

Annual Carbon Report



October 2023 - September 2024

Report Author: Laura Hudspith

Report Date: 05-03-2025

Prepared By:



Powered By:





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October 2023 – September 2024

This report has been produced by Hiyield using notch accounting platform for **HiYield Limited HQ**

Company Overview

Hiyield is a UK-based digital agency specialising in building websites and web apps for purpose-driven organisations. As a certified B Corp, we combine technology and sustainability to create impactful digital solutions.

Year Incorporated	2018
Industry	Business and domestic software development
No. of Staff	22
No. of Offices	1
No. of Production Sites	1
No. of Company Vehicles - Trucks	-
No. of Company Vehicles - Other	1

Reporting Period

October 2023 – September 2024

Net Zero Committed Date

2029

Benchmark Year

October 2022 to September 2023

Reporting Boundary

Operational

Qualification & Reporting Methodology

This report has been created using the Environmental Reporting Guidelines, including Streamlined Energy & Carbon Reporting (SECR) guidance issued by the UK Government in April 2019.

Where they exist, notch uses the UK Government published carbon conversion factors relevant to the reporting period. Where emissions, without published conversion factors have been used, these have been determined by notch in consultation with relevant stakeholders and any industry norms or standards that exist. The details of these are included in the Data Declaration section of this report.

Net Zero History

2 years

Optional Scope

Emissions from Scope 1 & 2 have been measured in accordance with SECR requirements. The Scope 3 emissions that have been included are:

- Purchased Goods & Services - Water Supply
- Purchased Goods & Services - Insurances
- Purchased Goods & Services - Software Licences
- Purchased Goods & Services - IT Equipment
- Purchased Goods & Services - Office Supplies/Stationary
- Purchased Goods & Services - Broadband Fee
- Purchased Goods & Services - Accountancy Fees
- Purchased Goods & Services - Team Events
- Purchased Goods & Services - Food and Drink
- Purchased Goods & Services - Advertising
- Purchased Goods & Services - IT Equipment - Refurbished
- Purchased Goods & Services - Training
- Purchased Goods & Services - Work From Home
- Fuel & Energy Related Activities - Transmission & Distribution - Electricity

- Fuel & Energy Related Activities - Transmission & Distribution - Car Electric
- Waste Generated From Operations - Waste Disposal
- Business Travel - Cars
- Business Travel - Rail
- Business Travel - Plane
- Employee Commuting - Cars
- Employee Commuting - Rail



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Net Zero Leadership

HiYield Limited HQ is fully committed to achieving Net Zero across its organization. To support its transition to Net Zero **HiYield Limited HQ** has appointed and communicated publicly senior sponsor(s). The appointed sponsor(s) are

Sponsor(s): Laura Hudspith

Position: Head of Operations & Sustainability

Appointed: March-2021

Net Zero Priorities

HiYield Limited HQ has the mitigation of GHG Emissions as a priority for the business, initially with a focus on Scope 1 & 2 emissions as well as key Scope 3 categories.

The company has implemented a number of initiatives during the year to both mitigate GHG Emissions as well as to expand the company's visibility and understanding of key categories of Scope 3 emissions.

These included:

- - Forming a partnership with **Plant One** to support local tree planting and habitat restoration initiatives.
 - Continuing to support **Ecologi** to invest in verified carbon offsetting projects.
 - Producing **carbon impact reports** for digital projects, helping clients understand and reduce the footprint of their websites and apps.
 - **Training 7 team members** in Carbon Literacy to embed climate awareness across the organisation.
 - Relocating to new offices powered by a **100% renewable energy supply**, reducing our Scope 2 emissions.
 - Maintaining a client base that is at least **70% purpose-led**, ensuring we work with organisations that align with our sustainability values.



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Emissions Summary

kg CO ₂ e	22–23 Baseline	23–24 Reporting Year
Scope 2	359.16	328.06
Scope 3	31,404.64	51,489.53
Total	31,763.8	51,817.59

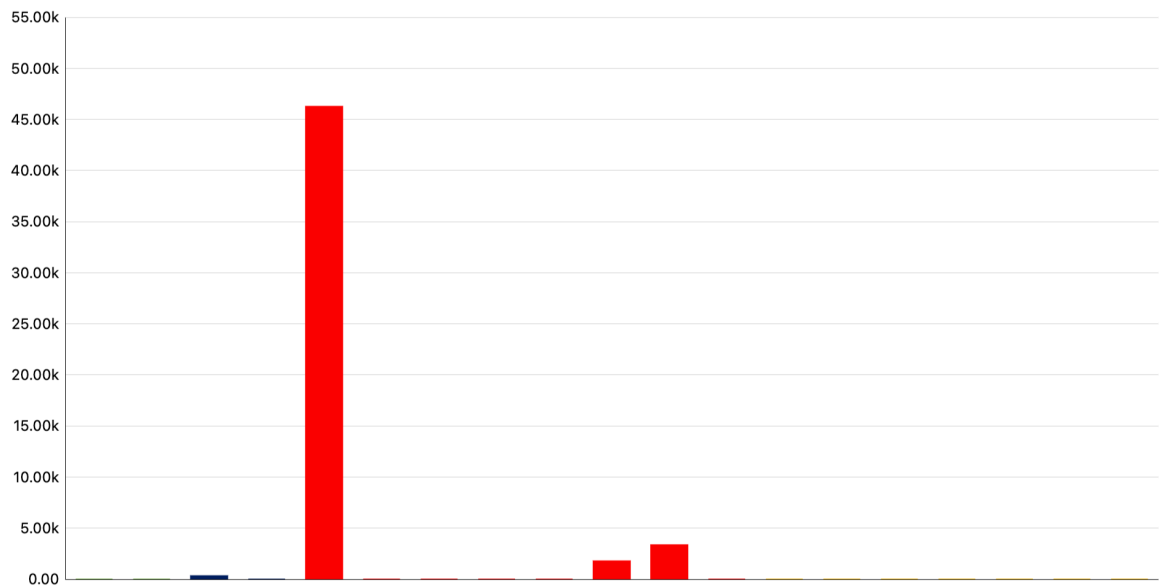
Emission Map

HiYield Limited HQ - Emissions Mapping by Scope & Category

Year: Oct 2023 - Sep 2024

	Fuels		Energy		Embedded in what you buy								As a consequence of what you sell					
	Scope 1		Scope 2		Scope 3 - Upstream								Scope 3 - Downstream					
Category Status	×	CNR	✓	×	✓	×	×	×	×	✓	✓	×	×	×	×	×	×	×
Total Emissions kg CO ₂ e			328		46.3K					1.78K	3.36K							
% Reported Emissions			1		89					3	6							

kg CO₂e



✓	Reported	×	Not Applicable	CNR	Category Not Reported
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Energy & Other Efficiency Projects

In progress projects

Site	Country	Project	Emission Impacted	Annual Reduction (%)	Carbon Impact (kg CO ₂ e)
No Data Found.					

Completed projects (reporting year)

Site	Country	Project	Emission Impacted	Annual Reduction (%)	Carbon Impact (kg CO ₂ e)
No Data Found.					

Completed projects (prior years)

Site	Country	Project	Emissions Impacted	Annual Reduction (%)	Carbon Impact (kg CO ₂ e)
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Scope 1 & 2 Emissions

	Scope 1 – Direct Emissions	0 Kg CO₂e
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Emission Type	Unit	Volume	kg CO ₂ e
Category not applicable/reported.			

	Scope 2 – Indirect Emissions	328.06 kg CO₂e
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Emission Type	Unit	Volume	kg CO ₂ e
Green Electricity (Grid)	kwh	4,518	0
Cars	miles	4,500	328.06
Total			328.06

Scope 3 Emissions – Analysis by Reporting Category

	Scope 3: Category 1 – Purchased Goods & Services	46,268.8 kg CO₂e
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Emission Type	Unit	Volume	kg CO ₂ e
Water Supply	m3	9.92	1.58
Insurances	£	7,259.76	493.66
Software Licences	£	65,282.28	6,528.23
IT Equipment	£	12,924.72	6,048.77
Office Supplies/ Stationary	£	10,640.52	7,427.08
Broadband Fee	£	351.48	35.15
Accountancy Fees	£	11,129.4	1,613.76
Team Events	£	18,003.48	4,338.84
Food and Drink	£	4,143.84	2,884.11
Advertising	£	30,508.32	3,172.87
IT Equipment - Refurbished	£	0	0
Training	£	18,003.48	1,206.23
Work From Home	hours	37,505.28	12,518.51
Total			46,268.8

	Scope 3: Category 3 – Fuel & Energy Related Activities	82.24 kg CO₂e
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Emission Type	Unit	Volume	kg CO ₂ e
Transmission & Distribution - Electricity	kwh	4,518	82.24
Transmission & Distribution - Car Electric	kwh	1,583.22	0

Emission Type	Unit	Volume	kg CO ₂ e
Total			82.24



Scope 3: Category 5 – Waste Generated From Operations

1.34 kg CO₂e

Type of waste	Unit	Volume	kg CO ₂ e
Waste Disposal	tonnes	0.13	1.34
Total			1.34



Scope 3: Category 6 – Business Travel

1,781.21 kg CO₂e

Emission Type	Unit	Volume	kg CO ₂ e
Cars	miles	3,906	898.85
Rail	km	11,172	396.17
Plane	km	2,371.2	486.19
Total			1,781.21



Scope 3: Category 7 – Employee Commuting

3,355.94 kg CO₂e

Emission Type	Unit	Volume	kg CO ₂ e
Cars	miles	16,468.92	3,276.51
Rail	km	2,239.92	79.43
Total			3,355.94



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Immediate Carbon Reduction Priorities

The need for taking immediate and bold action on climate change is being increasingly recognized by businesses, government and the general population. **HiYield Limited HQ** recognizes that its activities have an impact on the environment and are committed to minimizing any adverse impact wherever practical.

HiYield Limited HQ has aligned its Carbon Reduction Plan with Science Based Targets and is working to both mitigate emissions it has already identified and to ensure that further emissions, not already, measured have a clear plan to support discovery and action.

The immediate priorities of the company to drive down its Climate Impact are:

- **Accurate data reporting** – Ensuring more precise tracking of carbon emissions to inform reduction strategies.
- **Investing in Carbon Reporting Software** – Implementing tools to measure and manage your carbon footprint effectively.
- **Project-Based Carbon Reporting & Client Engagement** – Measuring emissions per project and working with clients on digital sustainability.
- **Reducing Carbon Emissions in Operations** – Identifying key areas to cut emissions across the business.
- **Interrogate supply chain to reduce scope 3 emissions** – Ensuring all WordPress hosted sites run on sustainable infrastructure.
- **Investigating the Climate Impact of AI** – Assessing AI's environmental effects and using it responsibly.



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Data Declaration

HiYield Limited HQ categorises its Greenhouse Gas (GHG) emissions as Scope 1, 2 & 3 as referred to in the WBCSD – WRI Greenhouse Gas Protocol (revised edition, dated March 2014). Emissions in Carbon Dioxide equivalent (CO₂e) for all scopes are calculated using the conversion factors listed in BEIS/DEFRA Greenhouse Gas Conversion factors for the relevant 12 month period over which the emissions are calculated. Procured renewable electricity and gas is calculated in accordance with the WBCSD – WRI Scope 2 Guidance on procured renewable energy (2015).

Data Quality / Confidence

The data used to generate this report has been collected from various sources from within the company and its stakeholders. Where available emissions have been converted to CO₂e using the published Conversion Factors published by BEIS/DEFRA for the relevant 12 month Reporting Period.

Third Party Verification

The data in this report has been produced using the notch accounting platform and verified by Chris Phillips

Carbon Removal & Offset Schemes used in Reporting Year

OPCO	Scheme Name	Details	kg CO ₂ e
Ecologi	Reforestation	Supporting tree planting projects to offset individual web development projects	1,064 trees
Ecologi	Carbon avoidance	Supporting verified carbon avoidance projects	143,020 kg CO ₂
Plant One	Business Partner	Part of the annual business supporter scheme - Glade level	-

Scope 3 Emissions

HiYield Limited HQ is committed to measure and act to reduce its emissions in all 3 scopes. This report reflects the amount of Scope 3 emissions that it has been technically feasible and cost effective to measure and act against. **HiYield Limited HQ** remains committed to work with its entire value chain to ensure as much of its Scope 3 emissions can be accurately measured and to develop actions that target long term reductions aligned to Science Based targets.

Carbon Removals & Offsets

As part of the commitment of **HiYield Limited HQ** to target reductions in its GHG emissions and, ultimately, attain Net Zero the company will review and report all carbon removals and offsetting that it uses. All removal and offsetting options will be considered and reported including formally certified schemes (e.g. Gold Standard) as well as more informal schemes.



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Signature

Signed on behalf of **HiYield Limited HQ**

Name: Laura Hudspith
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Position: Head of Operations & Sustainability
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Signed: *L Hudspith*
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Name:
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Position:
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Signed:
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