

Carbon Reduction Plan

Commitment to achieving Net Zero

Butterfly Data achieved Net Zero emissions 2022. Our emissions are very low and in 2022 we offset 100% of included emissions.

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: 2020		
Additional Details relating to the Baseline Emissions calculations		
As a 100% remote working company, with no premises or internal combustion engine vehicles we have no Scope 1 (eg gas boilers or petrol cars) or Scope 2 (directly purchased electricity) emissions. We have included Commuting, Business Travel and Serviced Offices in our Scope 3 emissions (see <i>appendix 2</i>). We are not currently directly measuring (the optional) employee teleworking emissions but we are recording the proportion of employees who have 100% renewables / carbon offset home energy plans (see Appendix 1). Due to COVID-19 restrictions, included emissions in 2020 & 2021 were very low.		
Baseline year emissions		
EMISSIONS		TOTAL (tCO₂e)
Scope 1	Total	0
Scope 2	Total	0
Scope 3	Commuting	0
	Business Travel	1.7
	Serviced Offices	0
Total Emissions		1.7



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Year: 2021		
EMISSIONS		TOTAL (tCO ₂ e)
Scope 1	Total	0
Scope 2	Total	0
Scope 3	Commuting	0
	Business Travel	2.8
	Serviced Offices	1.5
Total Emissions		4.3

Current Emissions Reporting

Year: 2022		
EMISSIONS		TOTAL (tCO ₂ e)
Scope 1	Total	0
Scope 2	Total	0
Scope 3	Commuting	0.3
	Business Travel	18.3
	Serviced Offices	2
Total Emissions		20.6
Carbon Offsets		21+ (see appendix 3)
Net Carbon		0

Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the 2000 baseline.

- Carbon offset all business travel and serviced office usage
- All company leased vehicles are 100% electric
- Monitoring and reporting of employee's home energy plans implemented to determine the percentage of employees with 100% renewables / offset (see appendix 1)

In the future we hope to implement further measures such as:

- Employee incentive scheme to switch to 100% renewables / offset energy plans



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Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standards 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 and uses the appropriate Government emission conversion factors for greenhouse gas company reporting.

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.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors.

Signed on behalf of the Supplier:



Date: 26/02/2023

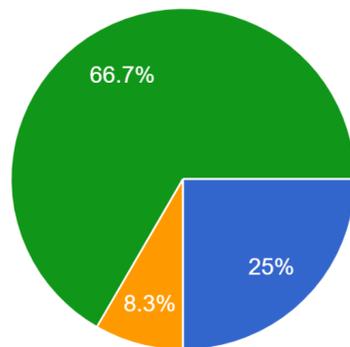


Appendix 1 - Employee Home Energy Usage (November 2022)

Question 1 - What energy is used to heat your home?

What energy is used to heat your home?

24 responses

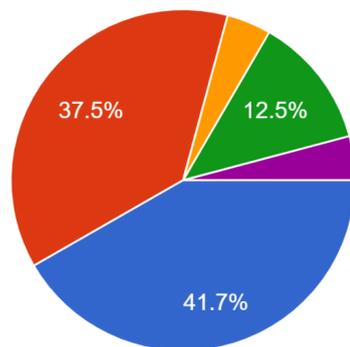


- 100% offset fuel or 100% renewable electricity (irrespective of fuel source & heating type)
- Electricity - heat pump (not 100% renewable)
- Electricity - direct (not 100% renewable)
- Gas (not 100% offset)
- Oil (not 100% offset)
- Prefer not to say

Question 2 - Is your electricity sourced from renewables?

Is your electricity sourced from renewables?

24 responses



- No
- 100% renewables tariff from supplier
- Partially from onsite renewables (eg rooftop solar panels, home wind turbine etc)
- 100% renewables tariff + onsite renewables
- Prefer not to say

Appendix 2 - CO₂e Calculation Methodology

Our Carbon Dioxide Equivalent emissions were calculated using the Greenhouse Gas Protocol / Quantis Scope 3 Evaluator tool. The data input is spend (in US dollars) or count (miles, nights) against various categories (car travel, flights, hotel rooms, etc). We extract this data from our accounting software Xero, as all travel expenses are reimbursed using this package. In general, being a virtual company, almost all staff work predominantly from home, almost eliminating commuting. A small amount of residual train commuting is input using an estimate of miles / year.

Included in our Scope 3 calculations are:

- All business travel, including travel in staff's own vehicles, taxis, trains, flights plus nights in hotel rooms
- Spend on serviced offices
- Commuting

At present, we don't include the following categories of spend, as it is unclear how to allocate the split of carbon emissions between the user and the provider to avoid double counting:

- Cloud commuting
- Other online IT services
- Equipment purchasing
- Accounting
- Insurance

All other categories are minimal or not applicable to Butterfly.

Limitations in our approach:

- Excluding the categories above entirely underestimates our effective carbon footprint significantly - it is estimated that 75% of a company's emissions fall into Scope 3 (source: World Resources Institute).
- The Quantis Scope 3 tool does not appear to have been updated since 2016, and so the price indexing data is highly likely to be out of date and therefore underestimating our carbon footprint.

Possible improvements

- Investigate how to account for our service usage better, including researching the carbon footprint of the service providers
- Find a more up to date Scope 3 calculation tool (in progress)



Appendix 3 - Carbon Offsetting

Carbon offsetting is not a panacea, as there are significant flaws in many offsetting schemes, including:

- Lack of permanence: (the sequestered carbon dioxide is subsequently re-released into the atmosphere, eg if a planted forest is burned)
- Not additional: if the 'spend' does not materially increase the carbon sequestration happening then it is not genuine offsetting your carbon emissions
- There are not enough carbon sinks for all the current CO₂ emissions
- Carbon offsetting projects can have a detrimental effect on poorer countries

Carbon offsetting therefore can only be a marginal secondary activity to genuine reduction of carbon emissions. It is also essential that any carbon offsetting activities are permanent, additional and local.

Butterfly has taken many steps to reduce our carbon footprint and will continue to do so for both our own emissions and those of our employees.

To supplement those activities, and to offset the small remaining amount of business travel we undertake, Butterfly has decided to use 'My Carbon Plan', a UK-based, non-profit organisation carrying out carbon reduction initiatives in the UK. For each tCO₂e calculated above we will pay for 3 tCO₂e offset.