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# Carbon Reduction Plan – jamjar

Prepared in accordance with PPN 06/21 and the Technical  
Standard for Carbon Reduction Plans.

**Publication date:** February 2025

**jamjar**

## Commitment to achieving Net Zero

jamjar is committed to achieving Net Zero emissions by 2050 for all UK operations.

## Baseline Emissions Footprint

### Baseline Year: 2024

Additional details relating to baseline emissions calculations:

2024 is jamjar's first full organisational carbon footprint. As an SME creative communications agency, our emissions come primarily from electricity use, hybrid-working patterns, business travel, and waste. Hybrid working and virtual meetings were already established prior to baseline reporting and are reflected in our calculations. No prior reporting exists, therefore 2024 forms our official baseline.

Baseline year emissions (2024)	
Emissions Source	Total (tCO <sub>2</sub> e)
Scope 1	0
Scope 2	1.8
Scope 3 (required categories)	7.6
Total baseline emissions	9.4 tCO <sub>2</sub> e

## Current Emissions Reporting

Reporting Year: 2025 (interim estimate)	
Emissions Source	Total (tCO <sub>2</sub> e)
Scope 1	0
Scope 2	1.4
Scope 3	6.2
Total emissions	7.6 tCO <sub>2</sub> e

## Emissions Reduction Targets

jamjar commits to reducing emissions progressively to align with a Net Zero pathway by 2050. We project that our carbon emissions will decrease to 5.0 tCO<sub>2</sub>e by 2030, a 46% reduction from baseline.

Progress will be monitored annually and published through updated Carbon Reduction Plans.

## Carbon Reduction Projects

### Completed / ongoing initiatives

These initiatives have been implemented since the 2024 baseline:

- **Hybrid working model** already in place, with staff in the office two days per week and working remotely for the remainder, reducing commuting and office energy usage.
- **Virtual meetings via Microsoft Teams** encouraged as standard practice to minimise business travel.
- Reduced mileage for client meetings through remote-first communication.
- Installation of **LED lighting** and use of smart/PIR lighting controls where possible.
- **Low-waste office policy**, including recycling and reduced printing.
- Prioritisation of suppliers and production partners with **sustainable or low-carbon practices**.
- Integration of sustainability considerations into creative production and event planning.

Estimated reduction since baseline: **~1.8 tCO<sub>2</sub>e (19%)**.

## Planned future initiatives

jamjar will continue to reduce emissions through the following projects:

### 1. Move to new offices in 2026

The business will relocate to a newly renovated office building in 2026. Carbon reduction measures being incorporated into the renovation include:

- High-efficiency **insulation and glazing** to reduce heating requirements.
- **Energy-efficient lighting** throughout.
- Improved **heating controls** and zoning to reduce energy consumption.
- Installation of **energy-efficient appliances** and office equipment.
- Opportunities for **renewable electricity procurement**.
- Waste reduction and recycling systems incorporated into the building design.

This is expected to further reduce Scope 2 emissions and improve operational energy efficiency.

### 2. Ongoing behavioural and operational reductions

- Formal **Green Travel Plan** promoting public transport, cycling schemes, and car-sharing.
- Continued prioritisation of **virtual client meetings** where appropriate.
- Updating procurement policy to embed **low-carbon decision-making**.
- Annual carbon literacy awareness for staff.
- Sustainable production standards across creative, digital, PR and event delivery work.

## Declaration and Sign Off

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

It follows the GHG Protocol Corporate Standard, SECR requirements (Scope 1 & 2), and required Scope 3 categories. All emissions use the latest UK Government conversion factors.

This Carbon Reduction Plan has been reviewed and approved by the board of directors.

### **Signed on behalf of the Supplier:**

Name: Lyndsey Jenkins

Role: Managing Director

Date: 28.02.25