

n@mensa

# Carbon reduction plan



We design for

# Sustainability

Understanding the impact digital services can have on our environment is essential to improving how we design solution for a more sustainable future.


We are actively involved with [World Wide Web Consortium](#) (W3C) as well with other leading champions in the industry to learn more and promote how to design better for our environment.

It makes sense both ethically and financially!



## Our Commitment

As a market leading digital agency, we acknowledge and take responsibility for the environmental impact of our activities. We're committed to mitigating the impact of our operations on the natural environment.

 Our commitment aligns with the UK government target by achieving Net zero by 2050.



### Our annual energy emissions target

**30.2** tCO<sub>2</sub>e  
In 2022

**6.8** tCO<sub>2</sub>e  
by 2026



### Our climate pledge



As an MRS Company partner, we are dedicated to their Climate pledge; to work collaboratively and take meaningful steps to reducing our carbon emissions.

The pledge focuses on four key areas:

Tracking, Reduction, Transparency and Collaboration.

[mrs.org.uk/resources/climate-pledge](https://mrs.org.uk/resources/climate-pledge)

## Our environmental objectives

1. Commercial Make strategic, commercial business decisions that also deliver measurable social and environmental impact.
2. Culture Embed a culture of sustainability that empowers individuals personally and professionally.
3. Practice Ensure our operations and working practices contribute to our mission statement and carbon reduction plan.
4. Tracking Ensure we review progress through internal formal management reviews and external reviews with MRS and ISO accreditations. To continuously improve environmental performance where possible and work towards specific targets.



# Our Strategies

Our strategies are to reduce our carbon footprint and improve our carbon emissions.

Our current strategies form part of our environmental policy and are detailed across the following pages.



# Our strategies



Area of focus	Mitigation action
1 Waste reduction and management	<p>We always consider the waste hierarchy when managing the waste we produce.</p> <p><b>Reduce:</b> We are a paperless office minimising the main area of waste in most offices</p> <p><b>Reduce:</b> We use rechargeable batteries for all equipment that requires them. Laptops are redistributed when staff leave.</p> <p><b>Reduce:</b> We have multiple recycling stations around the office encouraging the appropriate disposal of materials.</p>
2 Consumption of utilities	<p><b>Transparency:</b> We use 100% renewable energy. we have received a REGO certificate. A REGO certificate acts as a guarantee to energy consumers proving that a certain amount of energy was produced from renewable sources.</p> <p>[continued on next page]</p>

# Our strategies



## Area of focus

## Mitigation action

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**Tracking:** We collate our meter readings and energy consumptions every month, seeing a decrease in usage.

**Reduce:** We reduce the level of energy by having motion sensor lights.

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### 3 Transportation

**Reduce:** Our only company vehicle is 100% electric.

**Reduce:** We provide a cycle to work scheme for all employees.

**Reduce:** Hybrid working is here to stay, with most staff only in the office for 2/3 days per week. Reducing pollution caused by commuting as well as minimising energy usage in the office.

# Our strategies



Area of focus	Mitigation action
4 Procurement	<p><b>Collaboration:</b> We complete supplier questionnaires to ensure we work with suppliers with similar Carbon reduction goals and are committed to improving environmental performance.</p> <p><b>Reduce:</b> We avoid the use of any hazardous substances wherever possible.</p>
5 Employees	<p><b>Collaboration:</b> We have a Green Sustainable Working Group their mission is to 'Encourage people to form connections to their surroundings and inspire them to take positive action towards a more sustainable future.'</p> <p><b>Collaboration:</b> We require all staff to reduce wastage and the subsequent impact on the environment by ensuring that they close windows, avoid using unnecessary lighting or heating or leaving taps running, switch off equipment when it is not in use and handle all materials with care.</p>



# Our strategies



## Area of focus

## Mitigation action

- 
- 6 Commercial
- Collaboration:** We are defining and developing Sustainable Digital Design services for clients in sync with UK, EU and global regulations.
- Tracking:** We are reviewing, tracking and improving energy usage for Nomensa.com

Working towards a

# Fossil-Free Internet by 2030

In 2024, Nomensa joined The Green Web Foundation, an independent non-profit that tracks how much of the internet runs on green energy.

We are proud to be verified hosting providers of green energy.



GREEN WEB  
FOUNDATION

**nomensa**

Verified hosting provider

## Social value initiatives

We like to deliver additional environmental benefits to our clients, and to the wider design community.



## Sustainable Digital Design webinar

Run by a member of our team who sits on the W3C web sustainability community group – who are writing international guidelines on sustainable web design and development.

We can run bespoke sessions for DfE teams that:

- Help to highlight possible improvements to the sustainability of your new and existing services
- Upskill teams with emerging tools, techniques and regulation in the world of digital sustainability.
- Inspire a culture of positive change within our day-to-day practice.



## Carbon reduction



Activity in 2023/24 has focused on a review of our office footprint, and closure/relocation of six office spaces to consolidate and co-locate teams where possible.



100% renewable energy, with our team in Bristol completing this activity in 2023. The Bristol and London teams have changed all lighting to LED, projecting a **saving of 64.3 tonnes** from our carbon footprint in 2024/25.



We have hybrid work policies in place across the group, reducing the need for commuting. With many of our locations in city centre locations, we encourage active travel or use of public transport to reduce emissions further. We also offer a cycle-to-work scheme across the organisation.



We are currently developing and trialling an automated carbon checker that we use to apply carbon estimation for all the digital projects we deliver. We also use the carbon dashboards of our cloud providers to monitor emissions to ensure that all our work sits within the green energy zones.

## Climate positive travel policies



Individual teams across the organisation have specific climate positive travel policies, with an organisation-wide mindfulness around unnecessary travel. In FY25, we will be implementing an organisational travel policy.



Carbon offsetting is in place for business travel. We choose the right format for meetings with clients, avoiding travel unnecessarily, and choosing lower-impact options where available. We offset over 10,000 business miles, or 4 short haul return flights annually for every person.



## Local team initiatives

Our teams are encouraged to support local initiatives around sustainability.

In 2023/24, this included:



**Community Gardening** with the Bankside Open Spaces Trust (BOST)



**Tree planting** at Wildwood Trust Canterbury



**Fundraising for Folly Wildlife Rescue**, based near Tunbridge Wells



**River Clean-up** with Bristol Avon Rivers Trust (BART)



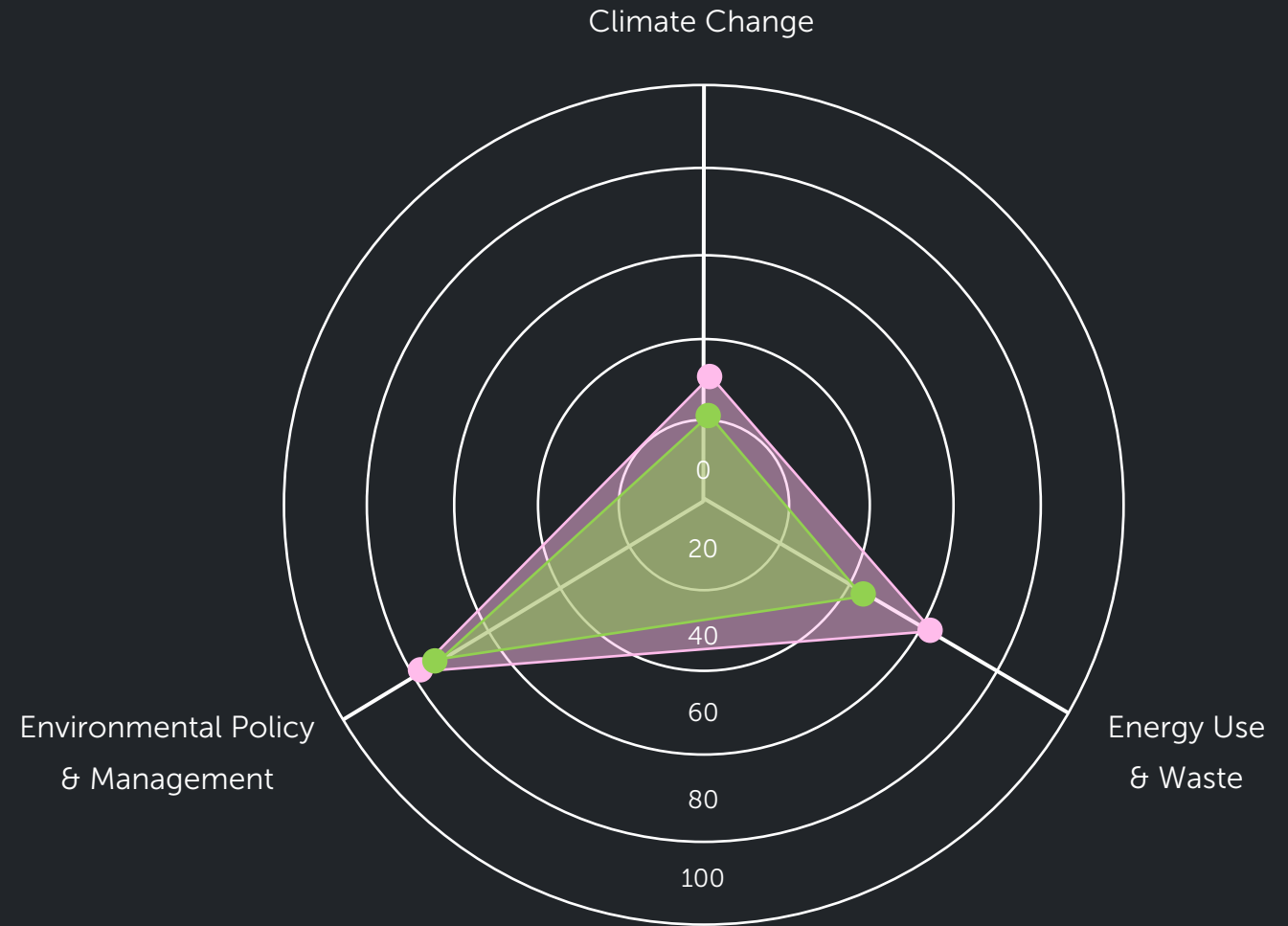
Active engagement by Emily Trotter, Principal Designer in our Bristol team, in the W3C working group for **web sustainability**.

# JOSCAR

Nomensa's JOSCAR score is outperforming the average.



● Nomensa's score    ● Average score for similar sized companies





# Thank You

We really appreciate your  
time and attention

Visit us at [nomensa.com](https://nomensa.com)

