

Circular and renewable

Our goals for 2025

To be **100% circular** for all purchased or leased goods used in our operations

To use **100% renewable** electricity in our operations

To reach net **zero emissions** for our buildings by 2025, for data centres by 2030 and for our courier services by 2035.

Our performance for 2021

All of the packaging we used in 2021 is 100% paper-based, plastic-free, biodegradable and recyclable.

During 2021 we collected 162 tonnes of used paper and card, plastics, metal and food scraps. In Brighton, our warehouse recycling rate was 90% and office recycling was 60%. In Berlin, our recycling rate was 63%.

We achieved zero waste to landfill throughout 2021 in our Brighton and Berlin facilities, and in Brooklyn in the final third of the year.



Our packaging is **plastic-free**, **biodegradable** and **recyclable**.

Almost 50% of the total electricity used in our buildings in 2021 was from renewable sources based on fuel mix disclosures: 100% in Berlin, 40% in our Brighton warehouse, 29% in our Brighton office and 27% in Brooklyn.

We undertook our first carbon footprint assessment for 2021 covering our main activities, shown in the table overleaf. We have purchased Gold Standard carbon offsets to make these activities carbon neutral for 2021.

In 2022 we aim to add staff commuting, staff home-working, business travel overnight stays, advertising/marketing media services and purchased goods to our carbon reporting.

Our 2021 Carbon footprint

2021 GHG emissions by scope and source	GHG tonnes CO2e
Total GHG emissions	900
Scope 1 (direct emissions: owned or controlled sources)	0
Scope 2 (indirect emissions: purchased electricity and heating)	72
Source: Natural gas (in Brighton only): 207,747 kWh	38
Source: Electricity: 124,324 kWh	34
Scope 3 (other indirect emissions: purchased goods and services)	828
Source: Third party data centres electricity: Platform operations	24
Source: Advertising: Change campaign media delivery	48
Source: Courier services	730
Source: Business travel: flights	20
Source: Materials recycling (162 tonnes collected and processed)	3.5
Source: Electricity transmission and distribution system losses	2.1
Source: Municipal water and waste-water services: 985 m3	0.4

Data notes:

- Greenhouse gas (GHG) emissions calculated in line with the Greenhouse Gas Protocol and quantifying all six GHGs in terms of carbon dioxide equivalence (CO2eq).
- Emission factors used: BEIS 2021, US EPA e-grid, Germany AIB factor.
- Energy and water used is for Leased properties, data mainly provided by landlords.
- Materials collected and recycled/ re-processed data provided by Recycling business partners in Brighton and Berlin; for Brooklyn has been estimated.
- Courier services: data provided by DPD UK, FedEx US; and our estimate for Europe.
- Third party data centres: data provided by Google Cloud; and our estimate for Cloudflare.
- Advertising media emissions calculated using IPA Media carbon calculator.



2021 carbon offsetting

We know that offsetting isn't sufficient to stop the climate crisis. But, when done thoughtfully as part of **strategic climate action and investment**, it does make a **positive environmental and social contribution**.

We have offset our 2021 emissions—900 tonnes CO2 equivalent—with credits from the Naija stoves project in Nigeria. This nationwide project provides clean and efficient stoves for cooking and heating, avoiding carbon emissions and reducing indoor air pollution and deforestation.