



Carbon Reduction Plan

Supplier name: Insta Group

Publication date: 23rd January 2026

Commitment to achieving Net Zero

Insta Group is committed to achieving Net Zero emissions by 2050 at the latest.

Baseline Emissions Footprint

Baseline Year: 2024/2025

Additional Details relating to the Baseline Emissions calculations.

This is the first year in which Insta Group has completed a full greenhouse gas emissions assessment in accordance with the requirements of PPN 06/21 and the GHG Protocol Corporate Standard. As such, the current reporting year of 2024-2025 represents our baseline year too. This covers scopes 1, 2 and 3.

The carbon accounting boundary has been calculated using the operational control approach. It uses DEFRA's 2025 and 2024 emissions factors for calculation of carbon footprint.

- **Scope 1** emissions are reported as 235 tCO₂e based on actual consumption of energy for the company owned vehicles and gas consumption for radiators in office space with no refrigerant top-up during the reporting period. This has been calculated using DEFRA conversion factors 2024/25 pertaining to average petrol and diesel fuel blend and natural gas (kWh (Net CV))
- **Scope 2** emissions figures are calculated using location-based methodology using DEFRA conversion factors pertaining to kWh (Net CV).
- **Scope 3** categories have been selected based on The GHG Protocol, the size of a category's impact on business operations and availability of data.
- 3.1 Purchased Goods and services are based on spend data by Finance department and including entire supply chain. The emissions are calculated using DEFRA spend factors GHG (kgCO₂e per £) 2022 due to availability limitation.
- 3.2 Capital Goods include the capital additions made through year 2024/25 and emissions are calculated using DEFRA spend factors GHG (kgCO₂e per £) 2022 due to availability limitation.

- 3.3 Fuel and energy related emissions refers Well-to-tank (WTT) emissions referring to the environmental impact, particularly greenhouse gas emissions, from the entire process of producing and delivering fuel to a vehicle's tank, covering extraction, refining, processing, and transportation, but excluding the emissions from burning the fuel itself. So, it includes WTT for fuels, nature gas and electricity consumption calculated based on DEFRA conversion factors 2024/25 pertaining to kWh (Net CV).
- 3.5 Waste generated in operations includes waste disposed across categories of paper, wood, plastic, and general waste calculated using DEFRA 2024/25 conversion factors.
- 3.5 Water usage & treatment includes actual usage of portable water and water treated in m3 which is calculated using DEFRA 2024/25 relevant conversion factors.
- 3.6 Business Travel- spend based, has been calculated using spend data and DEFRA spend factors GHG (kgCO₂e per £) 2022 due to availability limitation. This includes parking, car rentals, air travel, staff accommodation, bus travel, company car mileage, fuel for mileage, and personal car.
- 3.7 Employee Commuting and Homeworking: This has been calculated from average workforce data held by the company supported by company survey rolled out in current year.
- 3.11 Use of Sold Products refers to packaging for sold products which is disposed by consumers on sale and calculated using DEFRA 2024/25 for material use of plastic, paper and wood.

Baseline year emissions: 10,866 tCO₂e

EMISSIONS	TOTAL (tCO₂e)
Scope 1	235 tCO ₂ e (2%)
Scope 2	34 tCO ₂ e (0.3%)
Scope 3 (Included Sources)	Total 10,597 tCO ₂ e (98%) 3.1 Purchased Goods and Services: 9,878 3.1 Water usage & treatment: 0.10 3.2 Capital Goods: 72 3.3 Fuel and energy related: 63 3.5 Waste generated in operations: 56 3.6 Business Travel- spend based: 206 3.7 Employee Commuting and Homeworking: 277 3.11 Use of Sold Products: 46

Total Emissions	10,866 tCO ₂ e
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Current Emissions Reporting

Reporting Year: 2024-25	
EMISSIONS	TOTAL (tCO₂e)
Scope 1	235 tCO ₂ e (2%)
Scope 2	34 tCO ₂ e (0.3%)
Scope 3 (Included Sources)	Total 10,597 tCO ₂ e (98%) 3.1 Purchased Goods and Services: 9,878 3.1 Water usage & treatment: 0.10 3.2 Capital Goods: 72 3.3 Fuel and energy related: 63 3.5 Waste generated in operations: 56 3.6 Business Travel- spend based: 206 3.7 Employee Commuting and Homeworking: 277 3.11 Use of Sold Products: 46
Total Emissions	10,866 tCO ₂ e

Emissions reduction targets

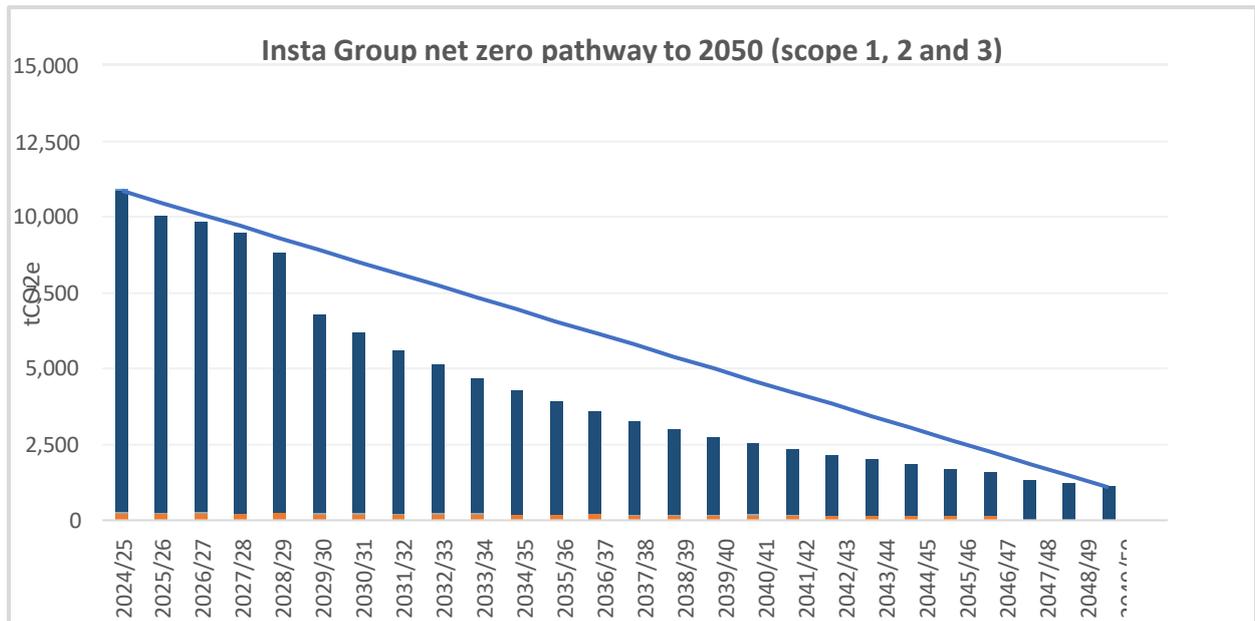
Insta Group has adopted the following **absolute emissions reduction targets**:

- **Near-term target (2030):**
Reduce total emissions by **38%** from baseline (*~4,075 tCO₂e reduction*)
- **Long-term target (2050):**
Reduce total emissions by **90%** from baseline (*~9,740 tCO₂e reduction*)

Reduction Trajectory

- **2025–2030:** Average reduction of **~7.6% per year**
- **2030–2050:** Average reduction of **~3.1% per year**

Progress against these targets can be seen in the graph below:



Carbon Reduction Projects

The following environmental management measures and projects have been completed or implemented to date.

Carbon Reduction Measures Implemented

Scope 1 – Direct Emissions (2%)

This relates to energy consumption by company owned vehicles and 4 gas based radiators in the washroom. The decarbonisation highly depends on commercially viable alternative sources of renewable energy. Despite the challenges, following have been implemented till date, as we continue to explore options -

- Replacement of diesel forklift truck at Insta House with an electric forklift.
- Upgrade of commercial vehicle fleet to highest available efficiency standards as per market availability and operational feasibility. Explored the distance / market feasibility of current electric options and Insta will keep an eye on the market.
- Over 75% of company cars are now electric, significantly reducing mobile combustion emissions.
- Following our office refurbishment in 2022, we transitioned our main office heating to an air source heat pump.

Scope 2 – Purchased Electricity (<0%)

- Solar PV installed on the main office roof, reducing reliance on grid electricity and self-generating about 12k kWh per year.
- Installation of LED lighting and PIR sensors across office spaces to minimise unnecessary energy use.

- Office refurbishment completed in 2022, implemented energy-efficient layouts and systems. This process is maintained to track continued energy efficiency checks around operations and regularly replace inefficient equipment / appliances.

Scope 3 – Indirect Emissions (98%)

Sustainable staff travel

- Installation of six EV charging points at Insta House, available free of charge to staff.
- Introduction of a salary sacrifice EV scheme to accelerate employee uptake of electric vehicles.
- Explored Cycle to Work Scheme for opportunities to encourage public transport.

Waste and water management

- Segregated recycling systems in place across office operations.
- Commitment to maximising recycling rates and setting clear waste reduction targets across sites in the coming period. Waste emissions reduced from 76 tCO₂e to 56 tCO₂e from 2023-24 to 2024-25 as waste generated decreased by 10%.
- Rolled out a formalised waste policy and waste management plan with training to staff on waste management.
- The pallets for packaging are re-used in the business.
- We previously installed waterless urinals at our main office.

Planned Carbon Reduction Measures

Given that over 90% of emissions sit within Scope 3 Purchased Goods & Services, Insta Group UK's Net Zero strategy prioritises supply chain decarbonisation, alongside continued operational improvements. e.g. working with suppliers to find low carbon alternatives and improving data capture. Following are the measures which we hope to implement for the coming years -

Scope 1 – Direct Emissions (2%)

Fleet energy efficiency

- Explore opportunities every 2-3 years to transition petrol and diesel fleet to low emission alternatives dependent on market availability and operational feasibility. (Note: Currently, commercially viable large electric vans are not available).
- Trialling a new system with route optimisation for logistics efficiency.

Heating decarbonisation

- Assess feasibility of replacing gas-based heating systems with battery storage or heat pumps at Insta House. Exploring commercial battery storage and other alternatives available in the market.

Scope 2 – Purchased Electricity (<0%)

100% renewable electricity

- Explore opportunities to transition to renewable electricity tariffs at our office, subject to credible certification (subject to credible sourcing).

- Explore expanding on-site solar generation where space allows and explore installation of a solar panel car port in our car park.
- Explore other on-site renewable options including battery storage with right battery size and heat pumps, depending on operational feasibility.
- Develop and implement an energy efficiency policy and strategy including staff energy training and regularly explore opportunities to upgrade equipment to energy efficient alternatives.

Energy management

- Implement sub-metering and periodic energy audits to drive continuous efficiency improvements.

Scope 3 – Priority Focus Areas (98%)

3.1 Purchased Goods & Services (91% of total emissions)

Supplier engagement & procurement reform

- Introduction of a **Sustainable Procurement Policy**, requiring suppliers to:
 - Measure and disclose carbon emissions.
 - Commit to science-based or Net Zero-aligned targets.
- Engagement with key suppliers to:
 - Improve data quality for actual consumption of products and materials instead of spend data.
 - Reduce embodied carbon in materials.
 - Optimise logistics and manufacturing processes.

Carbon-informed purchasing

- Integration of carbon considerations into procurement decisions, alongside cost and quality.
- Work with key suppliers to identify product redesign, material substitution, and process efficiency opportunities.
- Develop and implement a green procurement guide for key spend hotspots relating to construction as detailed within this carbon reduction plan.

3.6 Business Travel (2% of total emissions)

- Introduction of Sustainable Travel Policy and
- Prioritisation for rail over flights and in case of flights preference given to Economy over Premium Economy / Business Class including route optimisation.
- Improve data quality.
- Partner with hotels who have sustainability credentials to reduce the hotel industry's carbon footprint, focused on increasing energy efficiency, producing, and sourcing renewable energy and transitioning from fuel to electricity sources. Where repeat hotel partners exist, work with key providers to improve hotel-specific carbon data allocation for Insta group.

3.7 Employee Commuting (3% of total emissions)

- Conduct staff training on employee commuting results and continuing to promote EV staff scheme and carpooling.

- Behaviour change program to encourage expansion of public transport.
- Continue promotion of hybrid working to reduce commuting frequency, where possible.
- Continued incentives for EV uptake through salary sacrifice and continued expansion to EV infrastructure as demand increases.

3.5 Waste & Water (1% of total emissions)

- Set formal waste reduction and recycling targets.
- Continue engagement with waste contractors to improve data quality and collaboration to improve recycling performance.
- Increased use of recyclable and lower-carbon packaging materials in collaboration with packaging supplier.
- Reduce material waste through reuse, repair, and improved inventory management.
- Maintain the formalised waste policy and waste management plan with improved training to staff on waste management and roll out training to staff across locations.

3.11 Use of sold products (<0% of total emissions)

- Plan to work with suppliers to reduce packaging for sold products and consider circular design or take back schemes to help consumer dispose the waste responsibly, which is put back into the supply chain.

Governance, Monitoring & Reporting

We have a well operated measuring and reporting system, and we will continue to maintain the following measures for governance -

- Emissions will be measured and reported annually.
- Progress against targets will be reviewed by senior management.
- Assumptions, estimates, and exclusions will be transparently disclosed.
- This Carbon Reduction Plan will be reviewed and updated annually.

Insta Group has already taken meaningful steps to reduce operational emissions through fleet electrification, energy efficiency, and renewable energy. However, achieving its Net Zero ambition will require a strategic shift towards Scope 3 reduction, particularly in purchased goods and services.

By embedding carbon considerations into procurement, accelerating low-carbon travel, and continuing operational decarbonisation, Insta Group has a credible and achievable pathway to delivering its 2030 and 2050 carbon reduction targets.

Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard 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 standard¹ and

¹<https://ghgprotocol.org/corporate-standard>

uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

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) Standard³.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

Signed on behalf of the InstaGroup Ltd



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Date: ...23/01/2026.....

²<https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>
³<https://ghgprotocol.org/standards/scope-3-standard>