

Carbon Reduction Plan

Supplier name: FCB Inferno Limited t/a FCB London

Publication date: 25th July 2025

Commitment to achieving Net Zero

FCB London is committed to achieving Net Zero greenhouse gas emissions across Scope 1, 2, and 3 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 Year: 2019	
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 (tCO ₂ e)
Scope 1	0
Scope 2	65.62
Scope 3 (Included Sources)	406.65
Total Emissions	472.27

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

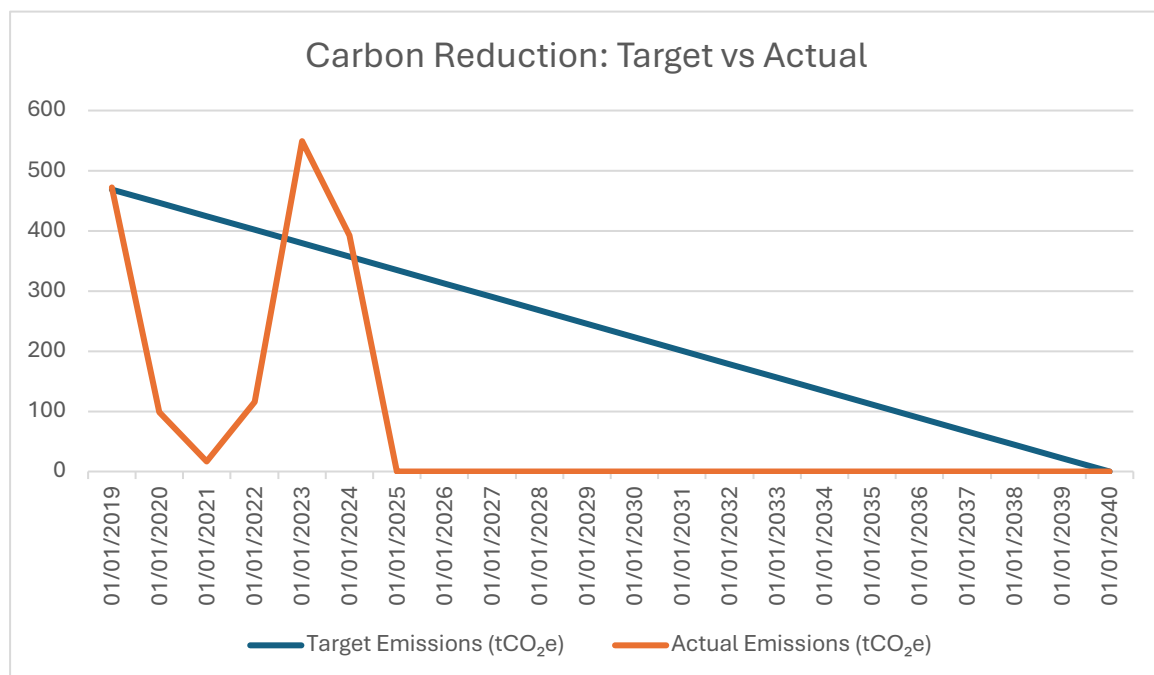
This represents a 16.8% reduction in total emissions from the 2019 baseline, including a 77% drop in Scope 2 emissions and an 8.5% reduction in Scope 3.

Emissions reduction targets

We have adopted the following carbon reduction targets as part of our roadmap to Net Zero:

- 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

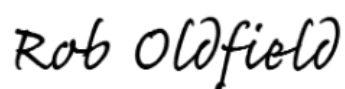
This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and the associated guidance and reporting standards.

- Emissions have been calculated and reported in accordance with the GHG Reporting Protocol corporate standard.
- Scope 1 and Scope 2 emissions have been reported in line with SECR requirements.
- Scope 3 emissions have been reported in accordance with the Corporate Value Chain (Scope 3) Standard.
- Emission conversion factors follow UK Government guidelines.

This Carbon Reduction Plan has been reviewed and approved by FCB London's senior management.

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 "Rob" and "Oldfield" being capitalized and prominent.

Chief Finance Officer

Date: 25th July 2025