# thinqi

# Carbon Reduction Plan

**Supplier name:** CDSM Interactive Solutions Limited / Thinqi

**Publication date:** 3rd June 2025

## Commitment to achieving net zero

CDSM Interactive Solutions Limited is committed to achieving net zero emissions by 2050.

## Baseline emissions footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions.

Baseline emissions are the reference point against which emissions reduction can be measured.

| Baseline year: 2024 | |
| --- | --- |
| **Additional details relating to the baseline emissions calculations:** | |
| As this is the organisation's first year producing a Carbon Reduction Plan, the baseline and reporting year are the same. The emissions figures have been calculated using the Crown Commercial Service recommended Small Business Carbon Calculator available at UK Business Climate Hub - find advice on energy saving and net zero for SMEs. The figures provided by the calculator have been rounded to 2 decimal places. | |
| **Baseline year emissions:** | |
| **Emissions** | TOTAL (tCO2e) |
| **Scope 1** | 2.39 |
| **Scope 2** | 2.97 |
| **Scope 3** (included sources) | 116.99 |

| Total emissions | 122.36 |
|---|---|

## Current emissions reporting

| Reporting year: 2024 | |
|---|---|
| **Emissions** | TOTAL (tCO2e) |
| **Scope 1** | 2.39 |
| **Scope 2** | 2.97 |
| **Scope 3** (included sources) | 116.99 |
| **Total emissions** | **122.36** |

## Scope 3 - Emissions breakdown

| **3.1 Purchased goods and services** | **tCO2e** |
|---|---|
| Business services - Construction and maintenance work | 1.10 |
| Business services - Insurance and pension funding | 19.01 |
| Business services - Legal, accounting and consultancy | 4.91 |
| Business services - Software, hosting, computer programming etc. | 54.57 |
| **Total** | **79.59** |

| **3.1 Purchased goods and services** | **tCO2e** |
|---|---|
| Capital goods - Computers and office machinery | 6.36 |
| Capital goods - Phones, television and communication equipment | 0.37 |
| Capital goods - Vehicles | 2.54 |
| **Total** | **9.27** |

| **3.3 Fuel – and energy related activities** | **tCO2e** |
|---|---|
| Fuel - and energy related activities | 1.37 |

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| **Total** | **1.37** |
|---|---|

| **3.6 Business travel** | **tCO2e** |
|---|---|
| Business travel - Air | 4.13 |
| Business travel - Bus | 0.11 |
| Business travel - Hotel stays | 0.41 |
| Business travel - Taxi | 0.54 |
| Business travel - Train | 0.30 |
| **Total** | **5.49** |

| **3.7 Employee commuting and homeworking** | **tCO2e** |
|---|---|
| Employee Commuting - Car | 8.90 |
| Employee Commuting - Train | 0.33 |
| Homeworking | 12.04 |
| **Total** | **21.27** |

## Emissions reduction targets

To continue our progress to achieving net zero by 2050, we have adopted the following interim carbon reduction target.

We project that carbon emissions will decrease from 122.36 $tCO_2e$ to 68.84 $tCO_2e$ by 2030.

**This is a reduction of 53.52 $tCO_2e$ (44%).**

# Carbon reduction projects

## Completed carbon reduction initiatives

As this is our first year producing a Carbon Reduction Plan, the baseline and reporting year are the same. Consequently, no formal carbon reduction initiatives have yet been implemented or recorded. However, we have already taken initial steps towards reducing our environmental impact. While these measures have not yet been quantitatively assessed, they reflect our ongoing commitment to sustainability.

Notably, we have implemented a hybrid working policy that supports remote working, thereby reducing commuting-related emissions. In addition, we operate a recycling policy to minimise waste and encourage responsible resource use across the organisation.

Moving forward, we are committed to developing and delivering measurable initiatives to reduce emissions in line with our net zero ambitions. Future reports will include details of these activities and the progress achieved.

## Future carbon reduction initiatives

In the future, we intend to implement the following measures:

**1. Employee engagement and carbon literacy training**

**Initiative:** We will provide training and resources to improve staff awareness of sustainability issues and encourage behavioural changes. Topics will include energy efficiency, travel choices (such as bike to work schemes), sustainable purchasing, and personal carbon reduction commitments. We aim to build a company-wide culture of sustainability that supports the effectiveness of all other initiatives.

**Scope targeted:** Scope 3

**Implementation timeline:** Launch within 6 months

**Current Scope 3 emissions for this area:** 21.27 $tCO_2e$

**Estimated emissions reduction:** 5.94 $tCO_2e$ based on reduced car commuting, resource use and internal behaviour changes through sustained engagement.

**2. Transition to carbon-neutral electricity supply**

**Initiative:** We will review our current energy supplier and evaluate the carbon footprint associated with our existing tariff. This will involve assessing whether our current plan aligns with best practices for sustainability and exploring greener alternatives where possible. We aim to transition to a tariff that prioritises renewable energy sources or, if necessary, switch to a supplier with a stronger focus on carbon reduction and environmental responsibility.

**Scope targeted:** Scope 2

**Implementation timeframe:** Within 12 months

**Current Scope 2 emissions:** 2.97 $tCO_2e$

**Estimated emissions reduction:** 2.97 $tCO_2e$. This reduction represents 100% of our current Scope 2 emissions, effectively eliminating the carbon footprint of our purchased electricity.

**3. Minimise non-essential international business travel and offset remaining travel**

**Initiative:** Introduce a company policy to limit international travel to essential purposes only, encouraging virtual meetings and regional alternatives where feasible. We will also seek to limit the number of people travelling.

For unavoidable trips, we will prioritise:

- Lower-carbon routes (e.g., train over short-haul flights in Europe where possible)
- Economy class travel (lower emissions per passenger)
- Trip bundling (conducting multiple meetings per journey)
- Changing our travel policy to encourage solo international travel
- Use of carbon offsets for all international travel using services such as https://www.atmosfair.de/en/

**Scope targeted**: Scope 3

**Implementation timeframe**: Immediate. The policy will be adopted from Q3 2025 onward and will be included in internal travel guidance.

**Current Scope 3 emissions for this area**: 4.13 $tCO_2e$

**Estimated emissions reduction**: 4.13 $tCO_2e$ annually. Assumes avoiding or consolidating 1–2 international trips per year by 1-2 employees and using carbon offsets or trains for remaining journeys.

### 4. Extend active lifetime of computers and office equipment

**Initiative**: Proactive maintenance and extended support plans and warranties on phones, laptops and other office equipment will reduce Scope 3 emissions. The aim will be to get one additional year of service from the listed equipment.

**Scope target**: Scope 3

**Implementation timeline**: Immediate

**Current Scope 3 emissions for this area**: 6.73 $tCO_2e$

**Estimated emissions reduction**: 1.36 $tCO_2e$ annually

### 5. Investment in carbon positive pensions funds

**Initiative**: Review our pension provider with the aim of providing employees with the option of choosing pension funds which are carbon neutral and avoiding investment in fossil fuels and other carbon-rich industries.

**Scope target**: Scope 3

**Implementation timeline**: Next 12 months

**Current Scope 3 emissions for this area**: 19.01 $tCO_2e$

**Estimated emissions reduction**: 9.01 $tCO_2e$ annually

### 6. Reduced emissions through efficient compute strategies and carbon-neutral hosting

**Initiative**: Proactive and continual assessment of our hosting estate to reduce our emissions including:

- Use of high percentage renewable hosting through AWS
- Upgrading of hosting to use next-generation, high-efficiency CPUs which consume less power and require less cooling

- Continual analysis of system performance to tune hosting to be efficient as possible, thus reducing emissions
- Proactive scaling of application to use as little compute as possible in off-hours

**Scope target**: Scope 3

**Implementation timeline**: Immediate

**Current Scope 3 emissions for this area**: 54.57 $tCO_2e$

**Estimated emissions reduction**: 27.57 $tCO_2e$ annually


### 7. End use of long-term leased vehicles

**Initiative**: The company will cease long-term lease of vehicles from 2027.

**Scope target**: Scope 3

**Implementation timeline**: 2027

**Current Scope 3 emissions for this area:** 2.54 $tCO_2e$ annually

**Estimated emissions reduction**: 2.54 $tCO_2e$ annually


### 8. Invest in more granular analysis of carbon footprint in 2026

**Initiative**: To further develop a culture of conscientious sustainability, we will invest in a more granular carbon footprint tool. As a result of this budget holders, where possible, can consider any new and further expenditure against a forecast of corresponding carbon offset.

**Scope target**: Scope 3

**Implementation timeline:** 2026

**Current Scope 3 emissions:** 116.99 $tCO_2e$

**Estimated emissions reduction**: To be confirmed

# 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[1] and uses the appropriate government emission conversion factors for greenhouse gas company reporting.[2]

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements (where required), 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.[3]

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

[1] https://ghgprotocol.org/corporate-standard

[2] www.gov.uk/government/collections/government-conversion-factors-for-company-reporting

[3] https://ghgprotocol.org/standards/scope-3-standard