



STATEMENT OF NET CARBON ZERO CERTIFICATION ⁱ

FOR Inspired Thinking Group



Statement for 01 January 2023 to 31 December 2023

NET CARBON ZERO ORGANISATION CERTIFIED: INSPIRED THINKING GROUP

Net Carbon Zero certified means committing to ongoing reductions while achieving annual requirements for at least the programme mandatory emissions.ⁱⁱ



Measured emissions to ISO 14064-1:2018 and [Programme requirements](#)



Managing and reducing against [Programme requirements](#)



Compensated remaining emissions following [Programme requirements](#) and covering minimum of [total mandatory boundary](#)

This report provides a summary of the annual greenhouse gas (GHG) emissions inventory and management report for Inspired Thinking Group as part of the annual work to achieve Net Carbon Zero certification. Additional details of the annual achievements, commitments, and verification are available on request from Inspired Thinking Group.

Inspired Thinking Group (ITG) is committed to fostering a sustainable future by actively addressing the challenges posed by climate change. As a leading provider of innovative marketing solutions, ITG recognises the critical importance of understanding and managing its environmental impact. This Greenhouse Gas (GHG) Report serves as a comprehensive assessment of ITG's carbon footprint, highlighting our commitment to transparency, accountability, and continuous improvement in our environmental performance.

In this report, we present a detailed analysis of our GHG emissions, covering all relevant sources across our operations. We aim to identify key areas where emissions can be reduced and outline strategic initiatives to enhance our sustainability efforts. By integrating rigorous data collection, advanced analytical techniques, and industry best practices, ITG is dedicated to minimising its carbon footprint and contributing positively to global climate goals.

This GHG Report is an essential component of ITG's broader environmental strategy, reflecting our pledge to reduce our environmental impact and inspire positive change within the industry. We invite stakeholders, partners, and customers to join us on this journey towards a more sustainable and resilient future.

ACHIEVEMENTS

These achievements have been verified in line with ISO 14064-3:2019 and Net Carbon Zero Programme Technical Requirements for the 01 January 2023 to 31 December 2023 measurement period.

EMISSIONS MEASUREMENT

Inspired Thinking Group's greenhouse gas emissions for this year (01 January 2023 to 31 December 2023) were 2,113.32 tCO₂e. Inspired Thinking Group has measured the emissions resulting from its operational activities, purchased energy, and selected impacts from its value chain activities, including business travel, freight, and waste sent to landfill.

The annual inventory is detailed in the following table. Emissions and reductions are reported using a location-based methodology. ⁱⁱⁱ

The data and information supporting the measurement of GHG emissions were historical in nature.

Category (ISO 14064-1:2018)	Scopes (GHG Protocol)	GHG emissions (tCO ₂ e)
		Current Year 2023
Category 1: Direct emissions (tCO ₂ e)	Scope 1	194.82
Category 2: Indirect emissions from imported energy (location-based method*) (tCO ₂ e)	Scope 2	210.65
Category 3: Indirect emissions from transportation (tCO ₂ e)	Scope 3	1,574.62
Category 4: Indirect emissions from products used by organisation (tCO ₂ e)		133.23
Category 5: Indirect emissions associated with the use of products from the organisation (tCO ₂ e)		0.00
Category 6: Indirect emissions from other sources (tCO ₂ e)		0.00
Total gross emissions* (tCO₂e)		2,113.32
Category 1 direct removals (tCO ₂ e)		0.00
Total net emissions (tCO₂e)		2,113.32

*Gross and net emissions are reported using a location-based methodology. Contact Inspired Thinking Group for full details.

The operational GHG emission sources included in this inventory are shown in Figure 1 below.

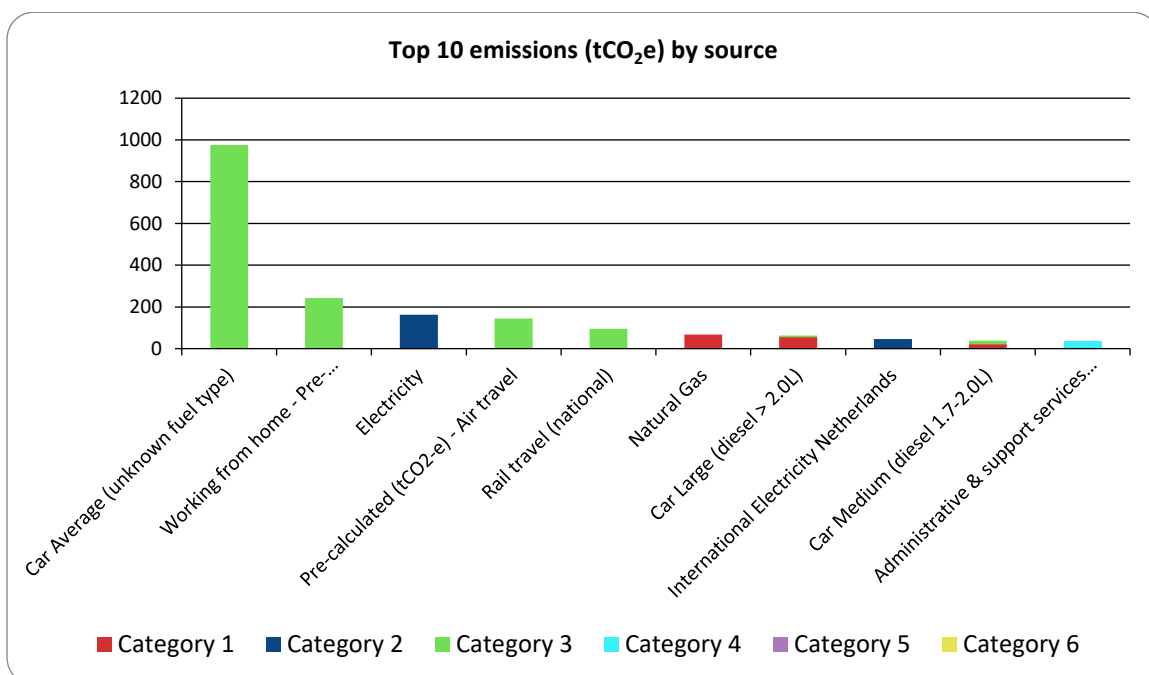


Figure 1: Top 10 GHG emissions (tonnes CO₂e) by source

CUSTOMER CONFIDENTIAL

SCOPE OF MEASURED INVENTORY

CONSOLIDATION APPROACH

An operational control consolidation approach was used to account for emissions. Organisational boundaries were set with reference to the methodology described in the GHG Protocol and ISO 14064-1:2018 standards. ^{iv}

Inspired Thinking Group This consolidation approach because it aligns to our intended uses. In particular, it is considered to be most effective at reflecting our carbon risk exposure across the subsidiaries.

BOUNDARIES

All elements as shown in the group structure from Inspired Thinking Group Holdings Limited down are captured within this foot-printing report and are captured under the following

Inspired Thinking Group covers:

Inspired Thinking Group (ITG) Ltd

Inspired Thinking Group (US) Inc

StoryTeq Covers:

Review Studio Inc

StoryTeq BV

Brand Machine

DeployTeq Covers:

E-Village BV

Registered Numbers:

(England and Wales unless otherwise stated)
 Picasso Topco Ltd 13922948
 Picasso Midco 1 Ltd 13922693
 Picasso Midco 2 Ltd 13922866
 Picasso Bidco Ltd 139229948
 Fort Topco Ltd (**Jersey**) 124856
 Inspired Thinking Group Holdings Ltd 06830117
 Intrepia Limited 09113984
 eVillage BV (**NL**) 32080944
 Storyteq BV (**NL**) 61117528
 Brand Machine Ltd (**NZ**) 2142965
 Inspired Thinking Group (ITG) Ltd 02967284
 Review Studio Inc (**Canada**) 843883067RC0001
 Inspired Thinking Group (US) Inc (**US**)

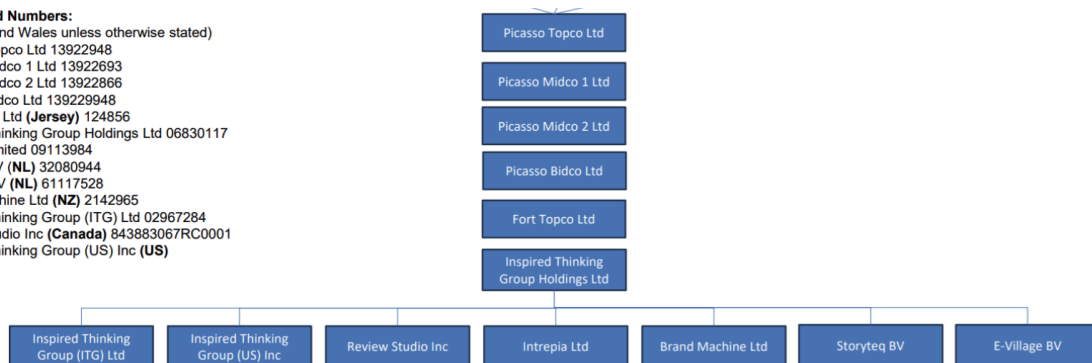


Figure 2: Organisational structure showing business units included and excluded

Intrepia Ltd is excluded from the organisation boundary as it was non trading.. Excluded emissions do not exceed 5% of the total footprint within the organisation boundary stated.

COMPENSATION FOR EMISSIONS

Inspired Thinking Group is committed to doing no harm while working on reducing emissions. Accordingly, Inspired Thinking Group has invested in carbon credit projects to compensate for the Toitū mandatory emissions resulting from their operations this year.

Removal credits: 2114 from batch #0577, Nanning Landfill Gas Power Generation Project

Please note the verified removals and carbon credits used are also accounted within the national inventory of the country of origin.

All carbon credits have been cancelled on the Toitū Envirocare register and will be cancelled (or equivalent) on the relevant external registry within one month of certification. Specific details of cancellation, including serial numbers, will be available on the external registry: <https://xpansiv.com/ema/>

Refer to Appendix 1 for more details of the compensation. ⁱⁱ

COMMITMENTS

Reduction targets

Inspired Thinking Group is committed to managing and reducing its emissions. Inspired Thinking Group's commitments, including GHG emissions reduction targets and plans, have been reviewed and are in line with Toitū Net Carbon Zero programme requirements.

We are an SBTi committed organisation and we have set this target inline with SBTi requirements, we have decided to use the economic intensity target for our scope 3 emissions due to the expected and continued growth of the organisation.

Looking ahead, Inspired Thinking Group is currently focused on the following projects.

Objective	Project	Responsibility	Completion date	Potential co-benefits	Potential unintended consequences	Actions to minimise unintended consequence
Reduction in business related travel emissions	Investigate way's to improve EV vehicle uptake for those employees that receive	Nadine Owens - People Director / Carl Brooks - Head of Health, Safety & Sustainability	Ongoing	Reduction in business travel related emissions	None anticipated	n/a
Reduction in electrical consumption emissions	Closure of Cowshed site	Darren Lowe - Procurement Director / Carl Brooks - Head of Health, Safety & Sustainability	Ongoing	Reduction in electrical consumption emissions and business related travel as reduction in requirements for employees to travel to site	None anticipated	n/a

Objective	Project	Responsibility	Completion date	Potential co-benefits	Potential unintended consequences	Actions to minimise unintended consequence
Reduction in electrical consumption emissions	Installation of LED lighting at Fort Dunlop Office	Darren Lowe - Procurement Director / Carl Brooks - Head of Health, Safety & Sustainability	30/04/2024	Reduction in electrical consumption emissions - projected to reduce electricity consumption by 20,633 KWH per annum	None anticipated	n/a
Reduction in electrical consumption emissions	Wattage alterations to LED lighting at Fort Dunlop Office	Darren Lowe - Procurement Director / Carl Brooks - Head of Health, Safety & Sustainability	Planned for October 2024	Reduction in electrical consumption emissions - projected to reduce electricity consumption by 6,706 KWH per annum	None anticipated	n/a
Reduction in electrical consumption emissions	Installation of new energy saving water coolers and reduction in numbers of coolers	Darren Lowe - Procurement Director / Carl Brooks - Head of Health, Safety & Sustainability	31/07/2024	Reduction in electrical consumption emissions - projected to reduce electricity consumption by over 4,000 KWH per annum	None anticipated	n/a
Reduction in electrical consumption emissions	Digital screen shutdowns	Phil Burroughes - MD of Capture and Innovations / Carl Brooks - Head of Health, Safety & Sustainability	30/06/2024	Reduction in electrical consumption emissions - projected to reduce electricity consumption by 19,932 KWH per annum	None anticipated	n/a

Objective	Project	Responsibility	Completion date	Potential co-benefits	Potential unintended consequences	Actions to minimise unintended consequence
Reduction in electrical consumption emissions	Investigate installation of occupancy sensors for meeting rooms to automatically shutdown air conditioning systems when not occupied	Darren Lowe - Procurement Director / Carl Brooks - Head of Health, Safety & Sustainability	Ongoing	Reduction in electrical consumption emissions	Potentially could make meeting room temperatures undesirable	This will be trialled in one meeting room to understand impact before looking at a site wide installation - look to have parameters built in so when a lower or upper temperature is reached this triggers to system to turn on so that temperatures are fairly regulated
Reduction in electrical consumption emissions	Investigate shutdowns of extended reality studios	Phil Burroughes - MD of Capture and Innovations / Carl Brooks - Head of Health, Safety & Sustainability	Ongoing	Reduction in electrical consumption emissions	Potentially could have undesired effects on equipment	To be reviewed with OM's for practicality and feasibility
Reduction in electrical consumption emissions	Submetering installations	Darren Lowe - Procurement Director / Carl Brooks - Head of Health, Safety & Sustainability	Ongoing	Reduction in electrical consumption emissions by enabling an understanding of SEU's (Significant energy users) for sites to enable	Landlords may reject this due to landlord controlled buildings	n/a

CERTIFICATE DETAILS

Certification status:	Net Carbon Zero certified organisation
Certificate number:	2024323J, Year 1 of 3 year certificate period ^v
Issued:	28 November 2024
Valid until:	02 October 2027
Measurement period:	01 January 2023 to 31 December 2023
Base year:	01 January 2023 to 31 December 2023
Audited by:	Achilles Assessment Services (UK)
Assured by:	Toitū Envirocare
Certified by:	Toitū Envirocare
Level of assurance:	Limited

APPENDIX 1

Project name and registry link	Number of credits used	Project ID	Issuing standard	Crediting methodology	Project location	Registry	IC-VCM status	Monitoring period of issued units	Date retired	Retirement evidence ***	Serial numbers of retired credits	Corresponding adjustment status	Double claiming status
ORB ENERGY SOLAR PROJECT INDIA	100	GSID696	<u>Gold Standard</u>	AMS-I.A. Electricity generation by the user	India	<u>Gold Standard</u>	Not IC-VCM tagged	Jul 01, 2021 — Jun 30, 2022	21/11/2023	Link to registry listing	GS1-1-KE-GS8701-16-2021-23730-78261-19286	Not tagged with Corresponding Adjustments	The carbon credits used are also accounted within the national inventory of the country of origin.
CHANGDAO GEOTHERMAL CENTRAL HEATING SYSTEM	130	GSID11256	<u>Gold Standard</u>	AM0072 Fossil Fuel Displacement by Geothermal Resources for Space Heating	China	<u>Gold Standard</u>	IC-VCM tagged	Jul 01, 2021 — Jun 30, 2022	21/11/2023	Link to registry listing	GS1-1-IN-GS6057-3-2018-77002-3401-7724	Tagged with Corresponding Adjustments	The carbon credits used are not accounted within the national inventory of the country of origin.
			tCO ₂ e										
Total quantified emissions			1,000	A									
Toitū minimum** emission sources to offset			250	B									
Optional additional emissions to offset			50	C									
Removals			50	D									
Double offsetting: suppliers			20	E									
Double offsetting: organisation and product certification overlap			n/a	F									
Total emissions to be offset			230	G=(B+C)-D-E-F									
Total carbon credits retired			230	H=sum of credits retired									
Toitū net carbonzero position			0	H-G									
*Integrity Council for Voluntary Carbon Markets													

**all Category 1 and 2 (Scope 1 and 2*) emissions; transmission and distribution losses from purchased electricity, gas, heat and steam; waste sent to landfill; business travel; freight paid for by the organisation.

***to search for each particular listing, type the name of the company into the search box

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Disclaimer: This Certification Summary Statement is a summary of the information (validated and verified for relevant components of the certification) considered for certification and the certification decision. It should not be taken to represent the full submission for certification. Whilst every effort has been made to ensure that the information in this Statement is accurate and complete, Enviro-Mark Solutions Limited (trading as Toitū Envirocare) does not, to the maximum extent permitted by law, give any warranty or guarantee relating to the accuracy or reliability of the information.

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ⁱⁱ The mandatory sources that must be included in any Carbon Reduce Programme inventory include:

- All direct emissions from the activities of the organisation, or the part of the organisation being certified. Direct emissions come from assets owned or controlled by the organisation, such as emissions from fleet vehicles, boilers, generators and HVAC systems.
- All emissions from imported energy (electricity, heat and steam)
- Emissions from business travel and freight paid for by the organisation
- Emissions associated with waste disposed of by the organisation, as well as the transmission and distribution of electricity, and natural gas

ⁱⁱⁱ All purchased and generated energy emissions are dual reported using both the location-based method and market-based method in the certified Inventory Report and appendices. This summary document presents the information using the location-based method. Note that reductions and any required compensation are assessed using that method. Dual reporting illustrates the role of supplier choice, onsite renewable energy generation and contractual instruments in managing indirect emissions from energy alongside any ongoing energy efficiency and reduction efforts. This dual reporting aligns with ISO 14064-1:2018 and the GHG Protocol. Please contact this organisation for the dual reporting details applicable to this inventory.

^{iv} Control: the organisation accounts for all GHG emissions and/or removals from facilities over which it has financial or operational control. Equity share: the organisation accounts for its portion of GHG emissions and/or removals from respective facilities.

^v In year 1 (recertification year) of the certificate validity period, this certification summary statement also serves as the verification/validation statement required by paragraph 9.7 of ISO 17029:2019. In year 2 or 3 (surveillance year) this certification summary statement serves only as a summary of the results of the verification/validation of the GHG Statement.