Carbon Reduction Plan

At gravity9, we work with our clients to create momentum for their digital journey. We're determined to drive the same momentum on our Net Zero journey, recognizing our responsibility to take bold and positive action to make the vision of a greener future a reality for all.

Plan to Create a Plan

In 2024, gravity9 held a senior management meeting to discuss how to create a viable Carbon Reduction Plan which will reduce carbon emissions generated by the business, using methodologies which are measurable, verifiable and sustainable.

As a remote company with no permanent offices this produced several challenges – few companies calculate the amount of electricity used through remote working in favour of relying on electricity figures generated by offices. We also have a very low existing footprint so lowering that in future years will be a challenge.

Carbon Emissions

To solve the electricity calculation challenge we used the specifications of our employees' IT equipment to calculate how much electricity each used on average. We then multiplied this by the number of hours that they worked and used referenced statistics for the average carbon generation per kWh in each country they were based.

We also came to understand from our research that 50% of the carbon generated from a laptop is produced during its manufacture so that has given us some scope for researching ways of avoiding purchasing new laptops.

Our carbon emissions have been calculated for 2024, our baseline year. It includes all our measurable Scope 1, 2 and 3 emissions. As 2024 is gravity9's first year reporting emissions, our current year emissions and baseline year emissions are the same.

Table 1

Reporting Year: 2024	
EMISSIONS	**TOTAL (tCO$_2$e)**
Scope 1	Electricity from laptops 7.83
Scope 2	Gas/electricity consumed in offices 159.04
Scope 3 **(Included Sources)**	Business Travel: Flights 101.79 Hotels 9.98

	Trains 0.29
	Waste generated in operations (Laptop manufacturing) 7.83
	Employee Commuting 0 (all employees work fully remote)
	Downstream transportation and distribution 0 (any supplier services are remote)
Total Emissions	286.76

Scope Definitions

Scope 1 covers emissions from sources that an organisation owns or controls directly – for example from burning fuel in a fleet of vehicles (if they're not electrically-powered).

Scope 2 are emissions that a company causes indirectly and come from where the energy it purchases and uses is produced. For example, the emissions caused when generating the electricity that we use in our buildings would fall into this category.

Scope 3 encompasses emissions that are not produced by the company itself and are not the result of activities from assets owned or controlled by them, but by those that it's indirectly responsible for up and down its value chain.

Our Scope 3 footprint is dominated by emissions resulting from business travel and hotel stays. There are a number of roles requiring occasional travel in gravity9 where most of these emissions come from.

Reducing Our Carbon Footprint

gravity9 has offices in London. Our team members visit the offices for occasional company events but in practice, spend majority to all their working week working remotely from home. As such, we do not own or operate a fleet of vehicles. We have a small overall carbon footprint, but one nonetheless that we will be able to reduce through action.

As an initial commitment gravity9 wish to achieve Net Zero emissions by 2050. In line with the UN Race to Zero campaign, we also have an ambitious carbon reduction target to halve our emissions by 2030.

To progress towards achieving Net Zero, we intend to adopt ambitious, but realistic carbon reduction targets.

Having determined our current emissions total, we will now focus on a number of initiatives, the draft list of which is below. We will estimate the effect that these measures will have on our carbon emissions and set a target and a percentage reduction by which they will decrease over the next five years.
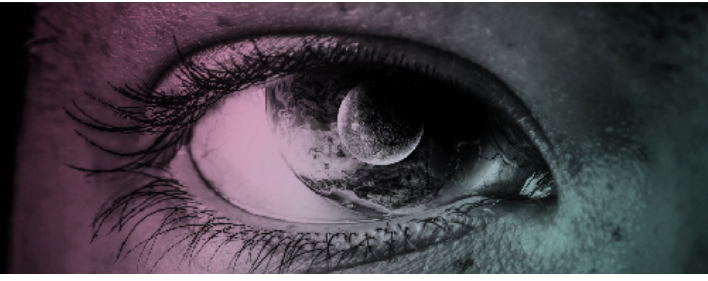
Current Carbon Reduction Initiatives

- gravity9 members spend majority to all their working week, working remotely from home. We do not enforce 'work from office' days.
- The flexibility of having a global co-working space membership offers our employees alternatives to having to travel to the London office, should they require a workspace outside of their home.
- Eco-friendly practices at our offices such as timed lights, designated recycling points and reusable cutlery.
- Increased use of online, low-carbon collaborative tools to support a reduced business travel footprint.
- Company laptops are rotated between employees, and old laptops are recycled or donated.
- Business travel policy which encourages employees to select public transportation which has a positive environmental impact, encourages carpooling with colleagues, and limits air travel to economy class.
- Tax-free transportation schemes (Cycle to work scheme, electric car scheme) are offered to incentivize employees to choose sustainable travel options.
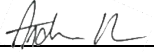
Future Carbon Reduction initiatives

- Continue to encourage hybrid / remote meetings to take place.
- Continue to uphold a sustainable business travel policy, and try to reduce business travel by air, rail, and road through effective measurement.
- Encourage employees to select cost-efficient hotel accommodation with the highest Green rating, using data from Click Travel, when utilizing our travel booking platform.
- Review rewards and recognition strategy to identify creative ways of promoting and supporting sustainability, where possible.
- Develop an engagement strategy to encourage our people to learn more and reduce their environmental impact, internally and externally. This will include education sessions and events focused on environmental awareness days.
- Encourage carbon consciousness among clients and vendors we work with.
- Transparently report on our environmental metrics both internally and externally.
- Integrate climate consideration into company decision making such as proactively identifying opportunities to work with clients in the sustainability industry.
- Develop dashboards in house to manage our environmental data and allow for analysis.
- Submit plans to an independent organization to validate/set carbon reduction targets.
- Public commitment by signing up to the UN Race to Zero climate pledge via the SME Climate Hub.
- Offset any residual CO2 emissions through the purchase of equivalent carbon emissions credits from an International Carbon Reduction & Offset Alliance (ICROA) provider.
- Set up a partnership with Tree-Nation to support reforestation efforts
- Partner with a sustainability partner like Positive Planet.

gravity9
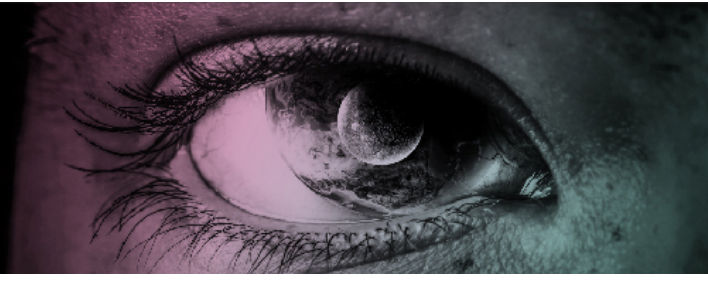
This plan will be reviewed and updated annually.

Signed:	
Name & Title: Andy Ross, Director	
Date: 08/10/25	