43% reduction by 2035 in absolute scope 3 emissions relative to the Group's business operations (waste, business travel, freight) and those linked to investments.
- 85% of the Group's suppliers by emissions engaged in a decarbonisation strategy by 2026.
- 100% of the electricity used across Vivendi's operations to be sourced from renewable energy.

Havas Group is fully committed to implementing plans to meet these targets, which are reflected within those developed, monitored and measured by Havas UK&I. The following climate objectives and targets have also been set by Havas Group:

- 20% decrease of non-hazardous waste generation (2019-2024).
- 40% decrease of standard office paper usage (2019-2024).
- 100% use of recycled and/or certified paper.
- 100% of agencies implementing recycling programs

Progress against these targets can be found in our audited Group Annual CSR Report (charts referenced below).

Additionally, Havas UK&I is committed to achieving net zero emissions by 2050 as seen below:

### Our 2023 Carbon Footprint<sup>2</sup>

	<b>2018</b>	<b>2023</b>	<b>Variation (%)</b>
<b>Effectif</b>	19,622 (pers.)	23,042 (pers.)	17%
<b>Scope 1</b>	<b>4,539.11</b>	<b>2,584.3</b>	<b>-43%</b>
<b>Natural gas</b>	519.81	521.81	1%
<b>Domestic fuel</b>	0	0	-
<b>Diesel for company vehicles</b>	930.87	685.8	-26%
<b>Gasoline for company vehicles</b>	579.06	1,214.22	110%
<b>Other (LPG for company vehicles, diesel/gasoline for generators)*</b>	-	46.56	-
<b>Refrigerants</b>	2,510	115.91	-95%

\* KPI ADDED IN 2022

<sup>2</sup> <https://www.havas.com/havas-content/uploads/2024/04/csr-17-avril-5.pdf>

	2018	2023	Variation (%)
<b>Scope 2 (market-based)</b>	<b>7,485.06</b>	<b>4,322.88</b>	<b>-42%</b>
Electricity (location-based)	-	5,989.73	-
Electricity (market-based)*	7,105.54	3,782.22	-47%
Heating network	379.52	515.75	36%
Cooling network**	-	24.91	-

\*METHODODOLOGY ADDED IN 2023

\*\*KPI ADDED IN 2019

	2018	2023	Variation (%)
<b>Scope 3</b>	<b>45,274.91</b>	<b>27,828.29</b>	<b>-39%</b>
Purchases (paper, cardboard, acrylics)	-	88.32	-
Waste	64	245.91	284%
Short-term rental vehicles*		119.27	
Taxi*		863.69	
Train	19,949	199.55	-47%
Short and medium-haul flights		4,516.87	
Long-haul flights		4,869.32	
Upstream emissions linked to Energy**	2,379.23	2242.76	-6%
Commuting**	5,720	10,038.6	76%
Fixed assets***	17,162	4,644	-73%

\*KPI ADDED IN 2019

\*\*KPI ADDED IN 2022

\*\*\*CALCULATED ON THE BASIS OF THE SURFACE AND LEASES DATE DECLARED DURING THE CAMPAIGN

## 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 3734.85 tCO<sub>2</sub>e, a 64%ge reduction against the 2018 baseline and the measures will be in effect when performing the contract.

#### At the Havas Village London (HVL) Level (Gate One's address)

1. HVL's Environmental Management System is ISO:14001 certified by a UKAS accredited Certification Body. This provides independent evidence that environmental management is fully integrated into our governance, strategy, policy, operations, and reporting, with a focus on continual performance improvement.
2. The building is rated by BREEAM as "outstanding". It uses the most efficient route to create clean, localised heat and power, has high-efficiency solar panels on the roof, and utilises energy-saving equipment including state-of-the-art lighting systems.
3. 100% of the energy coming into the building comes from renewable sources. 2 HVL is the largest Havas office in UK and Ireland, within which 23 agencies operate.
4. The lighting strategy was reviewed, and a separate day-night schedule was implemented.

5. Heating, ventilation, and air conditioning (HVAC) run times were reduced, and multiple software improvements were made to enable the HVAC plant to run more efficiently.
6. HVL is zero waste-to-landfill, and the café is 80% single-use plastic free.
7. Rainwater is used to flush toilets.
8. HVL works with internal and external consultants to ensure expert support is obtained and effectively implemented.
9. All internal paper comes from certified sustainable forests or from recycled paper.

#### **At Havas UK Level**

1. Agencies have received training and are using carbon calculators to measure the emissions related to their client work. These calculators are used across events, media, and production teams.
2. Co-founders of Change the Brief, Ad Net Zero, and AdGreen.
3. Havas co-founded AdGreen, which unites the advertising industry to eliminate the
4. negative environmental impacts of production.
5. - Havas is a contributing member of the IPA Media Futures Climate Charter Group and helped launch a Media Carbon Calculator.

#### **At Havas UKI level**

Due to increasing stakeholder demand, and as part of Havas Group's CSR Programme, Impact+, a new 2021 emissions baseline for Havas UKI was created to widen the full scope of emissions. The expanded scope includes the following scope 3 categories:

Scope 3 category	Included in 2018 parent company level baseline	Included in new 2021 UK&I level baseline
<b>Upstream transportation and distribution</b>	✓	✓
<b>Business travel</b>	✓	✓
<b>Waste generated in operations</b>	✓	✓
<b>Employee Commuting</b>		✓
<b>Digital emissions</b>		✓
<b>Delivery of goods to us</b>		✓
<b>Media planning and buying</b>		✓
<b>IT and office equipment</b>		✓
<b>Home working</b>		✓
<b>Production emissions</b>		✓
<b>Energy transmission</b>		✓
<b>Disposal of campaign media</b>		✓

This new baseline formed the basis of a UKI environment action plan and new governance structure to drive emissions reduction:

- The governance is driven by a strategic Steering Committee, led by Havas UKI's Chief Impact Officer
- The governance operates through working groups for Media, Production and Events, UKI Locations, and Operations. The working groups drive collective emissions reduction across agencies and locations and operate as communities of practice to establish consistent operating standards across all levels of the company. The action owner of each working group reports into the Steering Committee monthly.
- The Steering Committee holds action owner accountable for emissions reductions and is key to decision-making around policy, investments, and implementation.

### **Future Carbon Reduction Initiatives**

As part of the Havas UKI Impact+ work, the key initiatives will be put in place in the coming year to ensure progress towards our carbon reduction goals, alignment with the SBTi, and net zero emissions.

Havas UK&I has appointed a Chief Impact Officer who will drive the delivery of Impact+ centrally and across agencies, and whose sole responsibility will be sustainability.

The Steering Committee will ensure continuous action ownership in the different working groups to ensure emission reduction actions are taken for 2023 and beyond. Some of these initiatives are summarised in the below table:

*Table 2: UK&I Future Carbon Reduction Initiatives*

<b>UK&amp;I Impact+ Working Group</b>	<b>Carbon Reduction Initiative</b>
<b>Locations</b>	Energy audits and initiatives will be undertaken for UKI locations to ensure all our offices are as carbon efficient as possible.
<b>Operations</b>	Implement a new UK&I Sustainable Sourcing Policy to ensure socially and environmentally responsible procurement.  Implement a Meaningful Travel Rulebook across UK&I to limit carbon-intensive business travel.  Encouraging and incentivising different modes of transport to reduce emissions from work commutes e.g through EV car loans
<b>Media planning and buying</b>	Ensure increased usage of the relevant media emissions calculator across UK&I.

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Improve climate awareness and literacy by engaging with Change the Brief training programme.

Apply emissions reduction levers with key clients.

Identify and deploy solutions to manage offsetting and residual emissions.

Ensure that client teams are using the newly launched Havas Carbon Impact Calculator to measure the impact of media campaigns

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### **Creative: events and production**

Increase the use of virtual shoots and studios, as appropriate for a brief.

Reducing transport-related emissions through strategic selection of location and use of suppliers.

Increase usage of production and events carbon calculators across UK&I.

Develop best practice guidance to maximise the reuse of assets, both digital and physical.

Increase work with low-carbon suppliers and partners.

Increase the use of virtual shoots and studios, as appropriate for a brief.

Ensure that client teams are using the newly launched Havas Carbon Impact Calculator to measure the impact of creative campaigns.

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## **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<sup>3</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>4</sup>.

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<sup>3</sup> <https://ghgprotocol.org/corporate-standard>

<sup>4</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-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<sup>5</sup>.

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:**

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Date: 21/02/2024

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<sup>5</sup> <https://ghgprotocol.org/standards/scope-3-standard>