



# Carbon Reduction Plan

**Supplier name:** Conran Design Group Ltd, Havas PR UK Limited, Havas Worldwide London Limited, Havas Helia Limited, Havas EHS Discovery Limited, Young Advertising Limited, Havas Media Ireland, Havas People Limited, Medicom Group Limited, BETC London Limited, Creative Lynx Limited, All Response Media Limited, Havas Play Limited, Havas Media Limited, Havas UK Limited, Havas Shared Services Limited, Sciterion Limited, Havas Programmatic Hub Limited, One Green Bean London, Prose on Pixels UK Limited, Havas SO Group Limited, M&C Consultancy Limited, Red Havas Limited, Clicksco Digital Limited, H/Advisors (including Cicero Consulting Limited, Cicero Online Limited, The Maitland Consultancy Limited), Gate One Limited, Havas CX Limited, Inviqa, Search Laboratory Limited, Additive Personalisation Limited, Havas Market Limited, H4B London Limited, Havas Consumer Health Limited, Ledger Bennett Limited<sup>1</sup>, Enter the Wilderness Limited<sup>2</sup>

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<sup>1,2</sup> Ledger Bennett Limited and Enter the Wilderness Limited were acquired by Havas in 2024. All environmental management measures and carbon reduction strategies outlined in this document apply to these two entities, however, these entities will only start reporting their environmental data as of 2025.

## Commitment to achieving Net Zero

Committed to the environment, the first step in Havas Group's strategy is to drastically reduce its greenhouse gas (GHG) emissions year-on-year, following ambitious decarbonisation trajectory aligned with the Paris Agreement.

This trajectory encompasses all Havas entities, including those within Havas UK & Ireland (UK&I). To this end, Havas UK&I has launched a bold climate strategy and is committed to reaching the Group's targets. Additionally, Havas UK&I is committed to reaching 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.

<b>Baseline Year: 2018</b>	
<b>Additional Details relating to the Baseline Emissions calculations.</b>	
<p>Up until 2024, Havas UK&amp;I's environmental reporting and calculations were managed by their former parent company, Vivendi. Their carbon methodology for 2018 did not account for the following Scope 3 categories:</p> <ul style="list-style-type: none"><li>• Employee Commuting</li><li>• Upstream emissions from purchased fuel and energy</li></ul> <p>In 2018, the purchased goods category only included our purchases of paper, whilst our most recent data covers purchases of paper and water.</p> <p>Only location-based scope 2 emissions are available for Havas' baseline year as market-based emissions were only added as a Key Performance Indicator in 2023 onwards, whereas dual reporting (market-based and location-based) is available for our latest reporting year, providing a more accurate representation of our current carbon footprint and procurement efforts. To ensure consistency in year-on-year comparison, location-based emissions have been used to assess progress against our baseline across the Carbon Reduction Plan.</p> <p>It's worth noting the Group's downstream distribution and transportation emissions are negligible as we are in the services industry and do not supply physical products.</p>	
<b>Emissions</b>	<b>Total (tCO<sub>2</sub>e)</b>
<b>Scope 1</b>	<b>1598.44</b>
<b>Scope 2 (location-based)</b>	<b>2007.94</b>

<b>Scope 3</b> <i>(Included Sources)</i>	<b>2252.80</b>
Business travel	2219.37
Waste generated in operations	15.31
Purchases of goods	18.12
Upstream fuel and energy-related activities (not included in scope 1 or scope 2)	We were unable to measure this at time of reporting
Employee commuting	<i>We were unable to measure this at time of reporting</i>
<b>Total emissions (location-based)</b>	<b>5859.18</b>

## Current Emissions Reporting

Reporting Year: 2024	
Emissions	Total (tCO <sub>2</sub> e)
<b>Scope 1</b>	<b>34.91</b>
<b>Scope 2 (market-based)</b>	<b>307.72</b>
<b>Scope 2 (location-based)</b>	<b>622.71</b>
<b>Scope 3</b> <i>(Included Sources)</i>	<b>2946.92</b>
Business travel	1062.75
Waste generated in operations	30.70
Purchases of goods	4.53
Upstream emissions from purchased fuel and energy	163.71
Employee commuting	1685.23

<b>Total emissions (market-based)</b>	<b>3289.55</b>
<b>Total emissions (location-based)</b>	<b>3604.54</b>

## Emissions reduction targets

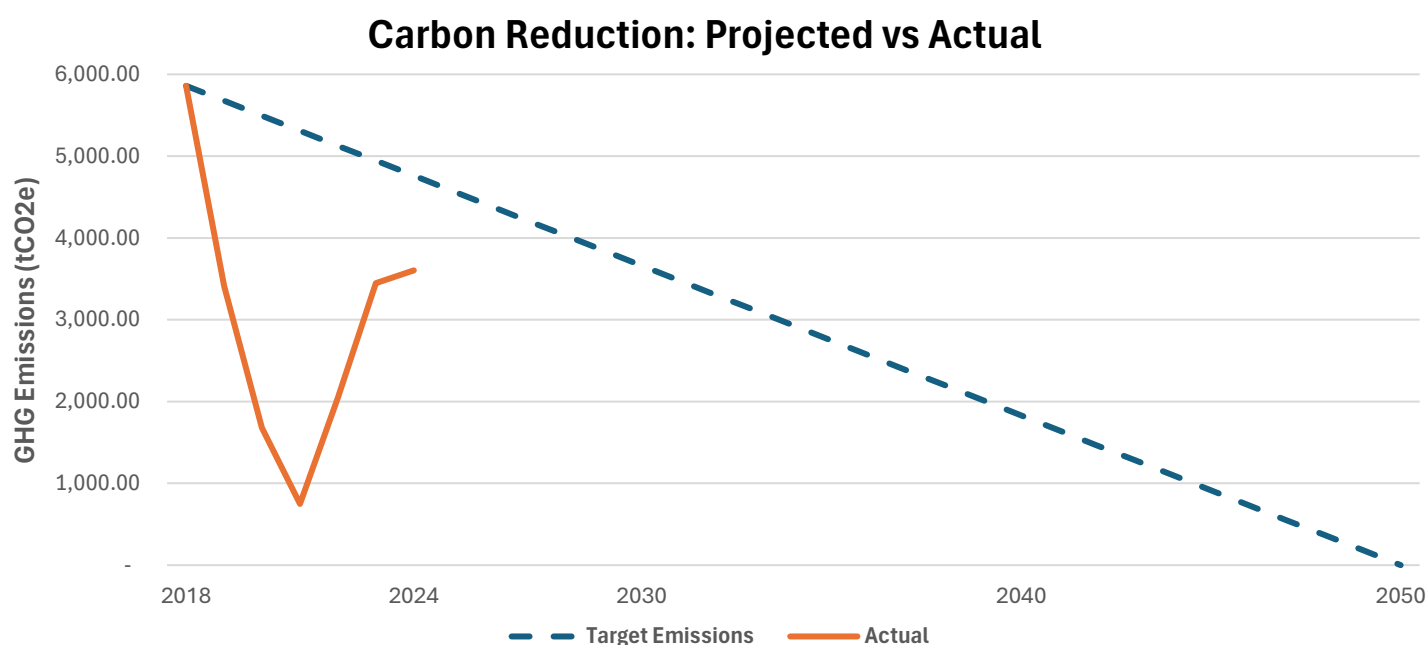
Havas Group has established an action plan and is committed to reducing its greenhouse gas emissions in line with the Paris agreement, and is based on the following objectives:

- Reducing the greenhouse gas (GHG) emissions linked to its energy consumption (Scopes 1 & 2) by 71% by 2035 (compared to 2018).
- Reducing the GHG emissions linked to its operations (waste, business travel, purchases) by 43% by 2035 (compared to 2018).
- Engage 85% of its suppliers by emissions in a decarbonisation strategy by 2026.
- Supplying 100% of the electricity from renewable sources by 2030.

As of January 2025, Havas Group has committed to getting its near-term targets validated by the Science-Based Targets initiative within the next 24 months. Progress against our global targets can be found in our Annual Group CSR Report.

Additionally, Havas UK&I, and all entities that are covered by this Carbon Reduction Plan (as outlined in page 1) are committed to achieving net zero emissions by 2050. Progress against this target can be seen in the graph:

### Carbon Reduction Projects



## Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the 2018 baseline. The carbon emission reduction achieved by these

schemes equate to 2254.63 tCO<sub>2</sub>e for Havas UK&I – a 38% reduction against the 2018 baseline and the measures will be in effect when performing the contract.

### At the Havas Village London<sup>3</sup> (HVL) Level

- HVL's Environmental Management System is ISO:14001 certified by a UKAS accredited Certification Body. This provides independent evidence that environmental management is fully integrated into our governance, strategy, policy, operations, and reporting, with a focus on continual performance improvement.
- The building is rated by BREEAM as 'outstanding'. It uses the most efficient route to create clean, localised heat and power, has high-efficiency solar panels on the roof, and utilises energy-saving equipment including state-of-the-art lighting systems.
- 100% of the energy coming into the building comes from electricity that is backed by a Renewable Energy Guarantees of Origin (REGO) certificate.
- The lighting strategy was reviewed, and a separate day-night schedule was implemented.
- Heating, ventilation, and air conditioning (HVAC) run times were reduced, multiple software improvements were made, and occupancy sensors were installed to enable the HVAC plant to run more efficiently.
- Timers were added to all water taps to prevent energy wastage.
- The café is 80% single-use plastic free.
- Rainwater is used to flush toilets.
- HVL works with external consultants to ensure expert support is obtained and effectively implemented.
- All internal paper comes from FSC/PEFC certified forests or from recycled paper.

### At Havas UK Level

- Founding members of Change the Brief, Ad Net Zero, and AdGreen.
- Havas co-founded AdGreen, which unites the advertising industry to eliminate the negative environmental impacts of production.
- Havas is a contributing member of the IPA Media Futures Climate Charter Group and is contributing to the development of the Global Media Sustainability Framework's media emissions calculations.

### At Havas UK&I level

Due to increasing stakeholder demand, and as part of Havas Group's CSR Strategy, Impact+, a new 2021 emissions baseline for Havas UK&I was created to widen the full scope of emissions. The expanded scope includes the following scope 3 categories:

*Table 1: Scope 3 categories for the 2018 baseline and the 2021 UK&I baseline.*

Scope 3 category	Included in 2018 parent company level baseline	Included in new 2021 UK&I level baseline
<b>Business travel</b>	✓	✓
<b>Waste generated in operations</b>	✓	✓
<b>Purchases of goods</b>	✓	✓
<b>Purchases of services</b>		✓

<sup>3</sup> HVL is the largest Havas office in the UK & Ireland, within which over 20 agencies operate.

Upstream transportation and distribution	✓
Upstream emissions from purchased fuel and energy	✓
Employee Commuting	✓
Digital emissions	✓
Home working	✓
Use of sold products (the campaigns we create for our clients)	✓

This new baseline formed the basis of a UK&I environment action plan that is driven by Havas UK&I's Chief Impact Officer. The following initiatives were implemented:

- Energy audits were carried out in all our UK&I offices.
- As a result of these audits the following energy saving actions were implemented: installing LED lights, setting up air conditioning controls, and procuring REGO Tariffs.
- Improved climate awareness by rolling out sector-specific sustainability training sessions to client team and engaging with Change the Brief learning programme. As of December 2024, 85% of our employees had completed our internal sustainability course "Havas Impact+ Act Together".
- Rolled out our global responsible supplier procedure, engaging 85% of our suppliers by emissions
- Rolled out our Havas Carbon Impact Calculator, supporting account teams in using the tool to calculate the emissions related to their client campaigns while using carbon reduction levers to support the decarbonisation of their campaigns.
- Commissioned a consultancy to better understand our UK&I net zero trajectory, and what our most impactful emissions reduction levers are.

## Future Carbon Reduction Initiatives

As part of Havas UK&I's Impact+ work, key initiatives will be put in place in the coming year to ensure progress towards our carbon reduction goals, and alignment with net zero emissions. Some of these initiatives are summarised in the below table:

*Table 2: UK&I Future Carbon Reduction Initiatives*

UK&I Impact+ workstreams	Carbon Reduction Initiative
Locations	<p>Monitor the energy consumption across all sites and investigate any excess consumption</p> <p>Continue to invest in energy efficiency measures that are identified in our energy audits</p> <p>Investigate feasibility of installing solar panels in eligible offices</p> <p>Move 100% of our offices to a REGO-backed tariff</p>

<b>Supply chain</b>	Implement a new UK&I Sustainable Sourcing Policy to ensure socially and environmentally responsible procurement within our operations, but also our media, creative, and health divisions
<b>Travel</b>	Implement a travel policy across UK&I to reduce carbon-intensive business travel
<b>Client campaigns (media, creative, events)</b>	<p>Set up working groups to ensure accountability and drive emissions reduction across our media and creative campaigns</p> <p>Ensure that client teams are increasingly using the Havas Carbon Impact Calculator to measure the impact of their campaigns</p> <p>Increase work with suppliers and production partners that have a decarbonisation trajectory in place and that have strong sustainability commitments in place</p>

## Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 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<sup>4</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>5</sup>.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, 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<sup>6</sup>.

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

**Signed on behalf of the Supplier:**



**Alan Adamson**  
Chief Financial Officer

Date: 6<sup>th</sup> of May 2025

<sup>4</sup> <https://ghgprotocol.org/corporate-standard>

<sup>5</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>6</sup> <https://ghgprotocol.org/standards/scope-3-standard>