

Annual Carbon Report



October 2024 - September 2025

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Report Date : 19-02-2026

Prepared By:



Powered By:





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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	0
No. of Company Vehicles - Other	1

Reporting Period

October 2024 - September 2025

Benchmark Year

October 2022 - September 2023

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

Net Zero Committed Date

2029

Reporting Boundary

Operational

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
- Business Travel
- Employee Commuting
- Fuel & Energy Related Activities
- Waste Generated From Operations



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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.

- **Moved our business banking to Tide** to ensure our money isn't supporting fossil-fuel-heavy investment portfolios.
Upgraded our pension scheme to Penfold, which uses a sustainable investment plan so our team's savings invest in a greener future.
Migrated 50 client WordPress websites to 100% renewable hosting via The Positive Internet Company at no extra cost to them.
Created an Ethical AI Policy and published research on the carbon cost of AI to ensure we use these new tools responsibly, not recklessly.
Maintained 100% renewable hosting for all of our own internal operations.
Refined our carbon reporting to include more accurate Scope 3 data, choosing radical honesty over "pretty" numbers.
Continued our "boots on the ground" partnership with Plant One CIC, helping the team get away from screens to plant native trees in Cornish soil.
Committed to a detailed Climate Action Plan for the coming year, which includes monitoring and reporting on AI-associated emissions.
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Emissions Summary

Emissions (tonnes CO ₂ e)	22-23 Baseline	23-24	24-25 Reporting Year
Scope 1	0.0	0.0	0.0
Scope 2	0.4	0.3	0.2
Scope 3	31.4	51.5	42.6
Total (Scope 1, 2 and 3)	31.8	51.8	42.8

Emission Map

HiYield Limited HQ - Emissions Mapping by Scope & Category

Year: Oct 2024 - Sep 2025

	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	✗	✓	✓	✗	✓	✗	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗	✗	✗	✗
Total Emissions tonnes CO ₂ e		0	0		39					1	2								
% Reported Emissions tonnes CO ₂ e		0	0		92					2	5								



✓	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 (tonnes CO ₂ e)
No Data Found.					

Completed projects (reporting year)

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

Completed projects (prior years)

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

	Scope 1 - Direct Emissions	0.0 tonnes CO₂e
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Emission Type	Unit	Volume	tonnes CO ₂ e
Total			0.0

	Scope 2 - Indirect Emissions	0.2 tonnes CO₂e
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Emission Type	Unit	Volume	tonnes CO ₂ e
Green Electricity(Grid)	kwh	4,501.3	0.0
Cars	miles	3,375.0	0.2
Total			0.2

Scope 3 Emissions - Analysis by Reporting Category

	Scope 3: Category 1 - Purchased Goods & Services	39.4 tonnes CO₂e
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Emission Type	Unit	Volume	tonnes CO ₂ e
Water Supply	m3	9.9	< 0.1
Insurances	£	7,291.2	0.5
Software Licences	£	78,321.0	7.8
I T Equipment	£	1,994.5	0.9
Office Supplies/ Stationary	£	6,059.9	4.2
Broadband Fee	£	817.4	< 0.1
Accountancy Fees	£	10,113.2	1.5
Team Events	£	12,372.0	3.0
Food and Drink	£	2,375.3	1.7
Advertising	£	66,872.4	7.0
I T Equipment - Refurbished	£	1,309.0	0.2
Training	£	8,484.4	0.6
Work From Home	hours	35,875.1	12.0
Total			39.4

	Scope 3: Category 3 - Fuel & Energy Related Activities	0.1 tonnes CO₂e
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Emission Type	Unit	Volume	tonnes CO ₂ e
Transmission & Distribution - Electricity	kwh	4,501.3	< 0.1
Transmission & Distribution - E Vs	kwh	1,053.8	< 0.1
Total			0.1

**Scope 3: Category 5 - Waste Generated From Operations****< 0.1 tonnes CO₂e**

Type of waste	Unit	Volume	tonnes CO ₂ e
Waste Disposal	tonnes	0.1	< 0.1
Total			< 0.1

**Scope 3: Category 6 - Business Travel****1.1 tonnes CO₂e**

Emission Type	Unit	Volume	tonnes CO ₂ e
Cars	miles	1,972.0	0.5
Rail	km	10,444.9	0.4
Plane	km	1,848.0	0.2
Total			1.1

**Scope 3: Category 7 - Employee Commuting****2.0 tonnes CO₂e**

Emission Type	Unit	Volume	tonnes CO ₂ e
Cars	miles	8,704.8	1.7
Rail	km	8,736.0	0.3
Total			2.0



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Immediate Carbon Reduction Priorities

The need for taking immediate and bold action on climate change is being increasingly recognised by businesses, government and the general population. **HiYield Limited HQ** recognises that its activities have an impact on the environment and are committed to minimising 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:

Honesty in Reporting – We are moving away from vague estimates by reporting more accurately on Scope 3 emissions; we'd rather see higher, honest numbers than hide behind incomplete data.

Data-Led decision making – Moving beyond estimates to use high-accuracy Scope 3 data. We'd rather report honest, higher numbers than "pretty" ones, ensuring our reduction strategies are based on reality.

Decarbonising the supply chain – Following our successful migration of 50 client sites to renewable hosting, we are auditing our remaining SaaS and service providers to ensure our entire ecosystem aligns with our Net Zero goals.

Responsible AI integration – Implementing our new Ethical AI Policy to monitor the carbon cost of large language models (LLMs). We aim to use AI to solve problems without creating a new environmental debt.

Sustainable finance – Maintaining our commitment to "clean" money by keeping our banking and pensions with providers like Tide and Penfold that do not invest in fossil fuels.

Operational efficiency – Targeting a further reduction in business travel and commuting emissions by continuing to support remote-first working and green travel alternatives for the team.

Client advocacy – Helping our clients understand that "green code" is good code. By building more efficient, accessible websites, we naturally reduce the energy required to power them.



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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.

Carbon Removal & Offset Schemes used in Reporting Year

OPCO	Scheme Name	Details	tonnes CO ₂ e
Ecologi	Reforestation	Supporting tree planting projects to offset individual web development projects	120 native trees planted
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 : COO
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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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