

Climate Action Plan

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Why we're here

(Our Purpose)



**To do the best work of our lives.
To use our unique perspectives
and creativity to help brands find
their greatness and do business for good.**



We make a
difference

We are
Grounded

We flow
Together

OUR MORAL
COMPASS

We enjoy the
Journey

We are
Navigators

We seek
Perspective



We are **Grounded**

It's about Integrity

Honesty, transparency, openness,
no smoke, no mirrors. Relationships
start with trust.

It's about Commitment

We do what we say we will. We lean into it
and see it through to the end.

It's about Sustainability

Our deep roots give us the grounding to
look further down the road, to look for
longevity in everything we do.

**“We are grounded in our principles,
our approach to climate action is both
intentional and enduring”**

**We don't act out of pressure or trend—
we act out of conviction.**

Our values guide every decision we make,
ensuring our climate commitments are
authentic, responsible, and focused on
long-term impact.





We are **Navigators**

It's about being Bold

Beaten paths create efficiencies but new challenges propel us forward, enriching our experience.

It's about taking Responsibility

We own it. The good, the bad and the ugly. We step up where others step back.

It's about Clarity

We respectfully say what we see, working hard to simplify, distil and define so our direction is clear.

“As navigators, we track carbon emissions with precision and purpose”

It's important we have resource available to implement this plan, we will:

- a) Assign clear owners and a climate lead
- b) Provide staff time, capacity and training to deliver actions
- c) Use tools and systems for accurate carbon measurement reporting
- d) Access specialist expertise when needed
- e) Carry out 'procurement environmental impact assessment' for the top 3 most significant procurement decisions



Baseline Carbon Emissions

Baseline emissions are the starting point for tracking greenhouse gas (GHG) reductions.

They're essential for measuring progress and confirming if emission targets are being met.

Our Baseline Year is 2019 and we generated the following CO₂e Tonnes

SCOPE 1 - 4.92

SCOPE 2 - 6.90

SCOPE 3 - 152.71

Overall - 164.53

This initial baseline reflected what we knew at the time based on limited data and our developing understanding.

With more accurate tools and methodologies, we have since refined our approach to build a more comprehensive view of our carbon footprint.

Emission Reduction Targets

Amid growing environmental challenges, tracking and reducing our carbon footprint is key to combating climate change.

Our analysis and recommendations highlight the importance of ongoing efforts. We project a decrease in Workhouse's carbon emissions:

50% reduction in emissions per £m turnover/employee by 2030

90% reduction in emissions per £m turnover/employee by 2050

We also monitor our CO₂e emissions in relation to gross profit to assess the efficiency of our growth while minimising environmental impact. The data below demonstrates that, as our gross profit increases, we are simultaneously enhancing our sustainability performance.

Year	GP vs CO ₂ e tonnes generated*
2022	£ 9, 434
2023	£ 9, 394
2024	£ 10,124
2025	£ 13,148

*The higher this figure is, the more sustainable we are



A person stands on a rocky outcrop in a river, looking at a forested mountain. The scene is misty and atmospheric, with a river flowing through a rocky landscape. The background is a dense forest of evergreen trees on a steep, misty mountain slope. The overall tone is serene and natural.

We flow **Together**

It's about Collaboration

Individually unique, we create skilful eco-systems around our work, united in reaching our goals.

It's about People

People first. Every time. Our people, our clients' people, our partners' people. Relationships matter.

It's about Respect

We fly high on passion and creativity, but are equally respectful of our surroundings. True perspective listens.

**“Engaging our workers and stakeholders is not just important
– it’s essential.”**

Together, we tackle climate change by building a culture of sustainability across all levels.

Empowering through training and reporting progress on our quarterly set carbon footprint reduction targets.





We seek Perspective

It's about **Curiosity**

We dig deeper and go further, seeking transformational insights that unlock the creative magic.

It's about **Determination**

We are ambitious and determined, fuelled by a passion to succeed in an environment we love.

It's about **Focus**

We love a bird's eye view but our skill lies in finding the focus, the point and the purpose for effective creativity.



Seeking perspective helps us reduce carbon more effectively
by understanding the full picture.

It allows us to identify smarter solutions, avoid blind spots,
and make choices that cut emissions in ways that are

Impactful

Inclusive

Lasting

2025 Emissions Reporting



Scope 1
1

HQ
Oil & Van
Diesel



Scope 2
2.59

HQ
Electricity
Waste
Water



Scope 3
185.84

Commuting
Business Travel
Home Working
Supply Chain
Manchester Office

Total CO₂ emissions generated in 2025

189.43 (tonnes)



We make a **Difference**

It's about Effectiveness

Effectiveness comes in many forms but we're always clear about the value we bring.

It's about Pride

It's personal but we take pride in everything we do. Pride builds our culture, our careers and our confidence.

It's about Satisfaction

The satisfaction that we're making a difference, personally and professionally. That we feel valued and rewarded.



We're making a difference building a greener,
fairer future by taking meaningful climate action and
embracing social responsibility.

**And to go even further, we offset 100% of our
carbon emissions using Gold Standard (certified
projects) ensuring real, measurable impact.**



We enjoy the **Journey**

It's about **Positivity**

Our enduring positivity turns our toughest challenges into our greatest achievements. Nothing is insurmountable.

It's about **Creative Freedom**

Unbridled creativity is food for our souls and where we find our greatest joy.

It's about **Fun**

Culture is everything and ours knows when to let its hair down. We love what we do and it shows.

An aerial photograph of a two-lane road with dashed white lines, stretching from the bottom center towards the top of the frame. The road is flanked on both sides by a dense, lush green forest. The trees are tall and their canopies are thick, creating a vibrant green border around the road. The lighting is bright, suggesting a sunny day, with some highlights on the road surface and the foliage.

**“We embrace the journey of being
proactive in tackling climate change
and reducing emissions.”**

It's not just about reaching the destination
it's about taking meaningful steps every day,
learning, improving, and making a real difference
along the way.

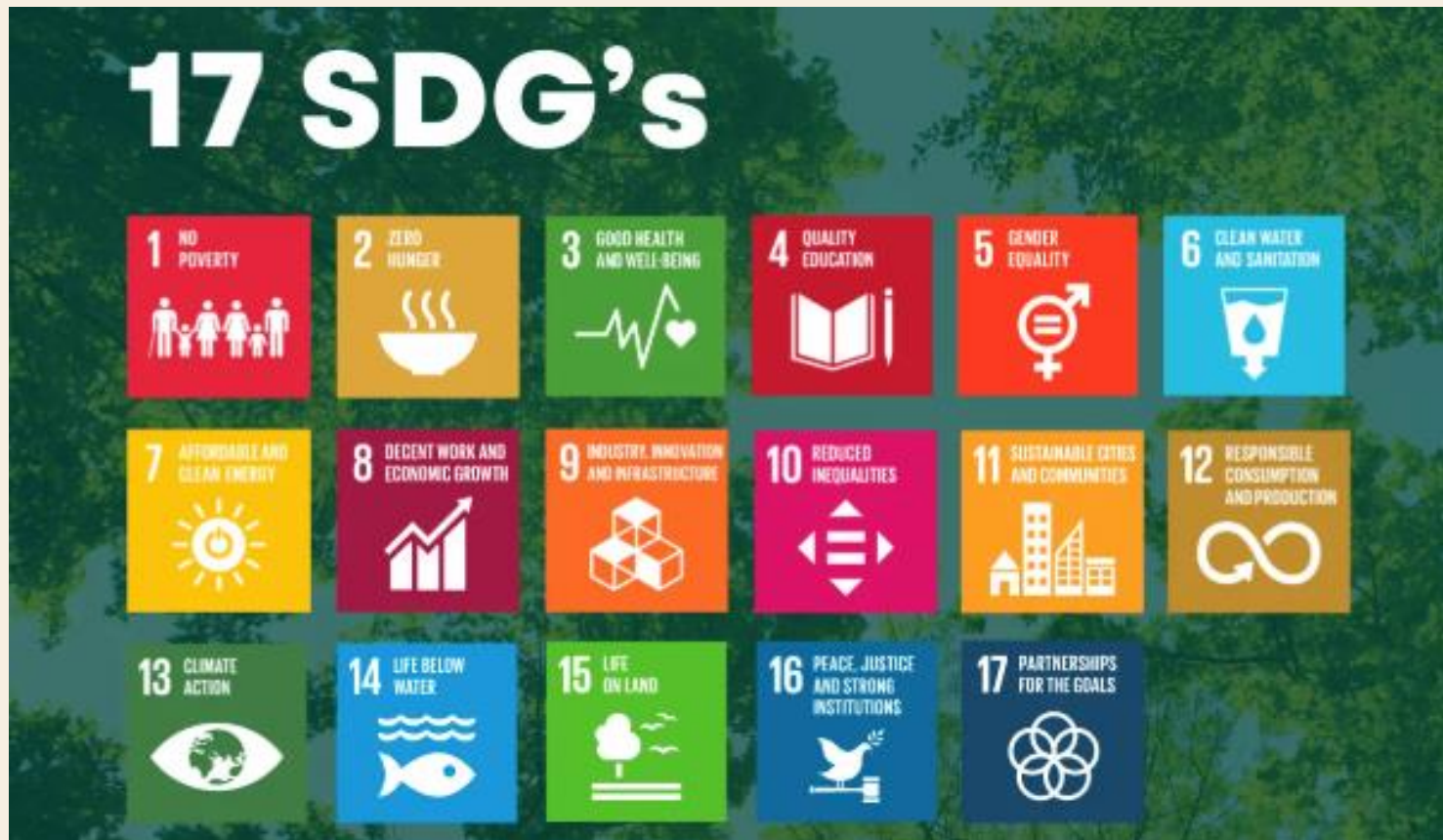
Sharing this plan publicly, drives accountability and
Inspires collective action towards a more sustainable
future.

This needs the right tools, sufficient resources and
an allocated budget behind it.

It's a team effort, and we're all it.

We've designed our 5-year Climate Action Plan considering all 17 UN Sustainable Development Goals (SDGs)

Climate action isn't just about reducing emissions; it's about building a better world for everyone



Our 2026 Roadmap to Net Zero

Is underpinned by our key 3 strategies:

Measure

Evolve

Mitigate

5 Year Climate Action Plan

2026	2027	2028	2029	2030
Track Manchester Office CO2e Additional recycling bins in place Minimise flights and opt for virtual meetings Promote and encourage local env. Initiatives Educate workers Further optimise our supply chain Upload our Impact Assessment Report Advocate Continue to monitor GHG emissions, setting reduction targets Offset emissions using Gold	Implement Circular Economy Principles Educate Employees on sustainable choices Reduce single-use plastics Promote and encourage local env. Initiatives Educate workers Further optimise our supply chain Upload our Impact Assessment Report Advocate Continue to monitor GHG emissions, setting reduction targets Offset emissions using Gold Standard	Consider carpooling incentives or partnerships with EV taxi providers Sign SME Climate Commitment Promote and encourage local env. Initiatives Educate workers Further optimise our supply chain Upload our Impact Assessment Report Advocate Continue to monitor GHG emissions, setting reduction targets Offset emissions using Gold Standard	Budget to install EV charging points Review our Climate Plan & EMP Promote cycle to work and green taxi Research government funding Educate workers Further optimise our supply chain Upload our Impact Assessment Report Advocate Continue to monitor GHG emissions, setting reduction targets Offset emissions using Gold Standard	Procure 100% sustainable products Talk to Landlord – Solar Panels & Biomass Start to track our Digital Activity Promote and encourage local env. Initiatives Educate workers Further optimise our supply chain Upload our Impact Assessment Report Advocate Continue to monitor GHG emissions, setting reduction targets Offset emissions using Gold Standard

Our 2026 goals are designed to push us further:

- ✓ Embrace the new standards.
- ✓ Collaborate with one underrepresented group/charity, donating up to 50 hours annually to provide pro bono support and make a meaningful impact.
- ✓ Publish quarterly green papers, sharing knowledge and inspiration to stakeholders on topics aligned with sustainability and reduction targets.
- ✓ Strengthen our Justice, Equality, Diversity, and Inclusion (JEDI) efforts, ensuring our workplace and supplier relationships reflect our commitments.
- ✓ Incorporate advanced Scope 1, 2, and 3 emissions using GHG Protocol guidelines, laying the groundwork for achieving long-term net-zero goals.
- ✓ Continue investing in our team's professional growth, ensuring we remain leaders in creative, ethical, and sustainable branding and marketing practices.
- ✓ Publish our 2025/2026 Impact Assessment Report before Oct 2026.
- ✓ Continue to encourage sustainable practices in the supply chain.
- ✓ Create greater ownership and be an advocate to the purpose.



Declaration

At Workhouse, our purpose is clear:

To do the best work of our lives
To use unique perspectives and creativity
To help brands find their greatness and
Do business for good

This purpose is not just a guiding principle for our work; it's the foundation of our climate commitment.

As Managing Director, I am proud to lead a company that actively integrates environmental responsibility and social impact into everything we do. Climate change is one of the most urgent challenges of our time, and we believe creative businesses like ours have a vital role to play.

Through this Climate Action Plan, we are embedding sustainability into our operations, aligning with all 17 UN Sustainable Development Goals, and offsetting our carbon emissions through Gold Standard-certified projects.

We are committed to continuous improvement, measurable outcomes, and transparent reporting.

We don't just want to reduce our environmental footprint—we want to inspire progress and lead with purpose. By aligning our climate goals with our values, we aim to shape a future that is greener, fairer, and more resilient for all.

Martin Meadows
March 2026

