



Climate Action Plan Calendar Year 2025

1. Executive Summary

As part of our B Corp certification journey, we are committed to understanding and reducing our environmental impact. This Climate Action Plan represents our comprehensive measurement of greenhouse gas emissions across our operations and value chain for calendar year 2025.

Total emissions: 13.73 tCO₂e

Scope	Emissions
Scope 1	0.00 tCO ₂ e
Scope 2	0.00 tCO ₂ e
Scope 3	13.73 tCO ₂ e

Emissions Intensity

- Per employee: 3.43 tCO₂e/employee
- Per £1M revenue: 34.78 tCO₂e

Top Emission Sources

- Cat 1: Purchased Goods & Services: 9.85 tCO₂e (71.7%)
- Cat 7: Employee Commuting: 3.26 tCO₂e (23.7%)
- Cat 6: Business Travel: 0.36 tCO₂e (2.6%)

2. Emissions Inventory

This section presents the complete greenhouse gas emissions inventory for White Space Agency for the calendar year 2025, measured in tonnes of carbon dioxide equivalent (tCO₂e).

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Summary by Scope

Scope	Emissions (tCO2e)	% of Total
Scope 1 - Direct Emissions	0.00	0.0%
Scope 2 - Indirect (Energy)	0.00	0.0%
Scope 3 - Value Chain	13.73	100.0%
Total	13.73	100%

Scope 3 by Category

Cat.	Category Name	tCO2e	% of scope 3
1	Purchased Goods & Services	9.85	71.7%
3	Fuel & Energy Related Activities	0.23	1.7%
5	Waste Generated in Operations	0.04	0.3%
6	Business Travel	0.36	2.6%
7	Employee Commuting	3.26	23.7%

3. Methodology

This emissions inventory has been prepared in accordance with the Greenhouse Gas Protocol Corporate Standard, the most widely used international accounting tool for government and business leaders to understand, quantify, and manage greenhouse gas emissions.

Reporting Boundary

The organisational boundary has been set using the operational control approach, which includes all operations over which White Space Agency has operational control.

Emission Factors

Emission factors used in this report are sourced from UK DESNZ 2025, which provides the most up-to-date conversion factors for the UK context.

Data Quality

Data quality has been assessed for each emission source. Primary data (actual consumption records) has been used where available. Where primary data was not available, reasonable estimates based on industry benchmarks have been applied.

Energy Supply

White Space Agency's electricity is supplied under a zero-carbon contract. Every unit of electricity supplied is matched to electricity from a mix of renewable and nuclear energy sources, evidenced by Renewable Energy Guarantees of Origin (REGOs) and nuclear declarations held by the supplier. Electricity consumption is therefore reported as zero emissions under Scope 2, with transmission and distribution losses captured under Scope 3, Category 3.

Scope Definitions

- Scope 1: Direct emissions from owned or controlled sources (e.g. company vehicles, on-site fuel combustion)
- Scope 2: Indirect emissions from purchased electricity, heat, and cooling
- Scope 3: All other indirect emissions in the value chain, including purchased goods, business travel, employee commuting, and waste

4. Climate Commitment

White Space Agency was founded to challenge declining standards in creative design, marketing, web, and media. We believe the work we deliver should not only meet client needs but also contribute positively to society. Our mission is rooted in the principle that creativity can and should be a force for good. This means carefully considering the social and environmental implications of every decision we make; from the clients we partner with to the way we run our day-to-day operations. Our approach is values-driven, prioritising integrity, responsibility, and long-term impact over short-term gain, and we believe this is fundamental to our long-term success as an agency. This purpose directly informs our strategic decisions; from the clients we select to the standards we set for delivery.

White Space Agency is committed to the goals of the Paris Agreement and limiting global warming to 1.5°C. We recognise the urgency of the climate crisis and commit to taking meaningful action to reduce our greenhouse gas emissions in line with climate science.

As part of this commitment, we pledge to:

- Measure and report our greenhouse gas emissions annually
- Set targets for emission reductions aligned with climate action
- Implement actions to reduce emissions across our operations and value chain
- Engage our suppliers, employees, and stakeholders in climate action
- Report transparently on our progress towards our climate goals

5. Climate Action Targets

The following targets guide our climate action efforts and demonstrate our commitment to measurable progress.

Target Area	Target	Measurement
Supplier Engagement	Engage with our top 10 suppliers (representing 80% of purchased goods emissions) on climate action by the end of 2026.	Number of suppliers engaged through supplier surveys.
Commuting Emissions	Support reduction in employee commuting emissions through proximity to workplace, with measurable reduction in Category 7 emissions by the end of calendar year 2027.	Annual commuting emissions (tCO2e), year-on-year comparison.
Stakeholder Awareness	Engage employees and customers on climate action through annual communications.	Communication activities completed, stakeholder feedback collected.
Annual Measurement	Conduct a full greenhouse gas inventory annually, using a consistent methodology to enable year-on-year comparison.	Annual carbon footprint report completed and reviewed by Directors.

6. Action Plan

The following actions have been identified to reduce emissions based on our carbon footprint analysis. Priority has been given to addressing our largest emission sources. For each action, we set out the responsible owner, timeline, and the human, technical, and material resources allocated for implementation.

Engage top 10 suppliers (by spend) on climate action and primary data sharing

Owner: Paul Mabin, Rob Pearce, Jazmin Watts (Directors)

Timeline: Supplier survey distributed by the end of 2026; commitments documented by mid-2027

Human resources: One Director to lead supplier engagement, with an estimated allocation of 2 days to design and distribute the survey and 0.5 days per supplier for follow-up and documentation.

Technical resources: Supplier survey template delivered via email or a simple online form tool such as Google Forms, available at no cost. Spend data to be extracted from the agency's existing software to identify and rank top suppliers by expenditure. No specialist platform procurement is required at this stage.

Material resources: No direct financial outlay anticipated beyond staff time. Results to be documented in a simple supplier log and reviewed annually.

Reduce employee commuting emissions through proximity to the workplace

Owner: Paul Mabin, Rob Pearce, Jazmin Watts (Directors)

Timeline: Ongoing; annual review of commuting data from 2025 onwards

Human resources: Directors to communicate the agency's commuting reduction commitment to all staff. One director to incorporate commute distance and transport mode into the annual employee data collection process, requiring approximately 0.5 days per year to gather, record, and analyse. As a 4-person team, individual conversations are the primary engagement mechanism.

Technical resources: Annual commuting data collection via email or a simple survey form. Data to be retained as part of the annual carbon footprint data collection process, consistent with the methodology used in this report.

Material resources: No direct financial cost to the agency. Two members of staff are in the process of relocating closer to the office during 2026 and 2027, which will materially reduce car commuting distances without any expenditure by White Space Agency. This represents a concrete, near-term reduction in Category 7 emissions. Progress will be tracked by comparing annual commuting emissions year-on-year.

Engage employees and clients on climate action through annual communications

Owner: Paul Mabin, Rob Pearce, Jazmin Watts (Directors)

Timeline: First communications issued by the end of 2026; annually thereafter

Human resources: One Director to lead stakeholder communications, with an estimated allocation of 1 day per year to prepare and distribute climate-related updates to employees and clients. Content to draw on the annual carbon footprint report and progress against targets set out in this plan.

Technical resources: Existing agency communication channels to be used, including email and the agency's website or client-facing materials. No additional tooling required. Feedback to be gathered via a short annual survey or direct conversation with employees and clients, consistent with the agency's existing stakeholder engagement approach.

Material resources: No direct financial cost. Staff time represents the primary resource, estimated at 1 to 2 days per year across preparation, distribution, and feedback collation. Communications to be stored and reviewed annually as evidence of stakeholder engagement activity.

Conduct annual greenhouse gas inventory and update climate action plan

Owner: Paul Mabin, Rob Pearce, Jazmin Watts (Directors)

Timeline: Annually, within three months of calendar year end

Human resources: Directors to oversee the annual data collection process. External sustainability consultant engaged to calculate emissions, prepare the inventory, and update the climate action plan. Internal time estimated at 2 to 3 days per year for data gathering and Director's review.

Technical resources: External carbon accounting platform used to input data and calculate emissions in line with the Greenhouse Gas Protocol. Internal systems, including accounting records and supplier data, to support ongoing data collection. UK DESNZ emission factors are applied annually to ensure the methodology remains current.

Material resources: External sustainability consultant/ platform fees allocated to support accurate measurement and reporting. This climate action plan will be reviewed and updated at least every 36 months, with annual progress reviews conducted by Directors.

7. Progress Tracking

White Space Agency is committed to tracking and reporting progress against our climate targets through the following mechanisms.

Annual Measurement: We will conduct a full greenhouse gas inventory annually, using a consistent methodology to enable year-on-year comparison and track progress towards our targets.

Progress Reporting: Progress against targets and action plans will be reviewed quarterly by leadership and reported annually to stakeholders as part of our sustainability reporting.

Continuous Improvement: This plan will be reviewed annually and updated at least every 36 months to reflect progress, lessons learned, and emerging opportunities for emission reductions.

8. Director Sign-off

By signing below, the directors of White Space Agency Ltd confirm that they have reviewed this action plan, that its contents are accurate to the best of their knowledge, and that they approve it as an official record of the company's position.

Signature



Signature



Signature



Full name: Paul Mabin

Full name: Rob Pearce

Full name: Jazmin Watts

Position / Title:
Creative Director

Position / Title:
Technical Design Director

Position / Title:
Marketing Director

Date: 21/05/2026

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