

# wonderhood Studios

## Carbon Reduction Plan

**Company name:** Wonderhood Limited, trading as Wonderhood Studios

**Published date:** July 2025

### Introduction

This document describes the Carbon Reduction Plan (CRP) for Wonderhood Limited (“Wonderhood Studios”). The aim of this document is to create a unified approach to resource use, sustainability, and environmental management within the organisation.

This document describes the following:

- Work to date in this area
- The level and types of environmental impact the organisation has on delivery of its services
- The definition of carbon targets and how these may be met

The responsibility for implementing this CRP will lie with Wonderhood Studios. The responsibility for the success of the CRP will rely on staff understanding their part in helping to reduce the environmental impacts of the organisation.

### About Wonderhood Studios

Wonderhood Studios is the only independent creative company where entertainment-makers and brand-builders work side by side. We create ideas that captivate, whether it’s a prime-time documentary, a scroll-stopping campaign, or a brand experience that gets people talking.

Our work spans advertising, TV, design, CX and social, all crafted to captivate, not just reach. Because in a world of fragmented feeds and distracted minds, attention isn’t taken. It’s earned.

That’s why we don’t just make content. We make work people choose to watch, bold, beautiful, and built to captivate from the first second to the last.

### Context

This work is being undertaken to allow Wonderhood Studios to comply with customer demands by creating and being responsible for a carbon plan.

In addition to this, Wonderhood Studios recognise this is a changing world and we have our own ambitions around acting sustainably as a company in a way that benefits the environment. It is important for the long-term success of the business that issues around climate change and energy efficiency are taken seriously, and this plan reflects this.

**Commitment to achieving Net Zero**

Wonderhood Studios is committed to achieving Net Zero by 2050 in line with commitments made by the UK Government.

**Baseline Emissions Footprint**

Annual greenhouse gas (GHG) emissions during the measurement period of 1<sup>st</sup> April 2023 – 31<sup>st</sup> March 2024 are stated below.

An operational control was used to account for emissions as defined by the GHG Protocol. Organisational boundaries were set with reference to the methodology described in the GHG Protocol and ISO 14064-1:2018 standards.

Baseline year: FYE 23/24		
EMISSIONS	TOTAL (tCO <sub>2</sub> e)	Notes
Scope 1	1.3	Gas use in offices
Scope 2 (location based)	2.0	Electricity use in office
Scope 3	74.2	Purchased goods and services (including water use)
	31.4	Capital goods
	0.9	Fuel & energy related services
	0.3	Waste generated in our office (including wastewater treatment)
	12.2	Business travel (including hotel stays)
	18.6	Employee commuting (including home working)
Scope 1 total	1.3 tCO <sub>2</sub> e	
Scope 2 (location based) total	2.0 tCO <sub>2</sub> e	
Scope 3 total	137.6 tCO <sub>2</sub> e	
Not included	Emissions from upstream/downstream transportation and distribution, emissions from use of sold products or emissions from end-of-life treatment of sold products. This also does not include a full emissions assessment from our productions.	

Total Emissions (location based)	Location-based: 140.9 tCO2e
Emissions intensity 1	2.4 tCO2e per employee
Emissions intensity 2	6.5 tCO2e per revenue (£m)

Current Year Emissions Footprint

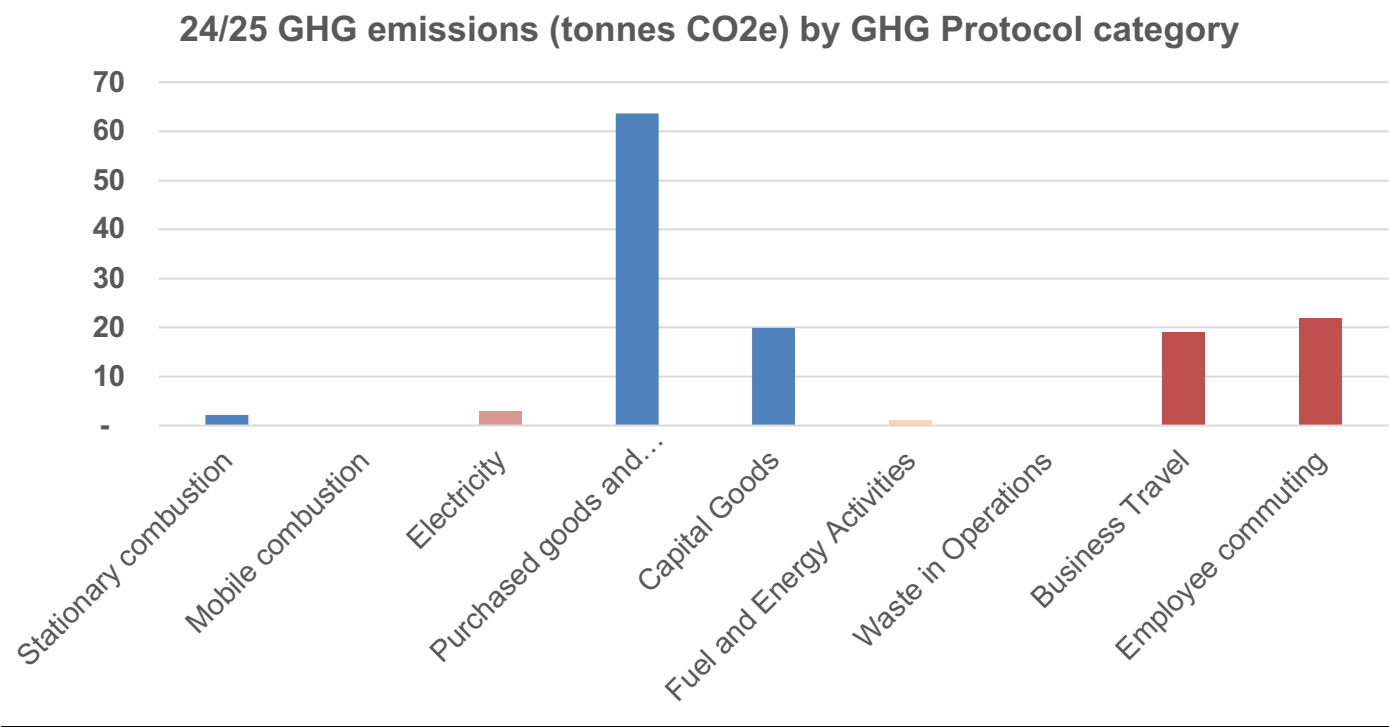
Annual greenhouse gas (GHG) emissions during the measurement period of 1st April 2024 – 31<sup>st</sup> March 2025 are stated below.

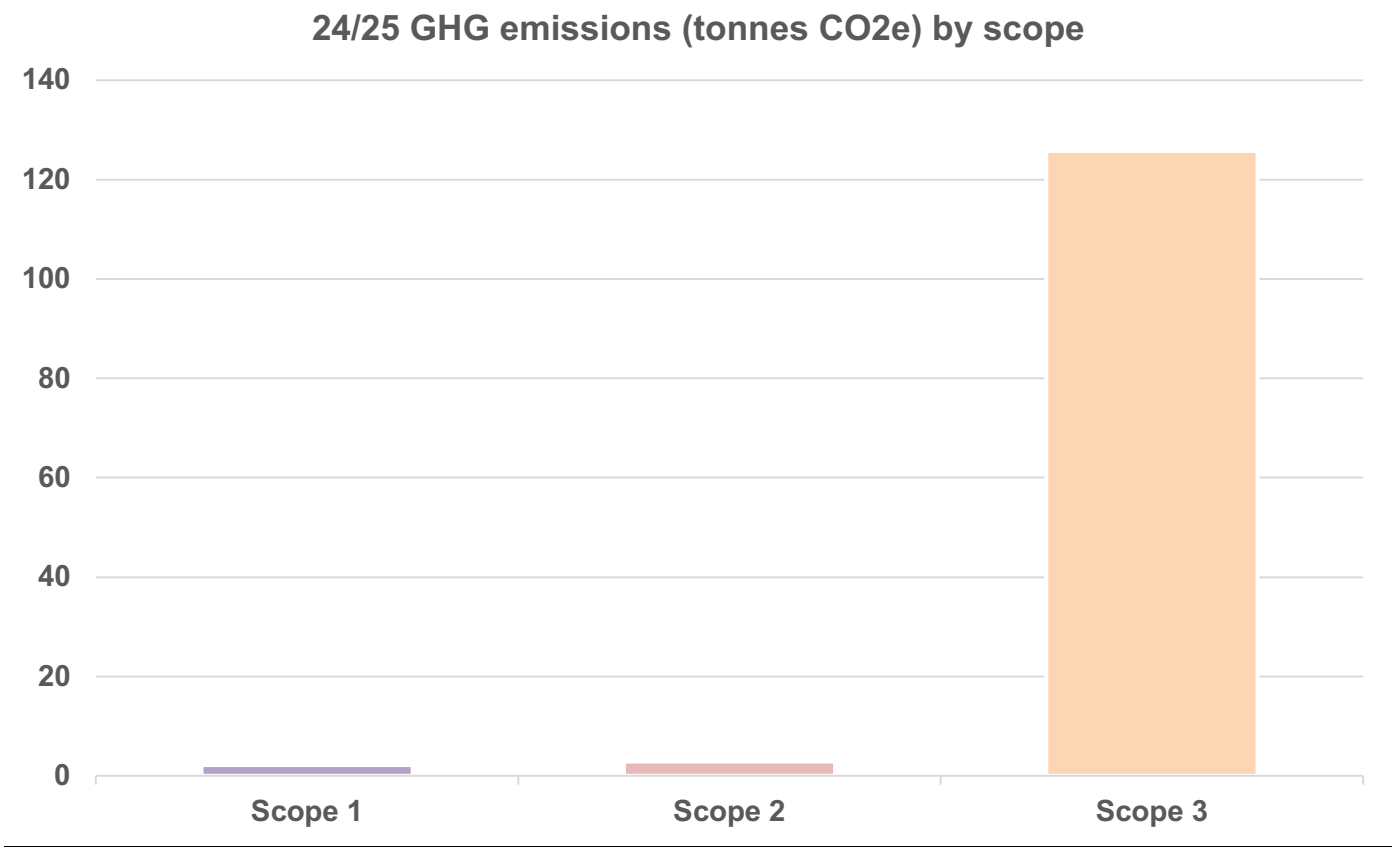
An operational control was used to account for emissions as defined by the GHG Protocol. Organisational boundaries were set with reference to the methodology described in the GHG Protocol and ISO 14064-1:2018 standards.

Most recent reporting year: FYE 24/25		
EMISSIONS	TOTAL (tCO <sub>2</sub> e)	Notes
Scope 1	2.2	Gas use in offices
Scope 2 (location based)	1.5	Electricity use in offices
	1.3	Electricity purchased for two owned electric vehicles
Scope 3	63.6	Purchased goods and services (including water use)
	19.8	Capital goods
	1.2	Fuel & energy related services
	0.1	Waste generated in our office (including wastewater treatment)
	19.2	Business travel (including hotel stays)
	21.9	Employee commuting (including home working)
Scope 1 total	2.2 tCO <sub>2</sub> e	
Scope 2 (location based) total	2.9 tCO <sub>2</sub> e	
Scope 3 total	125.8 tCO <sub>2</sub> e	
Not included	Emissions from upstream/downstream transportation and distribution, emissions from use of sold products or emissions from end-of-life treatment of sold products. This also does not include a full emissions assessment from our productions.	

Total Emissions (location based)	Location-based: 130.9 tCO2e
Emissions intensity 1	1.95 tCO2e per employee
Emissions intensity 2	8.31 tCO2e per revenue (£m)

Emissions Breakdown (FYE 24/25)





**Emissions reduction targets**

Our long-term targets:

- Net Zero target - Reduce our total emissions (scope 1, 2 and 3) by at least 90% by 2050.<sup>1</sup>

The above target ensures that Wonderhood Studios is committed to aligning with UK Government targets in achieving Net Zero by 2050.

In addition, we have a carbon intensity target interim/mid-way target for 2035

Our broader sustainability targets are to undertake a Cyber Essentials Plus certification in 2025. In addition, we are working towards ISO which been recognised as an organisational opportunity to progress in this area.

**Carbon Reduction Projects**

**Existing Carbon Reduction Plans**

The following environmental management measures and projects have been completed or implemented since the 2023-2024 baseline.

<sup>1</sup> Reduce any residual emissions using verified carbon offsets.

Activity	Completion Date	Category
Sustainability Business Travel Plans	Ongoing	Business travel
Procurement of green energy	Ongoing	Electricity
Zero office waste to landfill via our waste contractor First Mile	Ongoing	Waste

Future Carbon Reduction Plans

In the future we will implement further measures, as detailed below:

Activity	Target Date	Category
Sustainable procurement policy	Late 2025	Purchased goods and services / Capital goods
Employee Travel Policy	Late 2025	Employee Travel

## **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 provided by the UK Government.

Emissions have been reported and recorded in accordance with the GHG Reporting Protocol corporate standard<sup>2</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>3</sup>.

This Carbon Management Plan has been reviewed and approved by the Wonderhood Studios executive team.

## **Signed on behalf of Wonderhood Studios:**

Signed by:  
  
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Name: Sachin Dosani

Position: Group CCO

Date: July 2025

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<sup>2</sup> <https://ghgprotocol.org/corporate-standard>

<sup>3</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>