

Carbon Reduction Plan

Supplier name: **FCB Inferno Limited t/a FCB London**

Publication date: **18th September 2025**

Commitment to achieving Net Zero

FCB London is committed to achieving net zero by 2040.

Our commitment aligns with the Interpublic Group's science-based targets, validated by the Science-Based Targets initiative (SBTi), and supports the UK Government's 2050 Net Zero objective. This plan reflects FCB London's local emissions and actions in line with UK public procurement requirements. While we operate as part of Interpublic Group, our targets and reduction activities are specific to the London office and its operations.

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: 2019	
Additional details relating to the baseline emissions calculations 2019 represents the first year FCB London recorded comprehensive Scope 3 emissions. Prior reporting was limited, and this baseline year provides a clear reference point for all emissions reduction initiatives. The calculations follow the GHG Reporting Protocol and SECR requirements.	
Baseline year emissions:	
EMISSIONS	TOTAL (tCO2e)
Scope 1	0
Scope 2	65.62
Scope 3	406.65
Total Emissions	472.27
Scope 3 Breakdown Employee commuting and homeworking emissions (Category 7) were not included in the 2019 baseline due to lack of available data. Measurement commenced in 2022 and figures are now included in reporting from 2024 onwards. Downstream transportation and distribution is not relevant to our operations as we provide professional services rather than physical products	
Fuel- and energy-related activities not included in Scope 1 or 2 (Category 3)	15.50
Upstream transportation & distribution (Category 4)	5.13
Waste generated in operations (Category 5)	3.05
Business Travel (Category 6)	382.97
Employee Commuting (incl. Homeworking) (Category 7)	-
Total Scope 3	406.65

Current Emissions Reporting

Reporting Year: 2024	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	6.04
Scope 2	15.06
Scope 3 (Included Sources)	371.36
Total Emissions	392.46
Scope 3 Breakdown Downstream transportation and distribution is not relevant to our operations as we provide professional services rather than physical products	
Fuel- and energy-related activities not included in Scope 1 or 2 (Category 3)	5.96
Upstream transportation & distribution (Category 4)	2.55
Waste generated in operations (Category 5)	0.16
Business Travel (Category 6)	350.50
Employee Commuting (incl.Homeworking) (Category 7)	12.19
Total Scope 3	371.36

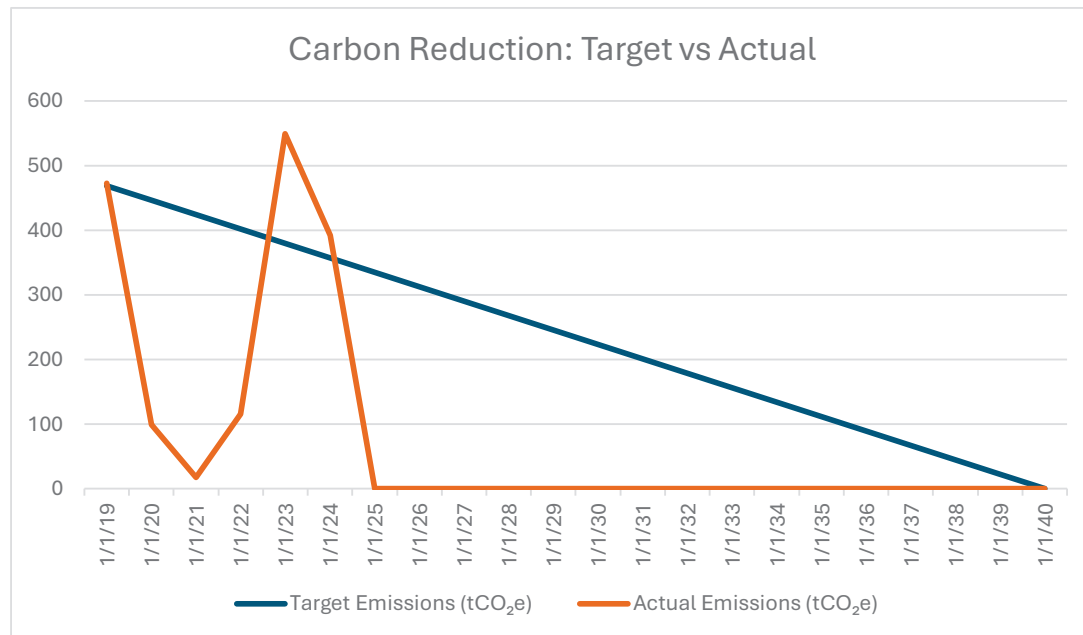
This represents a 16.8% reduction in total emissions from the 2019 baseline, including a 77% drop in Scope 2 emissions and an 8.5% reduction in Scope 3.

Emissions reduction targets

In order to continue our progress to achieving net zero, we have adopted the following carbon reduction targets.

- Achieve a 30% reduction in Scope 3 emissions by 2030 from the 2019 baseline.
- Maintain zero Scope 1 emissions through operational choices and building management.
- Source 100% renewable electricity across all offices by 2030.
- Reach Net Zero across all emissions scopes by 2040.

Given the nature of our business, Scope 3 remains our most material emissions category, and is therefore the primary focus of our reduction strategy. We continue to work closely with suppliers and production partners to reduce emissions across this category.



Note: The sharp drop in actual emissions between 2019 and 2021 reflects the operational impact of the COVID-19 pandemic, including lockdowns, remote working, and reduced travel. Emissions temporarily increased again as activities resumed before stabilising under new hybrid working models and reduction initiatives.

Carbon Reduction Projects

Completed Initiatives

Since 2019, we have implemented a series of measures to reduce our emissions footprint:

- **Energy Efficiency:** Conversion to LED lighting and motion sensor (PIR) controls throughout the office.
- **Green Power:** Electricity supply transitioned to REGO-backed renewable sources.
- **Remote Working:** Adoption of hybrid working has reduced office usage and employee commuting.
- **Sustainable Travel Policy:** Internal policies discourage short-haul flights and encourage rail and video conferencing.
- **AdGreen Adoption:** Use of AdGreen's Carbon Calculator to measure and reduce campaign-level emissions.
- **Paper Reduction:** Shift to digital-first workflows and FSC-certified materials when printing is required.

These actions have contributed to a measurable reduction in carbon emissions while improving operational efficiency.

Future Carbon Reduction Initiatives

We will continue to expand our environmental programme with the following actions:

- **Supplier Engagement:** Identify and engage with our highest-impact suppliers to encourage carbon reporting and emission reduction strategies.
- **Campaign Carbon Budgeting:** Expand use of the AdGreen calculator and embed carbon impact as a consideration in creative and production planning.
- **Home Working Emissions Tracking:** Begin measuring emissions associated with remote working and support staff in reducing their footprint.
- **Sustainable Procurement Policy:** Introduce updated sourcing guidelines to prioritise low-emission vendors and B-Corp certified partners.
- **Office Infrastructure Review:** Ensure future real estate decisions factor in BREEAM ratings, energy usage, and renewable integration.

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 and uses the appropriate government emission conversion factors for greenhouse gas company reporting.

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.

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

Signed on behalf of FCB London:

Rob Oldfield

A handwritten signature in black ink that reads "Rob Oldfield". The script is cursive and fluid, with the first letters of each word being capitalized and prominent.

Chief Finance Officer

Date: 18th September 2025