

## UK Advertising Agency

**Reporting period:** 01 Jan 2015 - 31 Dec 2015

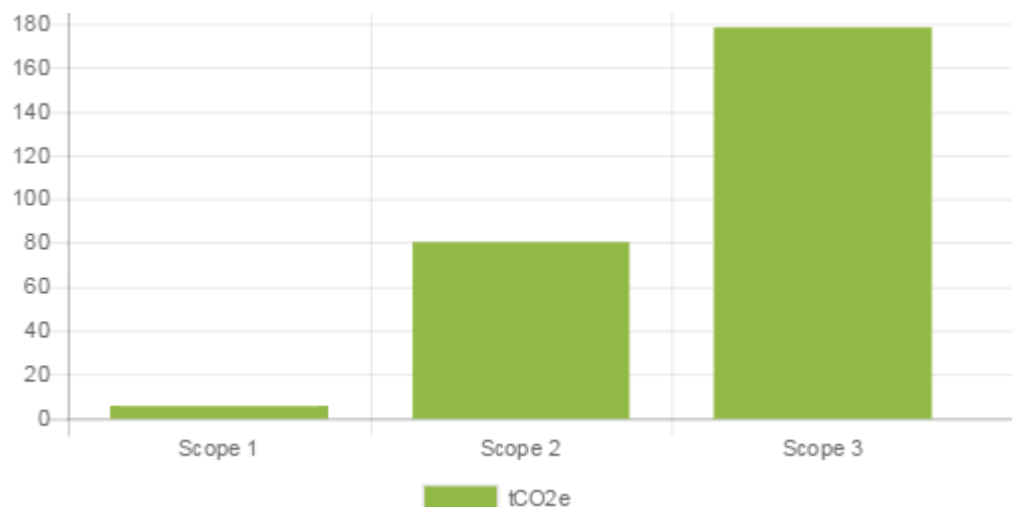
**Organisation:** Demo Advertising Agency

**Industry sector:** Advertising and market research

### Total reported GHG emissions and intensity ratios

Emissions	Organisation Emissions (tCO <sub>2</sub> e)	tCO <sub>2</sub> e / \$m revenue	tCO <sub>2</sub> e / FTE
Scope 1	5.710	1.543	0.020
Scope 2	80.207	21.678	0.277
Scope 3	178.245	48.174	0.615
<b>Totals</b>	<b>264.162</b>	<b>71.395</b>	<b>0.911</b>

### Scope breakdown of total reported GHG emissions



### Greenhouse gas emissions disaggregated by source

#### Rail Travel

Category	Scope 1 (t CO <sub>2</sub> e)	Scope 2 (t CO <sub>2</sub> e)	Scope 3 (t CO <sub>2</sub> e incl. WTT*)	WTT* (t CO <sub>2</sub> e)
International	0.000	0.000	0.079	0.012
National	0.000	0.000	0.157	0.028

#### Road Travel

Category	Scope 1 (t CO <sub>2</sub> e)	Scope 2 (t CO <sub>2</sub> e)	Scope 3 (t CO <sub>2</sub> e incl. WTT*)	WTT* (t CO <sub>2</sub> e)
Regular taxi	0.000	0.000	8.279	1.795

## Paper

Category	Scope 1 (t CO2e)	Scope 2 (t CO2e)	Scope 3 (t CO2e incl. WTT*)	WTT* (t CO2e)
Paper only	0.000	0.000	4.146	0.000

## Air Travel

Category	Scope 1 (t CO2e)	Scope 2 (t CO2e)	Scope 3 (t CO2e incl. WTT*)	WTT* (t CO2e)
UK Long haul air	0.000	0.000	85.149	9.282
UK Domestic air	0.000	0.000	5.415	0.590

## Water

Category	Scope 1 (t CO2e)	Scope 2 (t CO2e)	Scope 3 (t CO2e incl. WTT*)	WTT* (t CO2e)
Water supply	0.000	0.000	0.111	0.000

## Gas

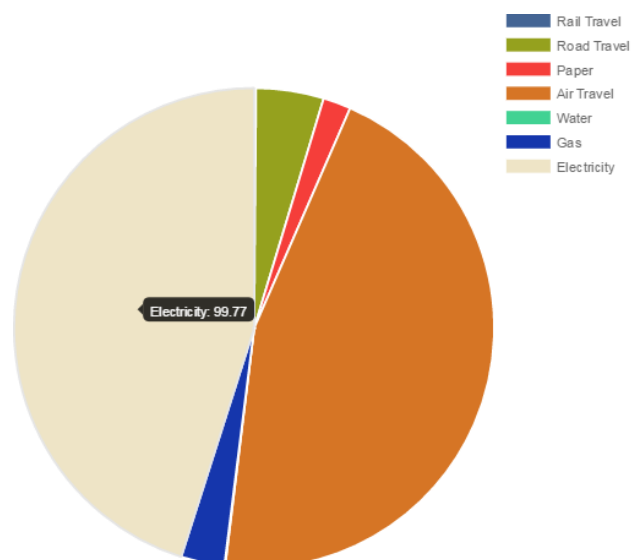
Category	Scope 1 (t CO2e)	Scope 2 (t CO2e)	Scope 3 (t CO2e incl. WTT*)	WTT* (t CO2e)
Mains gas	5.710	0.000	0.769	0.769

## Electricity

Category	Scope 1 (t CO2e)	Scope 2 (t CO2e)	Scope 3 (t CO2e incl. WTT*)	WTT* (t CO2e)
Electricity: UK grid	0.000	80.207	6.622	12.941

\*WTT: Well-To-Tank emissions are upstream Scope 3 emissions associated with extraction, refining and transportation raw fuel sources to an organisation's site or asset, prior to their combustion, as specified by GHG Protocol and Defra for separated reporting.

## Greenhouse gas emissions by source



## Total emissions disaggregated by main greenhouse gases

	Total	t CO2	t CH4	t N2O
Scope 1	5.710	5.698	0.009	0.003
Scope 2	80.207	79.567	0.061	0.580
Scope 3	177.476	143.576	0.013	0.770
Total	263.394	228.841	0.082	1.353

## Benchmark Report: Emissions intensity against industry benchmarks

Year	Demo Advertising Agency tCO2e Scope 1+2 Intensity	Industry Benchmark tCO2e Scope 1+2 Intensity	Demo Advertising Agency Scope 1+2 Operational Rating	Rank	Demo Advertising Agency tCO2e per FTE	Industry Average tCO2e per FTE	Rank	Demo Advertising Agency tCO2e per m2	Industry Average tCO2e per m2	Rank
2015	15.7	19.0	83%	4 : 6	0.296	1.479	2 : 30	0.066	0.128	10 : 31

FTE – Full Time Equivalent employees

Scope 1+2 Intensity is Scopes 1 and 2 emissions per million US Dollar turnover (in USA this is revenue)

Operational Rating shows Scope 1 and 2 emissions intensity as a percentage of the industry average

Emissions per m2 is the emissions per square metre of occupied floor space

For each intensity measure, the rank is your organisation's ranking compared with other organisations in your industry whose data is contained for that period within Compare Your Footprint's database.

## Ranking of Demo Agency against other agencies: Scope 1 and 2 emissions per million dollar turnover

