



Carbon Reduction Plan 2024 – 2025

This plan was prepared by Dr Lizzie Mills, Co-Director and Sustainability Lead.

Commitment to achieving Net Zero

At EL Learning Design, we believe that every business, no matter its size, has a role to play in combating climate change and fostering a sustainable future. Recognizing that climate change poses a threat to the economy, nature and society-at-large, our company commits to take action immediately in order to:

- **Achieve net zero emissions by 2030**
- **Disclose our progress on a yearly basis**

In doing so, we are proud to be recognised by the United Nations Race to Zero campaign, and join governments, businesses, cities, regions, and universities around the world that share the same mission.

Company Information

EL Learning Design Ltd began trading in February 2022. We are an e-learning design company committed to creating memorable learning experiences that bring lasting change. We specialise in serving the needs of healthcare professionals and patients and leverage our knowledge of current learning theories to create tailored programmes to meet the needs of our clients. In 2022 – 2023 the company had two part-time employees and a turnover of £28,000. Carbon emission reporting began in 2023-24 as the company grew. In 2023 – 24 the company had two part-time employees and a turnover of £130,000. In 2024-25 both employees are now full-time, and the company operates on a four-day working week.

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.

Baseline Year: April 2023 – March 2024

Additional Details relating to the Baseline Emissions calculations.

In 2023-2024, the company had two part-time employees and a turnover of £130,00.

Employees work from home the majority of the time, travelling when needed for meetings or to make recordings. Co-working spaces are used for meetings. Studios are rented for filming or recording. Travel is on train, coach or electric car.

In 2023-2024, the company owned two Dell laptops and audio recording equipment.

The company has a high expenditure on computer software and subscriptions required to produce e-learning. This includes authoring software, graphics and design software, video conferencing, and cloud storage.

The company hires consultants and freelancers to complete specific elements of work.

Scope 2 emissions are an estimate of electricity and gas used through working from home.

Scope 3 emissions include services such as software and use of consultants, hire of the studio and co-working spaces, as well as travel, subsistence.

The baseline emission is estimated at 7.2 tCO₂e in the year 2023-24. This equates to:

5.54 tCO₂e per £100,000 turnover.

The company is predicted to grow over the next 5 years, to increase in turnover and number of employees. Emissions may increase due to increased productivity. Recording emissions per £100,000 turnover will provide a consistent measure as the business grows.

Baseline year emissions:

EMISSIONS	TOTAL (tCO₂e)
Scope 1	0
Scope 2	2.031
Scope 3	5.1755

(Included Sources)	
Total Emissions	7.2

Emissions reduction targets

In order to continue our progress to achieving Net Zero, we have adopted the following carbon reduction targets.

- **Short-term goals (1-2 years):** Reduce emissions by 10% through energy efficiency measures and optimizing digital operations.
- **Medium-term goals (3-5 years):** Achieve a 25% reduction in emissions by further improving energy use and expanding the use of renewable energy sources.
- **Achieve net zero emissions by 2030**

Carbon Reduction Projects

Carbon Reduction Initiatives

EL Learning Design's carbon emissions are already very low compared to industry standards. Emissions are scope 2 and 3, mostly from purchased goods and services. The carbon reduction projects focus on better awareness of the carbon credentials of companies we are buying from to reduce emissions as much as possible. The following environmental management measures and projects have been identified to reduce carbon emissions from the 2023-24 baseline.

Immediate Actions (within one year).

1. Energy efficiency

Renewable energy: Employees who work from home to review their energy supplier and where possible change to 100% renewable energy.

Travel: Where possible, to choose sustainable travel options such electric vehicles, trains and coaches.

Carbon offsetting: At the end of the financial year, if the business to profitable, to invest in a reputable carbon offset program to neutralize remaining emissions.

Energy efficient devices: Use energy-efficient hardware and encourage energy-saving practices among employees, such as turning off devices when not in use.

2. Software, data storage and web-hosting

Green-hosting: Opt for web-hosting providers that use renewable energy or are carbon neutral where possible, when setting up new websites.

Data-Centres and Cloud Storage Providers: Conduct a review of current providers to identify their green credentials, with the intention to move to providers committed to sustainability where possible and practicable.

Efficiency: Review current websites to ensure they are optimised for faster performance. Build in review of performance when designing new websites.

Reduce Data Transfer and Storage Needs: Develop a protocol for how to save files for current and historic projects including guidance on file compression, caching and content management. Conduct regular audits to ensure protocol is being followed.

3. Education and Awareness

Education and Training: All employees to identify and attend 1 –2 training opportunities related to sustainability in business per year.

4. Monitoring and Reporting

Track Emissions: Use tools to monitor and report carbon footprint annually. Use a service to track emissions related to cloud usage.

Mid-Term Goals (within 5 years)

5. Growth

Sustainable growth: As we aim to expand our team, we will ensure that our growth is sustainable by continuing remote work options, reducing the need for commuting, and maintaining low-emission operational practices. This includes use of green co-working spaces.

6. Software, data storage and web-hosting

Efficient Software and Development Practices: As the business grows to encompass more activity around games and app development, and custom web assets, develop a protocol to write clean, efficient code that minimises resource use.

7. Supply chain

Supply Chain Engagement: Collaborate with our suppliers to encourage and support their transition to more sustainable practices.

8. Education and Awareness

Education and Training: As the company grows, ensure that there are policies and training in place to educate the team on sustainable practices and the importance of reducing carbon emissions.

Culture: Foster a company culture that values sustainability and encourages continuous improvement in reducing environmental impact.

Declaration and Sign Off

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:



Director and Sustainability Lead

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Date:25.7.2024.....