

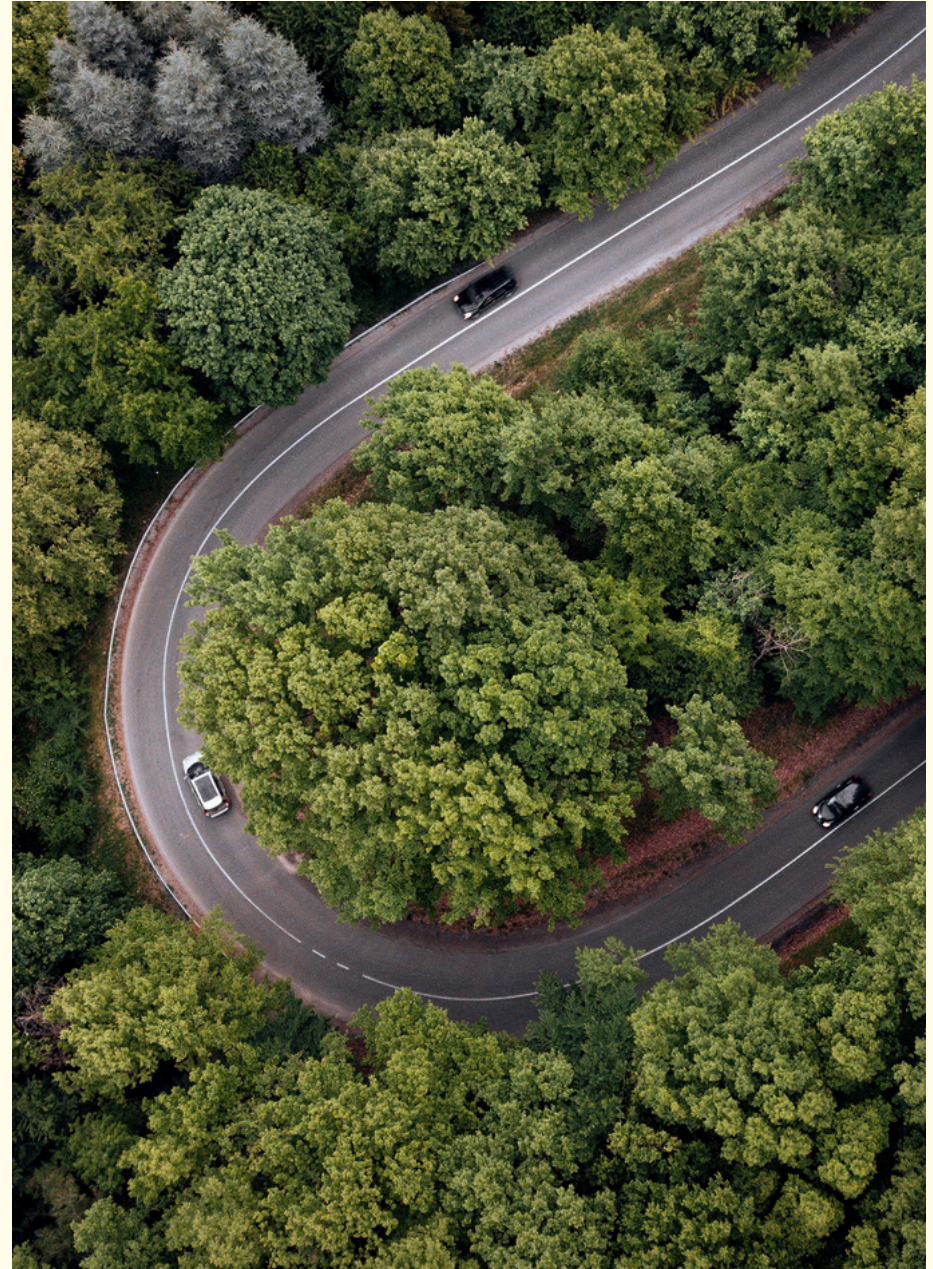
# Climate impact report 2023-2024

metrikus



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# A note from our CEO



## Start with why

As long ago as 1895, Swedish scientist Svante Arrhenius predicted that increasing the levels of carbon dioxide in the Earth's atmosphere would cause the planet to warm.

In the century that followed his prediction, the science of climate change and global warming was a contentious field, but the debate firmly ended in 1990 with the publishing of the First Assessment Report

by the Intergovernmental Panel on Climate Change (IPCC). The results were in and the message was clear: anthropogenic climate change is causing irreversible damage to our planet, and we're rapidly heading towards a cliff edge.

We've had 34 years of warnings but it seems we've only put our foot down on the throttle. Biodiversity and wildlife populations have plunged, and this year, for the first time, we breached the 1.5°C warming limit.

In the face of such ecological decline, the very least we should do is hold ourselves accountable. Every business and individual affects the environment, and the process of minimising this impact begins with measuring it.

This is the third year that we've measured our impact at Metrikus. In doing so, we've

been able to address areas of high emissions and embed sustainable initiatives throughout all parts of our business. It has been a transformative journey – we've made some mistakes and took on the learnings, with the simple aim of being better than the year before.

This document is about transparency and sharing these learnings; I hope it will be useful to you. If you have any questions, feedback, or thoughts, please feel free to get in touch with me or the Metrikus team: our contact details are at the end.



**Gary Cottle, CEO  
Metrikus**

# Our impact

**287**  
tonnes  
of  
CO<sub>2</sub>e

for the period April 2023 to March 2024

It's equivalent to:



**6.5t** per employee

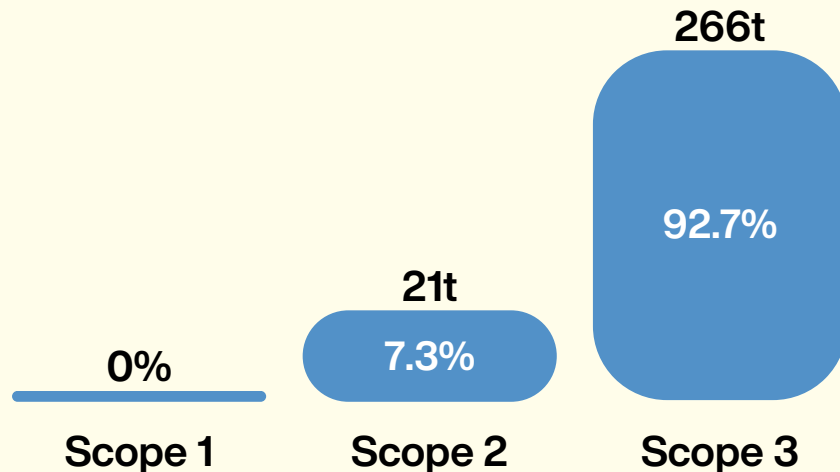


**13,045 trees** absorbing  
carbon for one year



**One return journey** from  
London to New York made by  
an Airbus A330-300





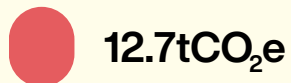
Purchased goods and services



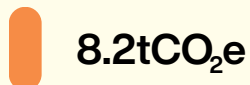
Business travel



Heat and steam



Electricity



## What are scopes?

All sources of emissions come from one of three categories, also known as scopes. Categorizing emissions into scopes helps businesses understand where their impact is coming from, and where they should focus their reduction efforts.

### Scope 1 emissions:

Direct greenhouse gas emissions that are controlled or owned by an organization, such as the combustion of fossil fuels in boilers or vehicles. We don't have gas in our offices or own any vehicles, which is why our scope 1 emissions are 0.

### Scope 2 emissions:

Indirect greenhouse gas emissions from the consumption of purchased electricity, heat, or steam. This doesn't include electricity from renewable sources.

### Scope 3 emissions:

Indirect greenhouse gas emissions from activities outside of an organization's own operations, including emissions from suppliers, transport, travel, and even emissions from consumers using your company's products. Scope 3 emissions are notoriously difficult to accurately measure.



## How is this calculated?

This calculation includes every aspect of our business operations – office use, flights, hotels, employee commuting, cloud hosting, purchases from suppliers, and more.

We use the [Business Carbon Calculator](#) by Normative to calculate our emissions. The methodology follows the [Greenhouse Gas Protocol](#), which is the most widely used international protocol for carbon accounting.

Our calculation uses primarily financial data – how much money was spent on various categories – to work out an estimate of the total emissions. A more accurate calculation can be achieved by using “activity data”, which outlines the exact unit of fuel burned or material purchased for an activity.

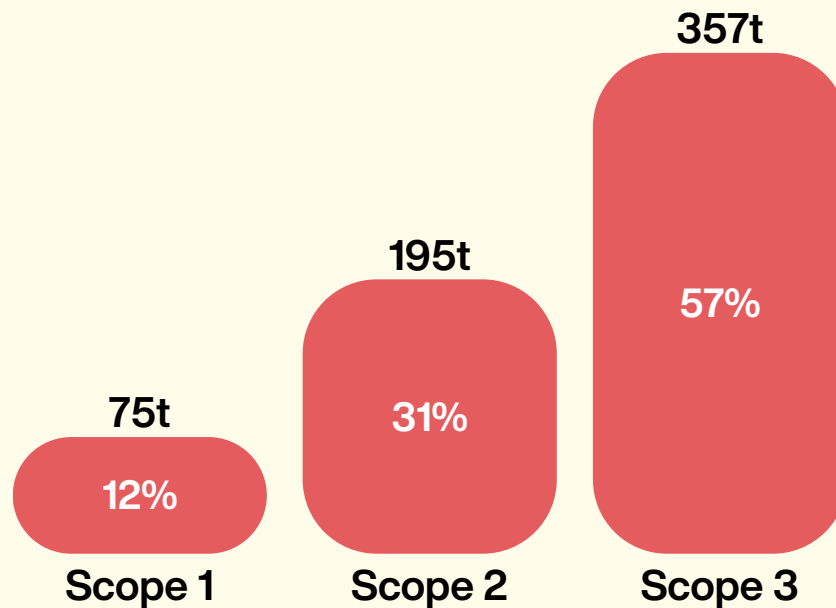
Activity data isn’t readily available and can require huge amounts of resources to gather, which is why most businesses rely primarily on financial data to calculate their emissions.

We are continuously looking to increase the percentage of activity data used in our emission calculation to improve its accuracy.





## Industry average emissions



## Our intensity ratios

Year	Intensity ratio	YOY % change	Baseline year % change
2020	0.00015	N/A	N/A
2021	0.00089	+493%	+493%
2022	0.00022	-75%	+47%
2023	<b>0.00013</b>	<b>-36%</b>	<b>-13%</b>

## Benchmarking our emissions

Our gross emissions on their own might not mean a lot. It's important to benchmark the numbers to contextualize them and understand our impact a little bit better.

### Industry average

The average emissions for UK companies of similar revenue to ours in the IT, software, and computer industry are 627t per year. Of these 627t, 131t are from purchased goods and services.

Overall, we're below the industry average but have comparatively high emissions from purchased goods and services.

### Intensity ratios

Intensity ratios are a comparison of revenue and emissions, and are a great way to standardize the emissions of a growing company. Each year our total emissions have increased, and this is expected: we have had more employees and more clients, so naturally our emissions have grown alongside our business activities. It's important that we keep monitoring our intensity ratio as a consistent measure of environmental performance while our company expands.

Our 2023 intensity ratio was 0.00013. This is the lowest it has ever been! 36% lower than last year and 13% lower than 2020.

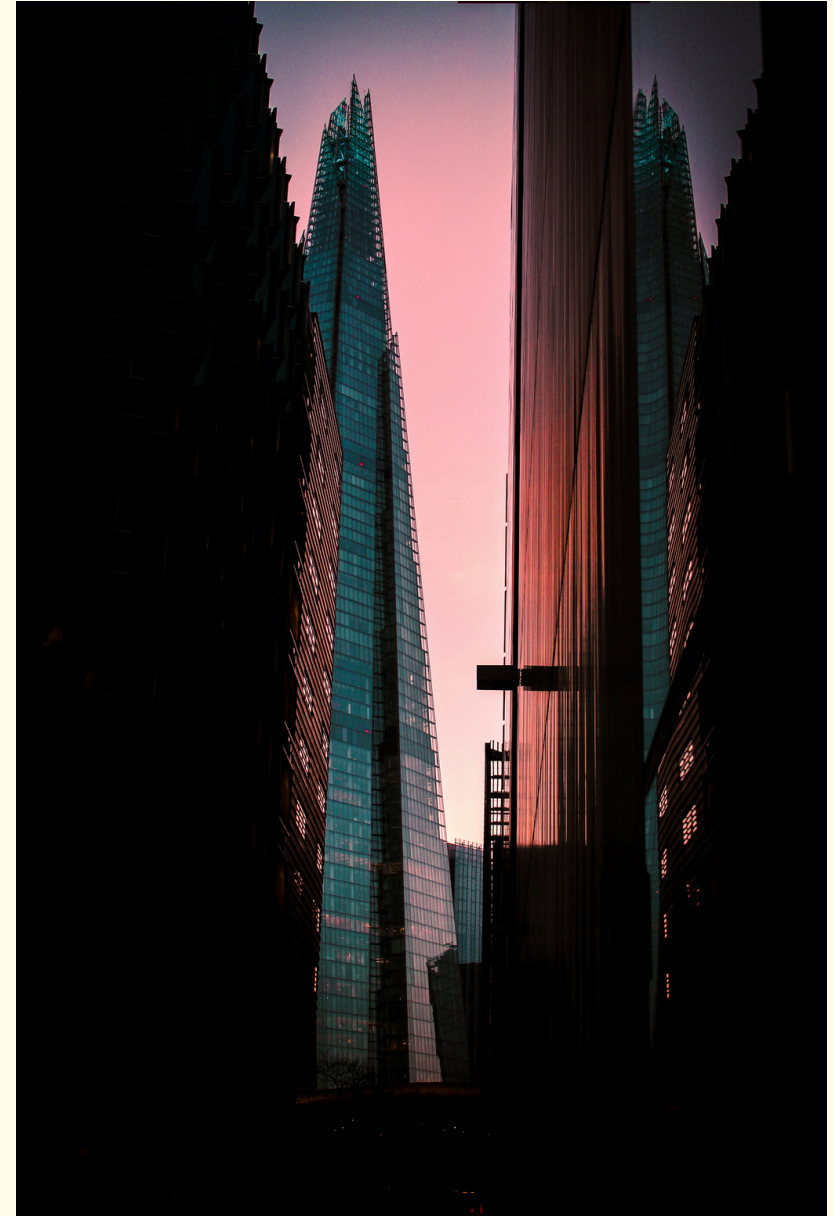


# Our goals

We're a growing company. At this stage, it's impractical to set goals for year-on-year gross emission reductions as they will inevitably increase. Our goals are focused around benchmarked emissions, but more generally we are aiming to improve our policies and processes to be centered in sustainability.

The main benchmark we are using to set goals and track progress is our intensity ratio: comparing emissions to our revenue. We want to keep our intensity ratio equal to or lower than it was in our baseline year of 2020 – and achieved it this year, with a 13% reduction.

We are also working towards net zero as per the Science Based Targets initiative's definition for SMEs (fewer than 500 employees), by eliminating scope 1 and 2 emissions. Our scope 1 emissions are already 0, and we'll work towards eliminating our scope 2 emissions by changing our office energy to a renewable tariff.



# Our actions



We are still at the start of our sustainability journey, but have made some progress along the way. [So how did we get to where we are?](#)

Three years ago we formed our [Sustainability Committee](#), and since then they have been meeting monthly to think up ways of embedding sustainability throughout our company. Each decision followed one of two considerations:

1. How can we decrease our company emissions in line with our targets, and;
2. How can we help our employees and community to be more sustainable?

## Policies

### [Cloud computing](#)

As a SaaS company, many of our emissions are related to cloud computing. We decided to build our new platform on Microsoft Azure, migrating over from AWS, and the migration is now complete. Azure has several sustainability benefits, as it is committed to being:

- 100% run on renewable energy by 2025
- Water positive by 2030
- Zero waste by 2030







## Policies

### Ethical and sustainable procurement policy

As a building efficiency platform, our solution primarily operates within the cloud. Sometimes, however, a client requires additional sensors to be fitted in their building and we fulfill this by reselling from hardware vendors. Our sustainable procurement policy outlines certain criteria which must be met by our suppliers: these are environmental, ethical and social.

We amended this policy to include a statement of preference to those suppliers with a net zero strategy, actively working to lower carbon emissions which can aid and optimize our scope 3 impacts. In conjunction with this amendment, we reached out to our current suppliers to ask for their sustainability policies or net zero strategies, with the hope of influencing better environmental practices throughout our supply chain.

### Cycle to work scheme

Our Green Commute Initiative has been in place for two years and incentivises workers to purchase a bike for the purpose of commuting to work. There is potential for this to be more widely used and we are working on internal communications to increase uptake.

# Initiatives

## Dark January

For the past two years, we have run our Dark January campaign which is centered around combating the 30% of energy wasted in commercial buildings. The campaign has gained great traction – we have partnered with CUBE competition, were featured in several news outlets, and the campaign was nominated for an award. Very coincidentally, the City of London then proposed to turn off the lights in the city's biggest skyscrapers.



## Lunch and learns

We hosted sustainability-focussed lunch and learns for our employees throughout the year. Lars Rønning, CEO and co-founder of Ailuna spoke to Metrikus about building sustainable habits, and our own ESG & Sustainability Lead, Sami Mustapha, spoke about how we can reduce waste in our lives.

## Plastic-free July

We went plastic-free in July, incentivizing employees with a weekly leaderboard and prize for whoever managed the most plastic-free days. In total, we saved 30.2kg of plastic.





# Glossary

Did you come across any terms or eco-jargon that made you scratch your head? Here are some definitions that might be helpful:

## **Carbon footprint:**

The total amount of greenhouse gas emissions that are released into the atmosphere as a result of an activity or organization – in our case, it is everything associated with running Metrikus.

## **Carbon neutral:**

Being carbon neutral refers to an individual or organization balancing their carbon emissions by removing carbon from the atmosphere, usually through carbon offsetting.

## **Net zero:**

Net zero and carbon neutral are often used interchangeably. The slight difference is that net zero refers to the balancing of all greenhouse gas emissions, not just carbon.

## **Carbon offsetting:**

A process that allows companies or individuals to compensate for their own carbon emissions by funding projects that reduce greenhouse gasses elsewhere. If you'd like to learn a bit more about carbon offsetting, including how projects are rated and verified, you can read this [blog post](#).

## **Carbon removal:**

The process of removing carbon dioxide from the atmosphere and storing it in long-term storage solutions. Examples of carbon removal methods include afforestation, reforestation, carbon capture and storage, and direct air capture.

## **Carbon avoidance:**

The process of avoiding or reducing greenhouse gas emissions before they are generated. Examples of carbon avoidance methods include increasing energy efficiency, transitioning to renewable energy sources, and reducing consumption.

## **Science-based target:**

An emission reduction target is classified as 'science-based' if it is in line with the scale of reductions necessary to keep global warming to well below 2°C from pre-industrial levels.



Get in touch:

If you have any thoughts, questions or feedback about this report, please feel free to get in touch with us at [marketing@metrikus.io](mailto:marketing@metrikus.io)

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