



Data annex

FY25 Impact report

October 2025

Contents

MPB 2024 environmental resource usage	3-4
MPB 2024 Greenhouse Gas emissions	5
MPB support for nature renewal since 2020	6
MPB FY25 impact partnerships	7
GHG offset certificates	8-9



MPB environmental performance data 2024

MPB energy consumption total	2024	2023	2022
	kWh		
Total energy consumption in MPB buildings	1,282,132	1,026,163	726,294
Electricity consumption total	676,143	530,442	256,265
Brighton	162,316	119,835	97,487
Berlin	33,251	57,625	28,264
Brooklyn	480,575	352,982	130,514
Natural gas consumption total	605,989	495,721	470,029
Brighton	55,989	140,193	192,066
Berlin	550,000 (est)	355,528	277,963
MPB water consumption	m3		
MPB water consumption total	2,446.39	2,178 (actual)	2,500 (est)
Brighton	1,416.20	1,273.18	1183,6
Berlin	623.93	479.6	402
Brooklyn	406.26	425.6	Est 900m3
MPB materials recycling and re-processing			
Total tonnage collected	461.5 tonnes	405.7 tonnes	332 tonnes
Brighton	113.9	114.1	101
Berlin	75.4	55.6	47
Brooklyn	272.3 (est)	236 (est)	184
Total recycled (tonnage & % of total collected)	318.8 t (69%)	278.3 t (69%)	70%
Brighton	104.8 t (92%)	105.8 t (93%)	92%
Berlin	45.9 t (67%)	30.9 t (56%)	61%
Brooklyn	163.4 t (60%)	141.6 t (60%)	59%
Total incinerated (for electricity generation)	140 tonnes (30%)	122.4 tonnes (30%)	29%
Brighton	6.3 t (5.5%)	6.7 t (6%)	61%
Berlin	24.8 t (32.9%)	21.3 t (38%)	39%
Brooklyn	108.9 t (40%)	94.4 t (40%)	35%
Total anaerobically digested or composted	2.7 tonnes (0.6%)		
Brighton	2.4 t (2%)	1.6 t (1%)	1.5%
Berlin	4.7 t (6%)	3.4 t (6%)	Not available
Brooklyn	Not available	Not available	Not available

MPB environmental performance data 2024



MPB Greenhouse gas emissions	2024	2023	2022
	tonnes CO2e		
Total Scope 1, 2 and 3 emissions (tCO2e)	1,688	1,824.4	1,795
Scope 1 data			
Total Scope 1: Owned or controlled emission sources (incl. natural gas) (tCO2e)	134	105.22	97.12
Natural gas usage (kWh)	605,989	495,721	470,029
Scope 1 emissions intensity (emissions tCO2e/ annual turnover per GBP million)	0.67	0.61	0.71
Scope 1 emissions intensity (emissions tCO2e/ MPB per 000,000 customers)	0.35	0.31	0.37
Scope 2 data			
Total Scope 2: Indirect emissions: purchased electricity & heating (tCO2e) Location based	331	176.2	84.9
Total Scope 2: Indirect emissions: purchased electricity & heating (tCO2e) Market based	0	n/a	n/a
Electricity usage (kWh)	676,143	530,442	256,265
Scope 2 emissions intensity (emissions tCO2e/ annual turnover per GBP million)	1.66	1.018	0.62
Scope 2 emissions intensity (emissions tCO2e/ MPB per 000,000 customers)	0.86	0.52	0.32
Scope 3 data			
Total Scope 3: Indirect emissions: purchased goods & services (tCO2e)	1,223	1,543	1,613
Scope 3 emissions intensity (emissions tCO2e/ annual turnover per GBP million)	6.14	8.92	11.77
Scope 3 emissions intensity (emissions tCO2e/ MPB per 000,000 customers)	3.19	4.57	6.1

MPB environmental performance data 2024



MPB Greenhouse gas emissions	2024	2023	2022
Scope 3 sub-totals: Indirect emissions: purchased goods & services (tCO2e)			
Digital advertising & paid media: Electricity usage (tCO2e)	317	625.3	733
Change campaign FY22 (tCO2e)			
Courier services: Tank to Wheel (tCO2e)	611	582	556
Well to Wheel (tCO2e)	774	735	Not available
Staff commuting (tCO2e)	121.2	115.7	103.6
MPB business travel: Flights (tCO2e)	136.2	178.2	193
Short haul // Long haul flights (Number of Flights)	95 // 45	102 // 64	104 // 87
MPB business travel: Overnight stays (tCO2e)	6.6	11.5	Not included
MPB business travel: Overnight stays: Number of nights	474	874	Not included
Third party data centres: Platform and operations: Electricity usage (tCO2e)	8.6	11	19.7
Materials recycling and processing (tCO2e)	8.3	8.6	3.5
Electricity transmission & distribution losses (tCO2e)	12.7	9.5	3.4
Municipal water and waste-water services (tCO2e)	0.9	0.8	1

As we have added activities to our Scope 3 GHG accounting each year, it is useful to also track on a like-for-like basis. (Our 2021 baseline Scope 3 did not include Digital Media, Staff commuting or Overnight business travel accommodation).

MPB Greenhouse gas emissions	2024	2023	2022	2021
Scope 3 like-for-like emission sources since 2021	778	790	777	828

2024 GHG and Resource usage data notes

1. Data is for MPB activity undertaken in or from Brighton, UK; Berlin, Germany and Brooklyn, USA.

2. Greenhouse gas (GHG) emissions calculated in line with the Greenhouse Gas Protocol and quantifying all six GHGs in terms of carbon dioxide equivalence (CO2eq); using BEIS emission factors 2024. Where available US EPA and Germany AIB factors are also used.

3. Energy and water consumption is for Leased properties, 2024 data is a mix of Landlord meters and direct meters.

4. Data on Materials collected and recycled/ re-processed in 2024 provided by Recycling business partners in Brighton and Berlin, and estimated for Brooklyn.

5. CO2e data for Courier services: uses data provided by DPD UK, DHL Europe and FedEx US. For 2024 all three provided both Tank to Wheel and Well to Wheel data.

6. CO2e data for third party data centres: 2024 data provided by Google Cloud (MPB share of GC's Scope 1&2 fuels and electricity).

7. Digital advertising-paid media emissions modelled using Scope3's advertising supply chain carbon tools.

8. CO2e data for Staff commuting is based on MPB staff survey in March 2023, response rate 55% extrapolated to 100% of workforce at March 2025.

9. CO2e intensity metrics used: Annual turnover (consolidated revenue in GBP millions) and annual customers (per 000,000 unique buyers and sellers). Data used: Consolidated revenue FY25 £199.3m; FY24 £173 million; FY23 £137 million; Customers (000,000) FY25 383.5; FY24 337.3; FY23 264.4.

Supporting nature renewal with One Tree Planted



Year	Donation amount (US \$)	Number of trees	OTP Projects and No. of trees planted with MPB funding
2020	\$20,076	20,076	Amazon Rainforest: 10,000 US National Parks: 5,000 Iceland: 1,260 Scotland: 1,287 Spain: 1,260 Romania: 1,260
2021	\$25,000	25,000	EU projects with most need: 18,052 Denmark: 95 Spain: 135 Iceland: 213 US National Forests: 6,505
2022	\$25,000	25,000	8,500 - United Kingdom Project 8,500 - Urban Forestry Project 8,000 - Romania Project
2023	\$27,000	22,000	UK (5,000); US (nationwide) (8,500); Europe (20 countries) (8,500)
2024	\$26,000	20,000	EU, US, UK (OTP switched to allocating funds to specific projects internally)
TOTALS	\$123,076	112,076	

MPB FY25 impact partnerships



	UK	US	EU	Global	Consolidated *GBP Equivalent	
	FY25	FY25	FY25	FY25	FY25	FY24
Activities	42	10	45	2	99	143
Reach	150,398,868	11,319,141	9,138,944	6,000,000	176,856,953	545,547,230
Marketing investment	£45,000	\$368,514	€402,183	£78,500	£753,464	£1,395,724
Kit gifted	£5,959	\$0	€12,300	£0	£16,209	£16,267
Kit loaned	£19,368	\$0	€18,119	£1,139	£35,606	£159,161

Data notes: FY24 and FY25 data is not directly comparable.

In FY25, the US market executed 10 activities compared to 59 in FY24, resulting in a c\$500k reduction in investment; and in FY24, we executed 1 globally coordinated activity, (Environmental Photographer of the Year), which had a global reach of 435,000,000.

In FY24 we implemented comprehensive tracking of our partnerships and sponsorships that share our values of inclusion, diversity and environmental action. In FY25 we tightened our tracking system to partnerships and sponsorships with a core focus on these issues. We also introduced quarterly data checks.

GHG offset certificates



We are delighted to confirm the retirement of
1500 Verified Emission Reductions (VERs)
by
Carbon Clear Limited
on 19/08/2025

These credits were retired on behalf of MPB.

For offsetting MPB's Scope 1 & 3 Emissions

Project: Up Energy Improved Cookstoves Programme, Uganda – CPA No 021

*These credits have been retired, saving **1500** tonnes of CO2 emissions
from being released into the atmosphere.*

Thank you for investing in a safer climate and more sustainable world.

[View retirement](#)

Gold Standard

Retirement certificates are hosted on the Gold Standard Impact Registry, [view your certificate](#).

Gold Standard | Chemin de Balxert 7-9 1219 Châtelaine, International Environment House 2, Switzerland | goldstandard.org, +41 22 788 70 80, help@goldstandard.org

GHG offset certificates



Certificate of Verified Carbon Unit (VCU) Retirement
Verra, in its capacity as administrator of the Verra Registry, does hereby certify that on 19 Aug 2025, 140 Verified Carbon Units (VCUs) were retired on behalf of:
MPB
Project Name
CO2 UTILIZATION IN CONCRETE - Removals & Reductions - CarbonCure - U.S. Project #1
VCU Serial Number
16814-794433776-794433915-VCS-VCU-466-VER-US-6-3207-01012023-31122023-0
Additional Certifications
Powered by  APX