

**MORROW COMMUNICATIONS LTD PPN 06/21**

**CARBON REDUCTION PLAN**

Part of carbon footprint assessment in  
accordance with SBTi

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## 1.0 INTRODUCTION

### *"Fully Committed to Net Zero By 2050"*

In view of the climate change challenge Morrow Communications is keen to play its part and lead by example. The company has set out on an ambitious journey to achieve Net Zero across its operations by 2050. To aid this journey we have set up a number of transparent and independently assessed processes to report on our targets and ensure we remain on track to meeting our commitments.



With an expertise in environmental/sustainability communications and behavioural change communications the company also recognises the strategic importance of communications to deliver the attitudinal and behavioural change needed to tackle climate change – particularly across energy use, sustainable travel, waste and agriculture and farming. The company is investing in this specialism to help other companies and organisations manage the transition and deliver the necessary changes in how we as a society live, work and play. To do so with credibility we must exemplify our own leadership in environmental stewardship.

We are determined to reinforce our corporate responsibility credentials and with our efforts and influence help pave the way for a greener and more sustainable future.

To establish a clear direction and timeline, Morrow Communications has engaged CarbonFit to review and audit our Carbon Footprint and assist in setting a clear path to Net Zero for Scope 1 and 2 by 2050 in line with SBTi and GHG Protocols. CarbonFit carried out an audit in accordance with ISO14064-1. During the audit, CarbonFit reviewed our operations including energy and carbon usage and consumption throughout our buildings, processes and vehicles in line with the GHG Corporate Accounting and Reporting Standard and the GHG Scope standards.

We will also report our progress to the Carbon Disclosure Project (CDP) on an annual basis and will seek to join the Business in the Community NI Climate Action

Pledge which challenges all organisations based in Northern Ireland to commit to reducing their absolute scope 1 and scope 2 greenhouse gas emissions by either 30% or 50% by 2030; and to work towards measuring and reporting their scope 3 GHG emissions.

For the purpose of this report, the emissions for the baseline year and last financial year have been reported. Emissions have been calculated using the Department for Security Energy and Net Zero (DSENZ) Conversion Factors for company reporting of GHG emissions.

Morrow Communications Ltd can confirm we are fully committed to achieving Net Zero by 2050 or sooner.

This plan will be updated annually in line with our financial year end. The next revision is due in Q1 of 2026.

## 2.0 MORROW COMMUNICATIONS LTD

Morrow Communications Ltd, established in 1985, is a leading integrated communications consultancy based in Holywood, Northern Ireland. We offer a comprehensive range of services, including public relations, stakeholder relations, video production, event management, digital marketing, and advertising & design. Our approach focuses on delivering clear and compelling messages tailored to our clients' audiences. We have been recognised for our excellence in the industry, holding the internationally recognised PRCA Communications Management Gold Standard for over 20 years. Additionally, we were named the 2023/24 CIPR Consultancy of the Year, the fourth time we have held that award in the last 8 years as well as securing multiple awards for our client work.

Morrow Communications has collaborated with a diverse range of clients across the public, private and voluntary sectors. Some of our notable projects include work with the Department for the Economy, Invest NI, InterTradeIreland, Belfast City Council on the Peace IV Programme, Asda, Pilgrim's Europe, Dale Farm, the Sprucefield Centre, Bryson Group, Mutual Energy and the Grand Opera House. Our commitment to quality and innovation has solidified our reputation as one of the most respected communications consultancies in Northern Ireland and across the island of Ireland.

## 2.1 Carbonfit

CarbonFit partners with organisations and businesses to support them on their Net Zero Journey through 3 key phases footprint, improve and translate.

We are a team of chartered Engineers with over 60 years combined experience in the Energy and Carbon Sector. We have the knowledge, skills and expertise to meet carbon reporting and Net Zero requirements in line with GHG Protocol and SBTi.

## 3.0 Company Overview

Morrow Communications Ltd is a leading Northern Ireland based communications consultancy specialising in PR, media and stakeholder relations, event management, video production, design and digital marketing. Established in 1985, the company delivers creative and strategic solutions to help clients engage audiences, build reputation and enhance brand visibility.

Recognised for excellence, Morrow Communications has won multiple industry awards, including CIPR Consultancy of the Year 2023/24. With a strong reputation and diverse client base, they continue to set the standard for innovative and impactful communication strategies across the UK and Ireland.

## 3.1 Company Details

### 3.1.2 FINANCIAL YEAR REPORTING

July 2023– June 2024

### 3.1.3 ADDRESS

2a Hanwood House, Pavillions Office Park  
Holywood  
Down  
Northern Ireland  
BT18 9JQ

### 3.1.4 BOUNDARY APPROACH

Financial

### 3.1.5 SUSTAINABLE LEADERSHIP TEAM

Debbie Holland  
Office Manager  
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## 4.0 Net Zero Commitment

In 2019 the UK Government amended the Climate Change Act 2008 by introducing a target of a 100% reduction in the net UK carbon account by 2050. This has become commonly known as the 'Net Zero, target'. In line with this, Morrow Communications Ltd are fully committed to playing our part and ensuring that our business achieves Net Zero by 2050.

The Morrow Communications Ltd commitment to achieving Net Zero by 2050 is set out in this 'Carbon Reduction Plan (CRP)'. This outlines the company's vision and strategy for achieving Net Zero across its entire value chain [Scope 1, 2 and 3] in line with the government's streamlined energy and Carbon Reporting guidelines.

Morrow Communications Ltd have employed CarbonFit to provide carbon accounting and advisory services. CarbonFit undertake a series of quality management checks in line with the requirements ISO 14064. The emissions data contained within this CRP has been obtained in accordance with the GHG Protocols Corporate standard and the corporate value chain [Scope 3] accounting and reporting standard. Emissions have been calculated using Department for Security Energy and Net Zero (DSENZ) Conversion Factors for company reporting of GHG emissions.

### NET ZERO PLEDGE

Morrow Communications Ltd is committed to developing a science-based target aligned with the SBTi criteria, submit the target to the SBTi for validation and publish our approved targets within a maximum of 24 months.

- We commit to reducing our Scope 1 & 2 GHG emissions by 50% by 2025 from the Base Year below and 75% by 2043 and to achieving Net Zero by 2050 or sooner.
- We commit to measuring and reducing our Score 3 by engaging with 80% of our supply chain by 2025. Scope 3 emissions to be reduced by 100% by 2050 or sooner.

Financial Year: July 23– June 24

Scope 1, 2 and 3 emissions as required by GHG Protocol are outlined below:

#### Scope 1

|                                   |                              |
|-----------------------------------|------------------------------|
| Primary Fuel Combustion (On-site) | 0.00 tCO <sub>2</sub> e      |
| Machinery/Manufacturing Process   | 0.00 tCO <sub>2</sub> e      |
| Road Transport                    | 0.00 tCO <sub>2</sub> e      |
| <b>C1. Total Scope 1</b>          | <b>0.00 tCO<sub>2</sub>e</b> |

#### Scope 2

|   |                              |
|---|------------------------------|
| Electricity Consumed (Location Based)                           | 8.55 tCO <sub>2</sub> e      |
| Electricity Consumed (Market Based/Onsite Generation/Renewable) | 0.00 tCO <sub>2</sub> e      |
| <b>C2. Total Scope 2</b>  | <b>8.55 tCO<sub>2</sub>e</b> |

|   |                              |
|---|------------------------------|
| <b>C3. Total Scope 1 &amp; 2 Carbon Emissions</b> | <b>8.55 tCO<sub>2</sub>e</b> |
|---|------------------------------|

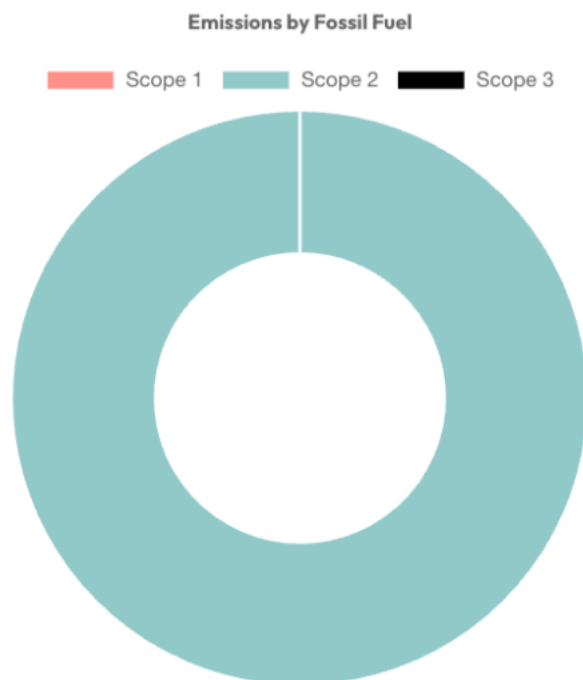


## 6.1 Current Emissions Report: Energy

| Energy Source       | Activity      | Unit KWH | FY 24% |
|---------------------|---------------|----------|--------|
| <b>Fossil Fuels</b> | Gas/Oil/LPG   | N/A      | N/A    |
| <b>Transport</b>    | Road Use Fuel | N/A      | N/A    |
| <b>Electric</b>     | Electricity   | 41,277   | 100%   |
|                     |               |          |        |
| <b>Total</b>        |               | 41,277   | 100%   |

## 6.2 Carbon Breakdown

The chart below shows the breakdown of emissions between Scopes 1, 2 and 3

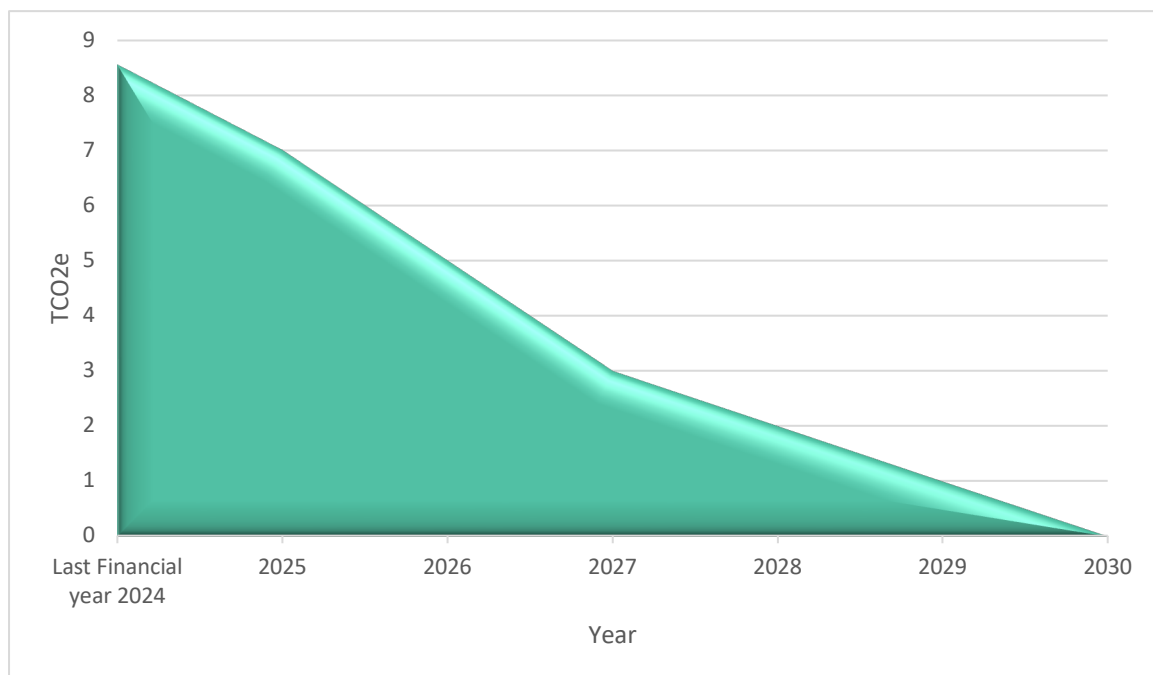


## 7.0 Emissions Reduction Targets: Scope 1 and 2\*

In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets:

- Reduce Scope 1 emissions by 100% by 2030 with min reduction of 15% year on year
- Reduce Scope 2 emissions by 100% by 2030 with min reduction of 15% year on year

### Scope 1 & 2 Net Zero Timeline Trajectory



## 8.0 Carbon Initiatives completed to date

The following environmental management measures and projects have been completed or implemented since the financial year of 2023/2024 by Morrow Communications Ltd.

- We will continue to work with CarbonFIT Ltd to strategise a pathway to Net Zero Carbon Emissions by 2050 for scope 1, 2 & 3.
- To support this important area, we have a cross function Environmental Committee which oversees our responsibilities in this area and ensures we apply sustainable approaches throughout everything we do in line with environmental and waste management legislation and our Carbon Reduction Plan. They also update progress to our Net Zero road map.
- We are committed to upgrading all our office equipment to 'A-rated' energy efficient appliances as and when required.
- Energy efficiency audits carried out resulting in:
  - All lighting switched to energy efficient LED bulbs in January 2024.
  - Light sensors installed in less-frequently used areas
  - Heating optimised to be more efficient
  - Thermal exchange heating and cooling system installed in key meeting rooms
- Where possible, we have a policy to use teams/zoom for meetings.
- We have implemented a Waste Management Policy which includes waste minimisation and recycling of appropriate materials including food waste and paper, blue bin waste.
- Wherever practical we specify products from sustainable sources, products made from recycled materials or designed to be easy to re-use or recycle. This particular applies to printed products, where we specify that all paper must be FSC certified or recycled & use of soy/water-based inks.
- Use of suppliers that also adopt sustainable practices and policies in their businesses in relation to this contract. Eg printers must have ISO 14001 certification and use paper stock that is FSC (Forest Stewardship Council) approved.
- We promote sustainable travel options such as car sharing, public transport, cycling etc and plan to evaluate and incentivize staff to use other forms of transport such as electric/ hydrogen bus, e-bike, e-scooter or bicycle to lower our emissions associated with 'Employee Commuting'.
- We also offer the Cycle to Work scheme to encourage active travel.
- We operate flexible working which facilitates where possible, working from home to reduce the impact of emissions associated with 'Employee Commuting'.

## 9.0 Future Projects

**“We intend to accelerate our progress to date and focus on Scope 3 emissions which will include engaging with our clients and our suppliers to assist them on their net zero journey.”**

- Morrow Communications will continue to work closely with CarbonFit Ltd to strategise a pathway and road map to Net Zero Carbon Emissions.
- It is the company's intention to provide members of the board and senior management team with a Carbon Literacy Training session which covers climate science, climate policy fundamentals, as well as carbon reporting and management requirements.
- We plan to conduct periodic energy audits to identify energy/carbon saving opportunities and areas of inefficiency within our estate. This includes considering installation of solar panels in the near future.
- We will carry out an investigation into the purchase of a green supply electricity contract. Implementing this supply has the potential to nullify our emissions associated with scope and we believe green electricity supply will be a standard prerequisite to any renewal energy contracts.
- We will consider installing smart metering systems across all buildings within the estate to monitor and control energy usage and highlight energy hotspots.
- The company will investigate the feasibility of installing Battery Storage which would be used to store our renewably generated energy for night-time use/operations and/or to supplement supply when there are insufficient weather patterns for the PV to operate.
- As a company we will consider providing our staff with an Eco Driver training course. Case

studies carried out by the Energy Saving Trust conclude that eco-driver training provides 15% fuel saving on the day of training and 6% savings long term.

- There is a commitment by the company to support electric and hybrid vehicles usage among staff. Despite not having company fleet, we will explore the potential for installing EV charging points onsite for staff to use.
- We are committed to continually reviewing our Waste Management Policy to help to minimise waste generation on site and facilitate repair, reuse, and recycling over the disposal of waste to landfill, where it is cost effective.
- While not something we do very often, as a company we are considering implementing a policy that any vehicle hire will either be electric or hybrid vehicles only to lower our emission associated with 'Business Travel'.
- It is the intention of the company to complete the validation process for a science-based target of limiting global warming to 1.5°C or <2°C validated by the Science Based Targets initiative (SBTi).
- Once all other areas of carbon reduction have been exhausted, the company is committed to exploring the potential for investing in voluntary carbon markets to allow the offsetting of our remaining emissions by purchasing carbon credits for projects that are targeted at removing or reducing greenhouse gas from the atmosphere.



## 10.0 Declaration & Sign Off

This Carbon Reduction Plan has been completed in accordance with GHG Standards and associated guidance and reporting standards 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 and used the appropriate Government emission conversion factors for greenhouse gas company reporting.

Scope 1 and Scope 2 emissions have been reported in accordance with GHG Protocol 14064-1, within the reporting year.

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

Signed on behalf of Morrow Communications Ltd.

Debbie Holland  
Office Manager

Signature: