

HALVE BY 2030 · NET ZERO BEFORE 2050

Net zero plan 2026

As Haijahr grows from two people to five, this plan sets out our forecast footprint, the verified offsetting we have begun, and the actions already underway to cut what we emit.

A growing team, a clear-eyed plan

In 2026 Haijahr grows from two people to **five**. More people means more devices, more energy and a larger footprint — so this plan is built to manage that growth honestly, not to wish it away.

0.540 →
1.612

Gross tCO₂e: 2025 actual → 2026 forecast

1.0 †

Verified offsetting, beginning 2026 via Plant Protect

+0.612 †

Net position after offsets (reported separately)

Why the footprint rises. Three more team members — two full-time, one part-time and a three-month contractor — each bring devices, electricity and a share of cloud and travel. Embodied carbon in new laptops and phones is the single biggest driver.

The honest framing. We report **gross emissions and offsets separately**. Offsets do not reduce what we emit; they neutralise it. Holding the two figures apart keeps us clear of greenwashing.

What this plan contains. The 2026 forecast inventory, our verified offsetting, the 2030 and 2050 targets, the actions already in place, the KPIs we track, and who is accountable.

It complements 2025. Read alongside our 2025 Climate Report (base year 0.540 tCO₂e) and our SME Climate Hub disclosure, this completes the picture as the business scales.

01 Our 2026 inventory

A forecast of **~1.612 tonnes CO₂e** across the full team, by category. **Embodied equipment** and **workspace energy** dominate — which is exactly where our reduction levers point.

CATEGORY	WHAT IT INCLUDES	KG CO ₂ E
Workspace energy & climate control	Heating, cooling, lighting, devices, network S1 S2	852.5
Equipment (embodied)	Laptop, smartphone & router manufacturing, end-of-life S3	503.2
Outsourced services	Accountant working from home S3	92.0
Cloud & SaaS	Hosting, Notion, Microsoft 365, team chat S3	79.5
Business travel & accommodation	Rail to London, hotel nights S3	66.3
Deliveries & post	Fulfilment & manual posting S3	18.2
Total gross emissions	~1.612 tonnes CO₂e	1611.7

Embodied/manufacturing emissions are annualised over each device's expected life (laptops 3 years, phones 5 years) using conservative high-end estimates. Climate control reflects a Spain grid factor for one remote full-time member. Figures are forecasts and will be trued up against actuals at year end.

~53%

Workspace energy & climate control share

~31%

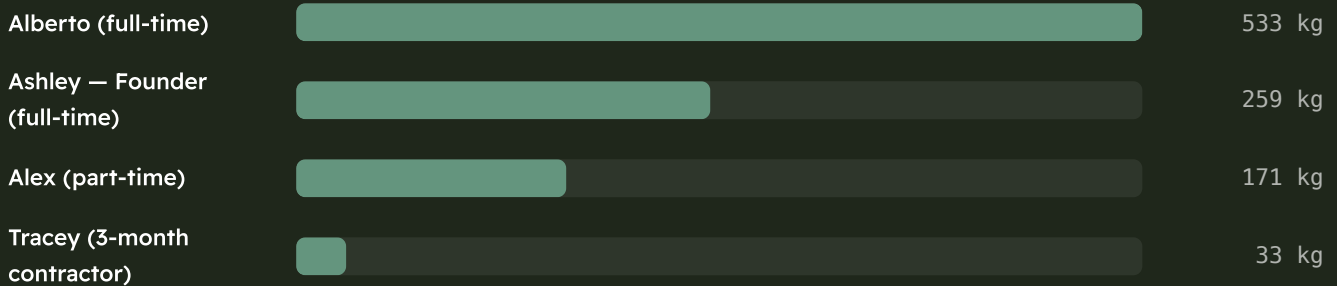
Embodied equipment share — our key lever

~9.0

kg CO₂e per £1k turnover (vs 7.3 in 2025)

02 Footprint across the team

An indicative split of personal operational emissions across the 2026 team. Differences come down to **hours, location and equipment** — not effort.



Per-person figures cover allocated climate control, hosting, SaaS, device electricity and routers, with business travel allocated to the founder. Company-level embodied and fulfilment emissions are reported at business level and are additional to these allocations.

Why Alberto is highest. A full-time, fully remote role using air conditioning on a higher-carbon grid drives a larger climate-control share. It is a data point for where green-tariff and efficiency actions matter most.

Why the founder is moderate. Ashley carries all business travel but shares a single home workspace, keeping operational energy efficient.

Part-time and contract. Alex's part-time hours and Tracey's three-month contract are pro-rated, so their footprints scale with the time actually worked.

How we use this. Not to rank people, but to target action — green tariffs, efficient defaults and longer device life — where it will cut the most carbon.

03

Taking action now, with Plant Protect

Halving emissions by 2030 is the target — but we did not want to wait. From 2026, our **Plant Protect** membership funds tree planting and rainforest conservation, offsetting one tonne of CO₂e a year.



Build the Foundations — £300/year. Includes a sustainability & ESG questionnaire, a 12-month action plan, quarterly progress reviews, certified carbon-offset participation, and tree planting plus forest preservation.

Verified, not averaged. These are real, certified outcomes — reported separately from our gross emissions so the maths stays honest.

1 t

CO₂e offset per year

200

trees planted

400

trees preserved from deforestation

10

acres of Amazon rainforest supported

10

fruit trees feeding & supporting families

12-mo

focused action plan & quarterly reviews

The net position, stated plainly

Gross 2026 emissions ~**1.612 tCO₂e**, less **1.0 tCO₂e** of verified offsets, leaves a net position of ~**+0.612 tCO₂e**. We are not yet net carbon neutral on current figures, and we say so. Closing that gap is the work of our reduction targets, not more offsets alone.

04

The road to net zero

2025 · BASE YEAR

Measure honestly

First full inventory: 0.540 tCO₂e as a two-person team. Reductions through rail-over-car travel and paperless working.

2026 · THIS PLAN

Grow, offset, embed

Team of five, forecast 1.612 tCO₂e. Verified offsetting begins (1.0 t). "No-regrets" efficiency actions and a device-lifecycle policy go live.

BY 2030 · NEAR-TERM

Cut Scope 1+2 by 25%

A 25% absolute reduction in Scope 1+2 against the 2025 base year, through efficiency, green tariffs and longer device life.

BY 2050 · NET ZERO

A further 25%, then neutralise

An additional 25% absolute reduction across Scope 1+2+3, with verified offsets covering the residual. A 50% cut takes gross emissions to ~0.806 t; with ~1.0 t of offsets maintained, that is a net-zero or net-negative position.

Review cadence. Assumptions, emission factors (e.g. grid intensity) and the inventory itself are refreshed annually as data quality improves, and actions are updated accordingly.

05

What we are already doing

This is not a plan for someday. These measures are **in place now**, chosen because they cut carbon at little or no cost to a small business.



"No-regrets" efficiency

Power-management defaults, end-of-day shutdown habits, and licence/seat hygiene — low-cost measures that cut energy and spend together.



Green hosting & suppliers

Reviewing hosting and SaaS providers, favouring those with evidenced renewable energy and published climate commitments.



Low-carbon travel by default

Virtual meetings first; rail over car or air for UK travel; a short justification required before any flight.



Device lifecycle & reuse

Repair first, extend device life, hand laptops down for reuse, and recycle responsibly for parts — cutting our biggest Scope 3 source.



Paperless operations

Carried over from day one — the business runs digitally end to end, with no routine printing.



Verified offsetting

Plant Protect membership funds tree planting and rainforest conservation, offsetting one tonne of CO₂e a year from 2026.

06

Priorities & the metrics we track

Priority actions, next 3–12 months

- 1 **Baseline & tracking**
A simple monthly log for energy, hosting, device inventory and travel.
- 2 **Energy-efficiency defaults**
Standard sleep/auto-off settings and an end-of-day shutdown norm.
- 3 **Green hosting & suppliers**
Review providers; prefer evidenced renewable and climate commitments.
- 4 **Low-carbon travel standard**
Virtual-first; rail over air; justification required for flights.
- 5 **Device-lifecycle policy**
Repair, reuse and responsible recycling; reduce unnecessary upgrades.

KPIs we will track

- **Energy:** kWh and £ per month where available.
- **Hosting & SaaS:** monthly spend; renewable/climate status of top suppliers.
- **Devices:** number active, average age, repaired vs replaced.
- **Travel:** rail/air miles and reason; % of meetings held virtually.
- **Circularity:** devices recycled or reused via a compliant route.
- **Carbon intensity:** kg CO₂e per £1k turnover, year on year.

Accountability

- **Overall accountability:** Ashley Johnson, Founder.
- **SME Climate Hub Champion:** Alex Dawson — maintains the tracking log and drafts the annual update.

07

How we stay on course

Cadence

We hold **6-monthly, 15-minute check-ins** to review performance against our commitments, update assumptions as data quality improves, and confirm actions remain effective as the business grows. Progress is reported publicly each year in line with our SME Climate Commitment.

Key risks & how we manage them

Data gaps

PRIMARY

Scope 3 supplier activity data is hard to obtain. **Mitigation:** start with spend-based and conservative estimates, clearly flagged, and request activity data from priority suppliers over time.

Limited control over buildings

MEDIUM

As a home-based business we have limited control over workspace energy. **Mitigation:** efficiency defaults, green tariffs where possible, and targeting our highest-energy roles first.

Skills & capacity

MEDIUM

A small team has limited time and climate expertise. **Mitigation:** a dedicated SME Climate Hub Champion, minimal KPIs, and short 6-monthly reviews.

Greenwashing

MEDIUM

Risk of overstating progress. **Mitigation:** publish only what can be evidenced, report gross emissions and offsets separately, and clearly mark "done" versus "planned".

Cost vs greener choices

LOWER

Environmental goals must not undermine a lean business. **Mitigation:** lead with no/low-cost measures, and use grants or incentives where a clear case exists.

HUMAN FIRST. ALWAYS.

Building responsibly.

Measured, not estimated away. Offset honestly, and reported in full. A small business taking real responsibility as it grows.

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