

# AOP 2022/23 CARBON AUDIT REPORT

ASSOCIATION OF PHOTOGRAPHERS

OPERATIONAL AUDIT

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REPORT COMPILED BY

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## INTRODUCTION

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This report outlines the AOP's annual carbon footprint measuring operational activity and supply chain purchases for the financial year running from 1st April 2022 to 31st March 2023. Ongoing measurement provides a basis from which to assess current short-term and long-term reduction goals as part of AOP's wider sustainability strategy.

A Carbon Footprint is measured in 3 Scopes:

**Scope 1** counts direct emissions that come from fuel burned on site such as gas used for heating.

**Scope 2** counts indirect emissions that come from energy purchased from other sources, such as electricity.

**Scope 3** counts indirect emissions from everything else across the business from up and down the value chain. It's measured in up to 15 categories, such as business travel, waste, purchased goods and services, staff commuting etc.

The total footprint is measured in tonnes of CO<sub>2</sub>e (carbon dioxide equivalent); CO<sub>2</sub>e is the collective unit of measurement of Greenhouse Gases including carbon dioxide, methane, nitrous oxide and water vapours. The footprint was calculated using UK Government BEIS & DEFRA emissions factors.

## EXECUTIVE SUMMARY

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The AOP's total footprint over the period 1st April 2022 to 31st March 2023 was **10.37tCO<sub>2</sub>e**. This includes purchased goods and services.

*What does 10.37tCO<sub>2</sub>e look like in real terms?*

*18,786 cow's milk lattes (that's 1 everyday for 51 years)*

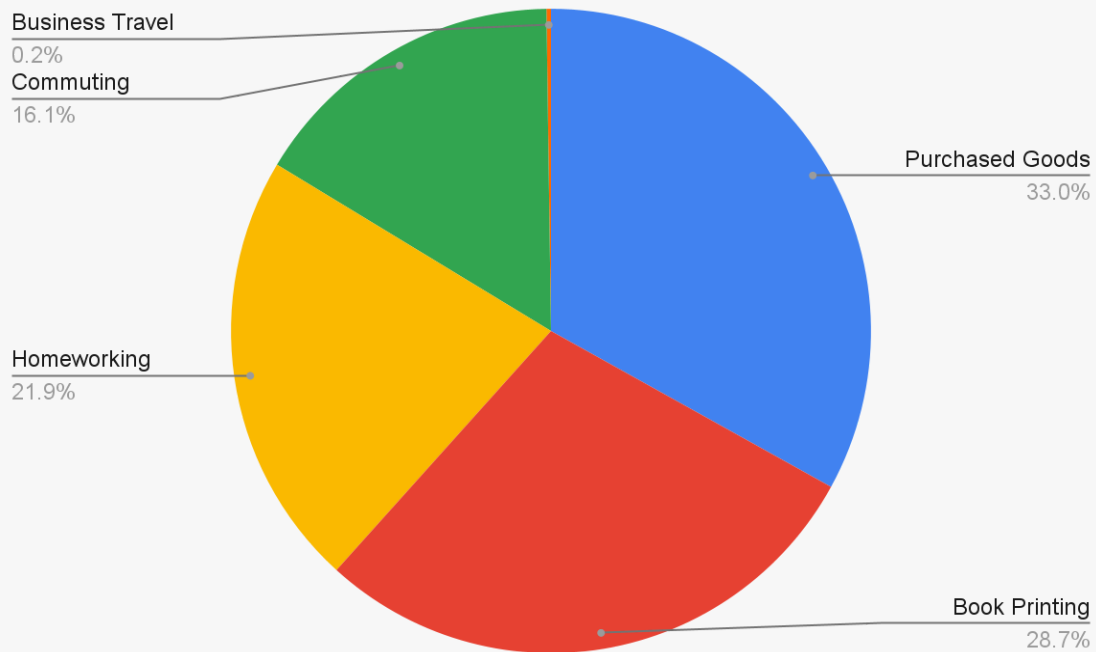
*3 return economy class flights from London to Hong Kong (1 if business class!)*

The largest emissions come from Purchased Goods & Services (33%), printing and distribution of the AOP Awards Books (28.7%) and Homeworking (21.9%). Due to all of the AOP's team working remotely, the AOP has no Scope 1 or Scope 2 emissions. The AOP's Awards event has been excluded from this audit. It is assumed that the Awards would make up an additional large portion of the AOP's footprint. It is recommended that it is included in future audits.

As a member organisation, the AOP can have the most impact for emission reductions by influencing the membership to produce their work in more sustainable ways through workshops, engagement and providing resources. The AOP has begun this process by forming the Sustainable Working Group, holding their second Sustainability event in September 2023 and being members of the [AdGreen](#) Advisory Board.

## 2022/23 OPERATIONAL CARBON FOOTPRINT BREAKDOWN

The AOP's total footprint from 1st April 2022 to 31st March 2023 was **10.37tCO<sub>2</sub>e**. The largest portion of emissions come from Purchased Goods & Services (33%); followed by Awards Book (28.7%) and Homeworking (21.9%). It is broken down as below:



2.08tCO<sub>2</sub>e per full-time employee

*NB: The average annual operational carbon footprint of an individual in a UK advertising agency is 3.4 tonnes CO<sub>2</sub>e. That is comparable to other professional service sectors such as accountancy and law, which have similar offices and travel habits.*

## SUPPLY CHAIN PURCHASES FOOTPRINT BREAKDOWN

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The footprint from Purchased Goods & Services is 4.65tCO<sub>2</sub>e. These are calculated using a spend-based method. The breakdown is as follows;

- Accounting, bookkeeping and auditing services; tax consulting services
- Other professional, scientific and technical services
- Advertising and marketing
- Computers and other electronic products
- Food products
- Financial services
- Telecommunications services
- Other



*\*Other includes: Insurance and pension funding services, Membership organisations, Postal and courier services, Employment services, Furniture, Real estate services. Education & training services.*

# REDUCTION RECOMMENDATIONS

## SCOPE 3 | INDIRECT EMISSIONS FROM OTHER ACTIVITIES

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AOP is in the unique position of being entirely remote and so has no Scope 1 or Scope 2 emissions. All commuting is done by public transport and other business travel is kept to a minimum. Increasing support for employees to (when financially feasible) switch to 100% renewable electricity suppliers would reduce some of the 20% of emissions created by these individual “satellite” offices with the added benefit of increased environmental awareness.

All of the AOP’s footprint sits within Scope 3. As the AOP doesn't have ‘direct’ control over these emissions, it is crucial to use and communicate company policies to employ purchase power in reduction efforts. A culture where climate-impact is continuously prioritised in decision making will empower staff and demonstrate to members and suppliers that the AOP are committed to supporting the industry’s low-carbon transition.

As a member organisation, where the AOP can have most impact, is influencing the membership to create and make in more sustainable ways through workshops, engagement and resources.

The AOP could consider the number of Awards books it prints. A member survey or tick box when entering the awards to opt-out/in of a printed book would save greatly on emissions as a result of the books; a quarter of the AOPs footprint. The calculations were based on digital printing (not litho-printed) and the books being delivered around the UK via post/courier. Park Communications, your book printer, is a carbon neutral company, which means some of the emissions associated with the printing of the Awards book have been offset. They remain included in the total footprint as the emissions were still created.

## PURCHASE POWER

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The AOP can focus on areas of spend that have a higher carbon factor and therefore impact. Although high spend areas such as accounting, marketing and IT hosting services are important to ensure sustainable supplier engagement throughout the supply chain; there are additional lower spend areas with a higher carbon factor associated. These are included below:

SCOPE 3 EMISSIONS	tCO2e
Computers and other electronic products (£)	0.39
Food products (£)	0.30
Telecommunications services (£)	0.20

## 8 R's WASTE PHILOSOPHY

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Apply these to your business and beyond.

<b>REFUSE</b>	Don't do the thing or buy the thing in the first place. Don't do it the old way. No more "that's how it's done". Look for innovation.
<b>REUSE</b>	Don't buy new. Use what's on hand. Make do.
<b>REPAIR</b>	Fix what's broken. Bring it somewhere to to be fixed if you can't do it yourself
<b>REHOME</b>	Don't put something usable in the bin, find a new home for it. Instead of buying new, find what you need from someone getting rid of it.
<b>RECYCLE</b>	Take back what you can and turn it into something new. Upcycle. If you can't recycle internally, use facilities.
<b>REPLACE</b>	If something isn't sustainable, replace it with sustainable alternatives; power sources, materials, a job flow.
<b>ROT</b>	Ensure what you create can go back into nature. There's no "waste" in nature, business should follow suit.
<b>RESPECT</b>	New ideas are hard to share, hear and understand. A culture of respect for people and planet is necessary for transition.



# NEXT STEPS

## FUTURE PROJECTS

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The AOP could consider carbon calculating all events, workshops and training sessions held for members. This would include asking questions of attendees on travel, including any catering requirements and spaces used to host meetings or events. Creative Zero could support you with simplification of data collection and calculation partner recommendations. This would give a fully rounded understanding of more than operational impacts and enable AOP members to engage further with sustainability efforts across the industry.

## FURTHER MEASUREMENT | THE AOP AWARDS

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Below are some general recommendations for the AOP Awards. From our understanding of this event, its emissions may be substantially higher than your operational emissions, and may also offer opportunities for emission reductions, workshops, social/environmental impact awards, and more. We recommend you:

- Select a nominated AOP team member to oversee sustainability efforts and ensure accurate tracking for calculation and anecdotal insights for future learnings.
- Use a calculator such as [EventDecision](#) to measure impact.
- Embed sustainable travel planning options into the attendee user experience e.g. a travel survey when buying tickets, highlighting low-carbon modes of transport
- Provide a 100% plant-based or vegetarian menu.
- Choose a venue with a 100% renewable energy supplier; continue to ask and engage the venue in this conversation.
- Work with the venue to serve only local beverages - you can track this and communicate it to attendees.
- Remove all single use items (if any); including bamboo/biodegradable items.
- Partner with renewable energy suppliers; PedalMe for couriers, electric cabs e.g. UberGreen, Zetter Hotels, You Smart Thing for audience travel.

## MARKING PROGRESS

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Within the Sustainability Working Group, there could be a place to record successes or actions that have already been taken to highlight the positive work already completed or underway by the members and the AOP team - a Task Success Sheet. It is important to encourage positive momentum whilst also pushing ahead with more progress.

### *A note on Advertising as business & as part of the industry:*

*Through the work of Purpose Disruptors and their [Advertised Emissions](#) reports, we have more insight into the real environmental impact of advertising campaigns as related to increase in sales of products from the content that we create. As members are makers and creatives, there is responsibility in the brands with which they choose to engage. Through their 'Advertiser Carbon Index', Purpose Disruptors encourage folks to question their choices in the move away from high-carbon clients and supporting established brands that can shift adoption of lower-carbon attitudes alongside innovative industries and brands geared towards a 1.5 world.*

## OFFSETTING & THE TRIAD OF INVESTMENT

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SBTi recognises that offsetting is a necessary part of our collective pathway to Net Zero. Offsetting is fraught with imperfections. Due to the necessities of verification, much of the money invested in offsetting initiatives goes towards costs that aren't directly related to [decarbonisation](#). Therefore, if offsetting and being Carbon Neutral is important to your company, we recommend match funding offsets investment in two ways, creating a triad of positive investment.

**Offsetting** | Offset all measured emissions with Gold Standard or Vera offsets.

**Internal Investment** | Earmark matching funds that directly relate to decarbonising your work. This could be something like investing in insulation, PV panels or an electric vehicle. This could also include investing in the decarbonisation of your supply chain.

**Community Investment** | Match-funding an organisation in your local community that contributes towards the [United Nations Sustainable Development Goals](#). Local/Grassroots organisations tend to have lower administrative costs and can often put a higher percentage of funds directly towards environmental or social impact work. By contributing in this way to your local community you are creating a relationship and further resilience for all.

# METHODOLOGY, RESOURCES, & DEFINITIONS

## METHODOLOGY

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Emissions calculated using [UK Gov BEIS](#) Factors, with the exception of book printing which is [CarbonQuota](#) calculated and verified.

SCOPE 3 EMISSIONS	tCO2e
AOP Book printing (copies)	3.40
Homeworking (Renewable hours)	1.50
Homeworking (Non-Renewable hours)	1.10
Total train commute (miles)	1.83
Total tube commute (miles)	0.08
Total bus commute (miles)	0.00
Business Travel train (miles)	0.03
Accounting services (£)	1.03
Other professional, scientific and technical services (£)	0.52
Advertising and marketing (£)	0.49
Computers and other electronic products (£)	0.39
Food products (£)	0.30
Financial services (£)	0.26
Telecommunications services (£)	0.20
Insurance and pension funding services (£)	0.18
Membership organisations (£)	0.17
Postal and courier services (£)	0.12
Employment services (£)	0.12
Furniture (£)	0.06
Real estate services (£)	0.06

### *Further methodology resources*

[BEIS](#) - UK Carbon emissions factors and methodology.

[Climatiq](#) - global emissions factors database.

[EPA Greenhouse Gas Equivalencies Calculator](#)

[Atmosfair](#) - used to calculate flight emissions.

## RESOURCES

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[Advertised Emissions](#) - Purpose Disruptors, providing insight into the industry as a whole and its contribution to consumption and therefore increased emissions.

[Ad Net Zero](#) - the advertising's industry initiative to achieve net zero by 2030.

[Government Cycle to Work Scheme](#) - advice for employers.

[How Bad Are Bananas](#) - recommended reading for 'humanising' carbon by relating it to everyday activities.

## FURTHER READING

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[The Fuel Report](#), authored by Creative Zero and Film London.

[Climate Change Committee Report](#) - role of SMEs and businesses to achieve net-zero by 2050.

[People Power!](#) - report demonstrating the roles of individuals.

[The Generator Project](#) - suppliers of alternative energy generators in the UK.

## NET ZERO DEFINITION

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To qualify as 'Net Zero', companies must reduce emissions from their baseline year by 90-95% and only then offset the remainder. This is in line with Science Based Targets.

The SBTi defines net-zero emissions for companies as reaching a state of no impact on the climate resulting from the company's GHG emissions. Reaching a status of science-based net-zero emissions implies the following two conditions:

- Achieving a scale of value chain **emissions reductions** consistent with the depth of abatement at the point of reaching global net-zero in pathways that limit warming to 1.5°C with no or low overshoot.
- Neutralising the impact of any source of any residual emissions by **permanently removing** an equivalent volume of atmospheric CO<sub>2</sub>.

## CARBON NEUTRAL DEFINITION

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Carbon Neutral is where the carbon emissions caused and measured by a company have been balanced out by funding an equivalent amount of carbon savings elsewhere in the world.

To qualify as 'Carbon Neutral', companies must first measure and verify their operational footprint and offset at least the Scope 1 and Scope 2 emissions. Best practice is to offset all measured emissions within an audit.

