



Carbon Reduction & Net Zero Plan

A proportionate carbon plan for a laptop-led marketing and creative production agency.

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Purpose and commitment

Becks & Clates is a predominantly digital, office and laptop-led marketing and creative business. We nevertheless recognise emissions from electricity, cloud services, business travel, location production, equipment and purchased services.

We commit to reducing avoidable greenhouse-gas emissions and to working toward net zero operations by 2050, with earlier reductions pursued where practical and commercially responsible.

Current operational profile

- Core office work is undertaken primarily on laptops and cloud-based software.
- There is no energy-intensive manufacturing process within normal operations.
- The most material variable source of emissions is expected to be travel and location production, followed by purchased goods/services, digital infrastructure and electricity.
- Camera, lighting, audio and computing equipment also carry embodied carbon, so useful-life extension is a meaningful control.

Becks & Clates will not publish invented greenhouse-gas totals. A quantified emissions inventory will be produced using actual activity data as the business develops its formal carbon accounting process.

Measurement boundary and methodology

Our annual inventory will, where data is reasonably available, consider Scope 1 and Scope 2 emissions and material Scope 3 categories relevant to the business. These may include business travel, employee commuting where measured, purchased goods/services, cloud/IT services, waste and capital equipment.

- Use actual electricity, fuel, travel and purchasing data where available.
- Apply recognised UK Government greenhouse-gas conversion factors for the relevant reporting year.
- Document material estimates, exclusions and methodological changes.
- Avoid false precision where supplier data is unavailable.

Reduction hierarchy

1. Avoid unnecessary activity or travel.
2. Reduce energy, mileage, repeat shoots and waste through better planning.
3. Substitute lower-carbon travel, local suppliers and efficient technology where practical.
4. Extend equipment life through maintenance, repair and responsible reuse.
5. Measure remaining material emissions and improve data quality.
6. Consider credible carbon removals/offsetting only after reasonable reduction action and without presenting offsets as avoided emissions.

Operational actions

Area	Commitment / control
Electricity & devices	Use efficient laptops/peripherals; switch off unnecessary equipment; review renewable electricity options where within our control
Travel	Default to remote planning where suitable; prefer rail/public transport for practical UK journeys; combine visits and use local crew where effective
Production	Plan thoroughly to reduce avoidable reshoots and unnecessary transport; use rechargeable batteries where suitable
Equipment	Maintain, repair and extend useful life before replacement; dispose of e-waste responsibly
Digital	Use reputable cloud services; avoid unnecessary duplicate storage while preserving resilient backups
Procurement	Consider durability, location, packaging and environmental performance for material purchases
Suppliers	Encourage proportionate environmental practices and request client-specific carbon data where contractually required

Targets

- Net zero operational ambition: no later than 2050, subject to credible measurement and reduction pathways.
- Establish and maintain an annual carbon inventory as reliable activity data becomes available.
- Maintain digital-first documentation and remote pre-production as the default where appropriate.
- Increase the proportion of suitable UK business journeys completed by rail/public transport or avoided through remote working.
- Keep major production and IT equipment in productive use for its reasonable service life, subject to security, safety and performance requirements.
- Review carbon actions annually and report material progress honestly.

Client projects and tenders

Where a client requires a project carbon plan, reporting template or procurement-specific Carbon Reduction Plan, Becks & Clates will use the buyer's specified methodology and actual supporting data.

This public plan is not presented as a completed PPN 006 tender Carbon Reduction Plan because a formal PPN submission requires prescribed emissions figures and supporting declarations based on actual data.

Governance and review

- The Director owns the plan.
- Travel and production decisions should consider carbon alongside cost, quality, safety and client requirements.
- Progress is reviewed at least annually and the plan updated when better data or material operational changes arise.