



Cabinet Office

# Carbon Reduction Plan

Supplier name: Dentsu UK Limited (including Posterscope) and Tag Europe Limited

Publication date: July 2025

## **Commitment to achieving Net Zero**

Dentsu is committed to achieving net-zero emissions in respect of its UK operations by 2040, in advance of the UK Government's 2050 Net Zero target.

Dentsu UK Limited, which incorporates Posterscope along with other agency brands, is a wholly owned subsidiary of Dentsu International Limited, which is part of the Dentsu Group ("dentsu") and is the holding company for dentsu in the UK. Tag Europe Limited is also wholly owned by Dentsu International Limited and is a key group affiliate of Dentsu UK Limited.

Dentsu UK Limited and Tag Europe Limited's operations and initiatives contribute toward dentsu's group-wide science-based net-zero targets for 2040.

The data set out in this Carbon Reduction Plan ("CRP") refers to the operations of dentsu in the UK being the activities of Dentsu International Limited and its subsidiaries, including Dentsu UK Limited and Tag Europe Limited. References in this CRP to Dentsu UK refer to Dentsu International Limited, Dentsu UK Limited (including Posterscope) and Tag Europe Limited.

## Baseline Emissions Footprint

Dentsu UK reports greenhouse gas emissions in accordance with the Greenhouse Gas (GHG) Protocol Corporate Standard, ensuring our emissions reporting is aligned with internationally recognised best practices. Our baseline emissions inventory includes all our measurable Scope 1, 2, and 3 emissions. Scope 3 emissions include estimated emissions for category 1, purchased goods and services, by using financial data. We are working on collecting primary data from our suppliers to improve our reporting and insights through our supplier engagement programme. Select environmental indicators for dentsu, including a majority of Group-wide GHG emissions data, have received limited assurance from an independent provider.

| <b>Baseline Year: 2019</b>  |                                     |
|---|-------------------------------------|
| <b>Additional Details relating to the Baseline Emissions calculations.</b><br>N/A |                                     |
| <b>Baseline year emissions:</b>   |                                     |
| <b>EMISSIONS</b>  | <b>TOTAL<br/>(tCO<sub>2</sub>e)</b> |
| <b>Scope 1</b>  | <b>1,447.01</b>                     |
| <b>Natural Gas</b>  | <b>335.57</b>                       |
| <b>Diesel</b>   | <b>1,005.43</b>                     |
| <b>Refrigerant</b>  | <b>150.33</b>                       |
| <b>Company Cars</b>   | <b>44.33</b>                        |
| <b>Scope 2 Market-based</b>   | <b>120.75</b>                       |
| <b>Scope 2 Location-based</b>   | <b>1,207.98</b>                     |
| <b>Electricity (Market-based)</b>   | <b>120.33</b>                       |
| <b>Electricity (Location-based)</b>   | <b>1,207.56</b>                     |
| <b>Heat</b>   | <b>0.42</b>                         |
| <b>Company Cars (EV Offsite Charging)</b>   | <b>-</b>                            |

|  |                   |
|--|-------------------|
| <b>Scope 3 (Included Sources)</b>                          | <b>175,321.39</b> |
| <b>1. Purchased Goods and Services</b>                     | <b>141,888.18</b> |
| <b>2. Capital Goods</b>                                    | <b>9,192.67</b>   |
| <b>3. Fuel- and energy- related activities<sup>1</sup></b> | <b>527.58</b>     |
| <b>4. Upstream transportation and distribution</b>         | <b>25.64</b>      |
| <b>5. Waste</b>  | <b>5,024.36</b>   |
| <b>6. Business Travel</b>                                  | <b>6,910.59</b>   |
| <b>7. Employee Commuting</b>                               | <b>9,858.14</b>   |
| <b>13. Downstream leased assets</b>                        | <b>94.80</b>      |
| <b>15. Investments</b>                                     | <b>1,799.43</b>   |
| <b>Total Emissions (Market-based)</b>                      | <b>176,889.14</b> |
| <b>Total Emissions (Location-based)</b>                    | <b>177,976.37</b> |

### Current Emissions Reporting

|                                     |                                 |  |
|-------------------------------------|---------------------------------|--|
| <b>Reporting Year: 2024</b>         |                                 |  |
| <b>EMISSIONS</b>                    | <b>TOTAL (tCO<sub>2</sub>e)</b> |  |
| <b>Scope 1</b>                      | <b>162.36</b>                   |  |
| <b>Natural Gas</b>                  | <b>156.00</b>                   |  |
| <b>Diesel</b>                       | <b>2.51</b>                     |  |
| <b>Refrigerant</b>                  | <b>3.85</b>                     |  |
| <b>Company Cars</b>                 | <b>-</b>                        |  |
| <b>Scope 2 Market-based</b>         | <b>0.94</b>                     |  |
| <b>Scope 2 Location-based</b>       | <b>639.81</b>                   |  |
| <b>Electricity (Market-based)</b>   | <b>-</b>                        |  |
| <b>Electricity (Location-based)</b> | <b>638.87</b>                   |  |
| <b>Heat</b>                         | <b>-</b>                        |  |

<sup>1</sup> Not included in Scope 1 & 2

|  |                  |
|--|------------------|
| <b>Company Cars (EV Offsite Charging)</b>                  | <b>0.94</b>      |
| <b>Scope 3 (Included Sources)</b>                          | <b>48,253.17</b> |
| <b>1. Purchased Goods and Services</b>                     | <b>41,644.08</b> |
| <b>2. Capital Goods</b>                                    | <b>-</b>         |
| <b>3. Fuel- and energy- related activities<sup>2</sup></b> | <b>268.64</b>    |
| <b>4. Upstream transportation and distribution</b>         | <b>11.39</b>     |
| <b>5. Waste</b>  | <b>882.10</b>    |
| <b>6. Business Travel</b>                                  | <b>3,700.33</b>  |
| <b>7. Employee Commuting</b>                               | <b>1,662.36</b>  |
| <b>13. Downstream leased assets</b>                        | <b>30.42</b>     |
| <b>15. Investments</b>                                     | <b>53.85</b>     |
| <b>TOTAL MARKET-BASED EMISSIONS</b>                        | <b>48,416.47</b> |
| <b>TOTAL LOCATION-BASED EMISSIONS</b>                      | <b>49,055.34</b> |

### **Emissions reduction targets**

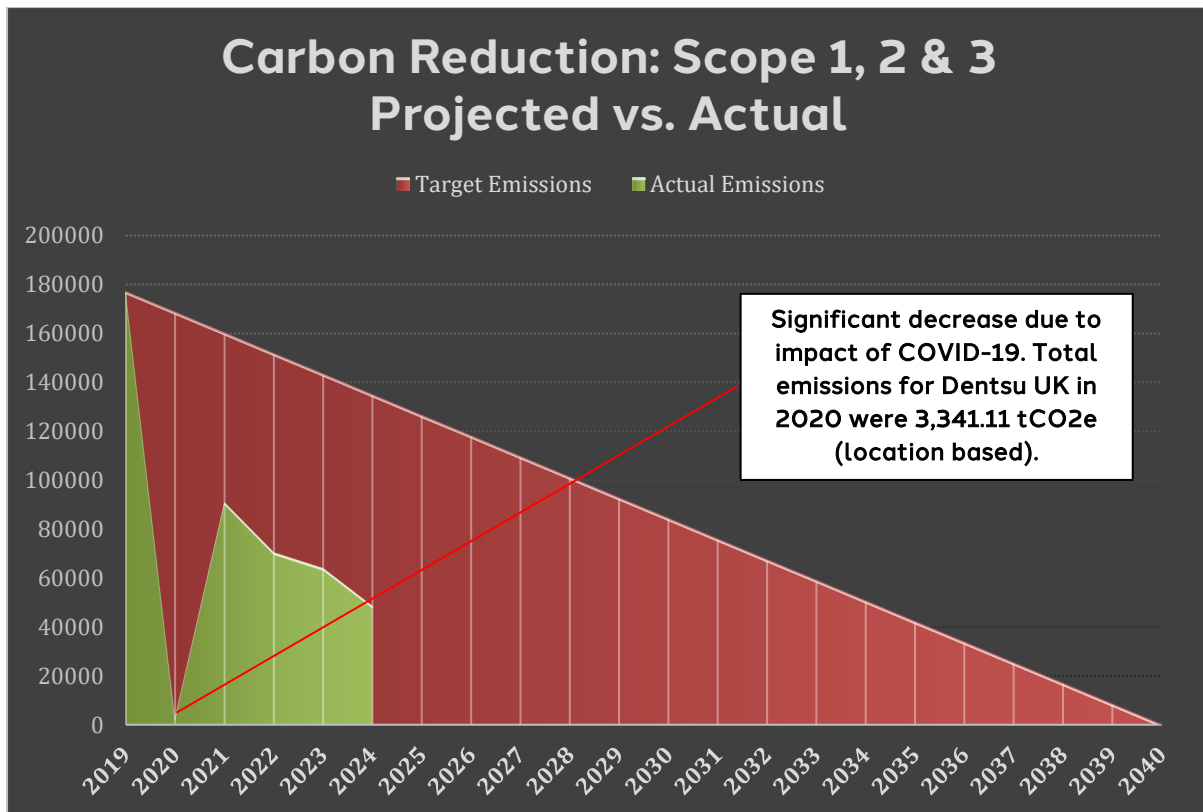
In the UK, to continue our progress to achieving Net Zero, Dentsu UK has adopted the following emission reduction targets.

We project that emissions will decrease over the next five years to 33,286.32 tCO<sub>2</sub>e by 2029. This represents a reduction of 31%.

Progress against these targets can be seen in the graph below:

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<sup>2</sup> Not included in Scope 1 or Scope 2



## Carbon Reduction Projects

The following environmental management measures and projects have been completed or implemented by Dentsu UK since the 2019 baseline. The emissions reduction achieved by these schemes equate to 11,792 tCO<sub>2</sub>e, a 6.67% reduction against the 2019 baseline, and these measures will be in effect when performing the contract.

| Carbon Project (Dentsu UK)   | Implementation Year | Savings                   |
|--|---------------------|---------------------------|
| <b>Scope 1 &amp; 2 Reductions</b>  |                     |                           |
| Consolidating offices from two buildings to one floor  | 2023                | 47.48 tCO <sub>2</sub> e  |
| Consolidating offices from two buildings to one building <sup>3</sup>  | 2024                | 1.03 tCO <sub>2</sub> e   |
| Moving to 100% Renewable Electricity   | 2019                | 153.50 tCO <sub>2</sub> e |
| Achieving ISO 14001  | 2011                | 154.80 tCO <sub>2</sub> e |
| Achieving ISO 50001 <sup>4</sup>   | 2024                | N/A                       |
| Replace existing non-energy efficient PL downlights in lift lobbies, WC lobbies & WCs on all floors with LED 24w DALI fittings | 2024                | 5.63 tCO <sub>2</sub> e   |
| Reseed green roof to help increase buildings thermal performance   | 2024                | 3.29 tCO <sub>2</sub> e   |

<sup>3</sup> This was completed in Q4 2024, so further savings will show in 2025 data.

<sup>4</sup> Unable to calculate savings yet as implementation year is the same as the most recent reporting year.

| Scope 3 Reductions   |      |                             |
|--|------|-----------------------------|
| Moving to hybrid working model <sup>5</sup>  | 2021 | 2,868.55 tCO <sub>2</sub> e |
| Creating Sustainable Travel Guidance to implement alongside Travel & Expenses policy <sup>6</sup>  | 2024 | N/A                         |
| Creating supplier engagement program to implement for suppliers who fall within top 70% of PG&S emissions to support and ensure they are reducing their own emissions <sup>7</sup> | 2024 | N/A                         |

## Future carbon reduction initiatives

In the future, Dentsu UK hopes to implement further measures, such as:

| Carbon Project (Dentsu UK)  | Implementation Year/Period |
|---|----------------------------|
| <b>Scope 1&amp;2</b>  |                            |
| Move from less efficient office buildings to ones with higher performing EPC ratings.   | 2025                       |
| Trial closing floors in office buildings on weekdays with less footfall (Mondays and Fridays).  | 2025                       |
| Install double glazing in office buildings with single glazed units.  | 2026                       |
| Replace remaining gas boilers in office buildings with Air Source Heat Pumps.   | 2031-2040                  |
| Explore Solar PV array implementation where office buildings allow.   | 2028-2030                  |
| Replacing petrol and diesel vehicle fleet with electric at lease renewal date.  | 2025-2027                  |
| Implement chiller upgrades in suitable sites, focusing on office buildings with the highest cooling demand.   | 2028-2030                  |
| Derive and implement a procurement policy to source the most energy efficient equipment available as it gets replaced at end of life.                           | 2025-2027                  |
| Seek to replace REC purchases with green tariffs where costs permit.  | 2025-2027                  |
| <b>Scope 3</b>  |                            |
| Banning all domestic air travel for business travel and developing and improving business travel policy.  | 2025-2027                  |
| Engaging with suppliers who contribute to top 70% of emissions to ensure they are reporting to CDP, have a Net Zero target, and use 100% renewable electricity. | 2025-2026                  |

<sup>5</sup> This figure is the difference in emissions between staff working 5 days a week versus the number of reported days in the office from our 2024 commuting survey. Annual savings would equal 11,472.2 tCO<sub>2</sub>e.

<sup>6</sup> Policy created however savings won't be shown until implemented within T&E policy.

<sup>7</sup> Savings will not show until commencement of programme and suppliers implement recommendations.

## Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 006 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 standard<sup>8</sup> and uses the appropriate Government emission conversion factors for GHG company reporting<sup>9</sup>.

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) Standard<sup>10</sup>.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

### Signed on behalf of Dentsu International Limited:

  
Manus Weller (Jul 18, 2025 15:33 GMT+3) .....

Date: 07/18/2025 .....

### Signed on behalf of Dentsu UK Limited:

  
Richard Bradford (Jul 18, 2025 17:12 GMT+1) .....

Date: 07/18/2025 .....

### Signed on behalf of Tag Europe Limited:

  
.....

Date: 07/21/2025 .....

<sup>8</sup> <https://ghgprotocol.org/corporate-standard>

<sup>9</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>10</sup> <https://ghgprotocol.org/standards/scope-3-standard>