



Carbon Reduction Plan

Supplier name: Opinion Research Services Ltd

Publication date: December 2022

Commitment to achieving Net Zero

Opinion Research Services (ORS) is a social research agency based in Swansea with a multi-disciplinary team of colleagues covering the full range of social studies disciplines. We focus on building strong and collaborative partnerships based on open and honest working relationships that respond to our clients' needs, and develop their trust in our capabilities, flexibility, and responsiveness.

ORS is wholly committed to sustainable practice and achieving the Government's ambition to reach Net Zero emissions by 2050. We aim to achieve Net Zero through reducing our CO₂ emissions where possible (rather than offsetting) and will publish annual reports of our progress.

As an organisation, ORS has also committed to the to **Market Research Society (MRS) Net Zero Pledge** which endeavours to achieve **Net Zero by 2026**: <https://www.mrs.org.uk/resources/net-zero-pledge>

We recognise that achieving Net Zero by 2026 will be a challenge, but we support the MRS ambition to act quickly and ensure that emissions are minimised as soon possible. We will continue to work with the MRS to learn from industry best practice to maximise the reductions that we can achieve. We will also listen to any future advice about offsetting in order to ensure that we deliver the Pledge and achieve Net Zero by the 2026 target date.

Although we have committed to the MRS Pledge to achieve Net Zero emissions by 2026, we recognise that this will not be the end of the process and ORS will seek to continue reducing our CO₂ emissions (and reduce any reliance on offsetting) in future years.

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: 2019/20 (reporting period 1 April 2019 to 31 March 2020)			
Additional Details relating to the Baseline Emissions calculations.			
ORS has used 2019/20 emissions data as our baseline year. This period provides the most appropriate period for assessing our typical annual carbon footprint from which to measure progress.			
Baseline year emissions: 2019/20			
EMISSIONS	TOTAL (tCO₂e)		
Scope 1	16.71 tCO₂e Scope 1 is based on emissions that are made directly. ORS is a service provider only with a Head Office and a separate Call Centre that are both in leased premises. Direct emissions result from running gas boilers at both premises and from operating one company pool car.		
Scope 2	18.24 tCO₂e Scope 2 is based on emissions that are made indirectly. Indirect emissions result only from electricity used at both office premises.		
Scope 3 Included Sources	119.69 tCO₂e Scope 3 is based on emissions that ORS is indirectly responsible for. ORS is reporting on the following five key elements.		
	Scope	Comment	tCO₂e
	4. Upstream transportation and distribution	ORS is a service provider and does not incur transportations and distribution costs	0.00
	5. Waste generated in operations	Our only eligible waste reported is confidential paper shredding	0.02
	6. Business travel	This includes all business travel, including miles in private car, public transport and hotel stays	83.73
	7. Employee commuting	Based on staff survey data	35.94
	9. Downstream transportation and distribution	ORS is a service provider and does not incur transportations and distribution costs	0.00
Total Emissions	154.64 tCO₂e		

Current Emissions Reporting

Reporting Year: 2021/22 (reporting period 1 April 2021 to 31 March 2022)																				
EMISSIONS	TOTAL (tCO ₂ e)																			
Scope 1	6.29 tCO₂e Scope 1 is based on emissions that are made directly. ORS is a service provider only with a Head Office in leased premises. Our only direct emissions result from running a gas boiler at this premises.																			
Scope 2	10.61 tCO₂e Scope 2 is based on emissions that are made indirectly. Indirect emissions result only from electricity used at both office premises.																			
Scope 3 Included Sources	22.81 tCO₂e Scope 3 is based on emissions that ORS is indirectly responsible for. ORS is reporting on the following five key elements.																			
	<table border="1"> <thead> <tr> <th>Scope</th> <th>Comment</th> <th>tCO₂e</th> </tr> </thead> <tbody> <tr> <td>4. Upstream transportation and distribution</td> <td>ORS is a service provider and does not incur transportations and distribution costs</td> <td>0.00</td> </tr> <tr> <td>5. Waste generated in operations</td> <td>Our only eligible waste reported is confidential paper shredding</td> <td>0.01</td> </tr> <tr> <td>6. Business travel</td> <td>This includes all business travel, including miles in private car, public transport and hotel stays</td> <td>22.22</td> </tr> <tr> <td>7. Employee commuting</td> <td>Based on staff survey data</td> <td>0.58</td> </tr> <tr> <td>9. Downstream transportation and distribution</td> <td>ORS is a service provider and does not incur transportations and distribution costs</td> <td>0.00</td> </tr> </tbody> </table>	Scope	Comment	tCO ₂ e	4. Upstream transportation and distribution	ORS is a service provider and does not incur transportations and distribution costs	0.00	5. Waste generated in operations	Our only eligible waste reported is confidential paper shredding	0.01	6. Business travel	This includes all business travel, including miles in private car, public transport and hotel stays	22.22	7. Employee commuting	Based on staff survey data	0.58	9. Downstream transportation and distribution	ORS is a service provider and does not incur transportations and distribution costs	0.00	
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Total Emissions	39.71 tCO₂e																			

Total emissions in the 2021/22 reporting year (39.71 tCO₂e) were 74% lower than in the baseline year (154.64 tCO₂e) with an overall reduction of 114.93 tCO₂e recorded.

However, it is important to recognise that working patterns during a large part of this year were impacted by the Covid-19 pandemic. Office staff and interviewers were expected to normally work from home for most of the year, and this significantly reduced the emissions associated with employee commuting. Business travel also reduced due to the periodic local and national lockdown measures. We therefore expect these measures to increase to some extent in 2022/23.

Emissions reduction targets

The data confirms that our main areas of Carbon emissions are energy use in the office, business travel and employee commuting. Our carbon reduction targets consider each of these areas in turn.

In order to continue our progress to achieving Net Zero by 2026, we have adopted the following carbon reduction targets.

We currently expect that our overall carbon emissions will reduce to **50 tCO₂e by 2026**, which represents a reduction of around 67% from the baseline year.

Office energy use

ORS has a well-established environmental policy which includes a commitment to low energy usage. We have low energy lighting installed and routinely ensure that all new IT equipment and appliances have the highest level of efficiency.

Whilst the energy supplier for our Head Office is determined by our landlord, ORS seeks to influence the supplier as part of our landlord agreement.

Our aim is to reduce our energy use across Scope 1 and Scope 2 from the baseline of 34.95 tCO₂e to a target of 17 tCO₂e by 2026, a reduction of around 50%.

Business travel

ORS has a longstanding policy that seeks to minimise business travel.

We now, by default, offer all client inception meetings, project updates and presentations as virtual meetings. This change in culture has been accelerated by the pandemic. We will now only attend a client offices for meetings when this is absolutely necessary.

Our survey fieldwork often requires face-to-face work and we encourage interviewing staff to travel by public transport as much as possible – in London providing Oyster cards to simplify travel by public transport.

Our aim is to reduce business travel from the baseline of 83.73 tCO₂e to a target of 21 tCO₂e by 2026, a reduction of around 75%.

Employee commuting

ORS recognises the benefits of flexible working. Whilst we encourage colleagues to collaborate and work together in the office on a regular basis, we also see the wide-ranging benefits of homeworking including the reduced need for employee commuting.

Emission levels associated with employee commuting for the current reporting period (0.58 tCO₂e) were not typical as most employees were required to work from home due to the Covid-19 pandemic. We therefore expect an increase next year as colleagues move to a hybrid working model. However, this new model will involve far more homeworking than before the pandemic.

Our aim is to reduce employee commuting emissions from the baseline of 35.94 tCO₂e to a target of 12 tCO₂e by 2026, a reduction of around 67%.

Carbon Reduction Projects

Completed Carbon Reduction Initiatives

Since the 2019/20 baseline reporting period, our carbon emissions have reduced from 154.64 tCO₂e to 39.71 tCO₂e in the current 2021/22 reporting year, an overall reduction of 114.93 tCO₂e (74%).

Much of this reduction was due to the very limited business travel and employee commuting during the year as a consequence of lockdown measures associated with the Covid-19 pandemic that continued throughout most of the year. However, since the baseline year, we have also completed the following projects and introduced a range of environmental management measures that have helped to reduce our underlying emissions.

The following provides a summary of our recent activity and wider policies.

- We have reduced and consolidated our leased office space, with all staff now co-located at our Head Office with shared kitchen and other facilities
- We have reconfigured our IT infrastructure with fewer physical servers in a single server room, with some equipment now relocated to secure shared space at an offsite network centre – this has reduced overall energy usage for the equipment and the associated air conditioning
- We have refurbished our Head Office and all light fittings have now been changed to the latest low energy LED bulbs to minimise energy usage
- We have replaced the previous air circulation system with a new heating and ventilation system with heat extraction and recovery to minimise heat loss
- We have installed a zone-based temperature control system with electronic thermostats on all radiators which avoids any spaces being heated unnecessarily
- We have increased the number of dedicated meeting rooms and fitted most meeting rooms with high quality videoconferencing facilities to support virtual meetings and minimise business travel
- We no longer maintain a company pool car, given the increased use of virtual meetings and reduced need for business travel
- Whilst all office staff and interviewers were required to normally work from home throughout most of the current reporting year, we have started to explore and introduce new permanent options for flexible hybrid working, which should reduce employee commuting.

Despite the changes that have recently been implemented, it is likely that our carbon emission levels will be higher next year (2022/23) than recorded in the current reporting year (2021/22) due to likely increases in business travel and employee commuting as new working practices become established.

We recognise that further initiatives are likely to be required if we are to meet the ambitious carbon reduction targets that we have established for 2026, and we are currently reviewing what further measures could be introduced. We have also started to explore potential carbon offset schemes to help us achieve our net zero ambitions.

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:

A handwritten signature in black ink, appearing to read 'Jonathan Lee', is written over a horizontal line. The signature is cursive and somewhat stylized.

JONATHAN LEE
Managing Director

Date: 31 January 2023

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>