



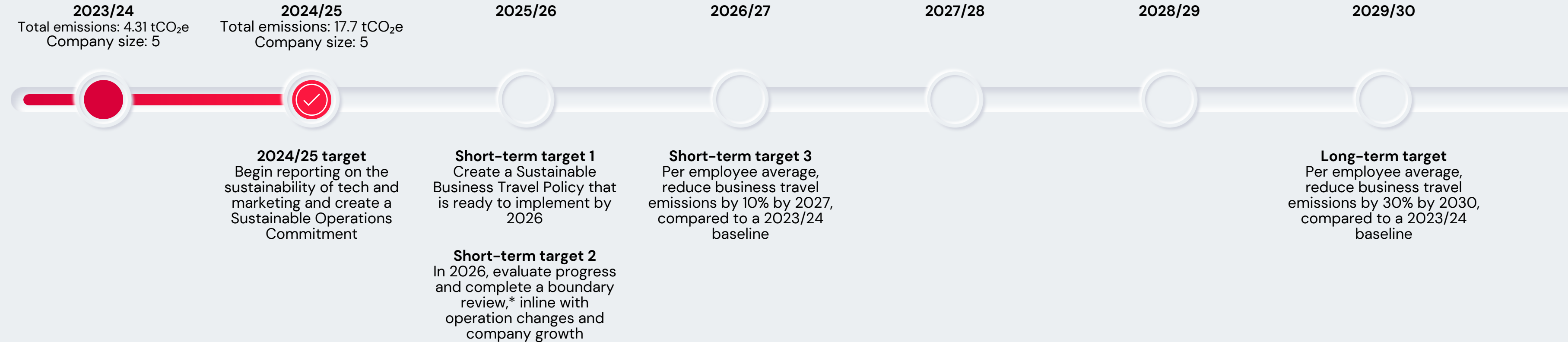
Sustainability Report

1 April 2024 – 31 March 2025

20
24/25

Reporting Summary.

In this reporting period, we have increased the Scope 3 emissions to include SaaS activities, and the carbon footprint of online marketing. By including this, and developing our Sustainable Operations Commitment, we have achieved our 2024/25 target. In Scope 3, the importance of 'purchased goods and services, and capital goods' has risen from low to high, due to the increased awareness of digital emission reporting. There has been no team expansion, and no property, premises or vehicles have been purchased, so Scope 1 and 2 emissions remain excluded from the scope. Total emissions have risen by 13.39 tCO₂e from 2023/24 to 2024/25.



Rethink Carbon.

Rethink Carbon is a climate-tech startup born out of the Scottish Government CivTech accelerator. We have created an innovative platform to assist land managers in making informed decisions for sustainable land management. In the 2024/25 reporting period, we have 5 employees and operate remotely online. At Rethink Carbon, sustainability is at the core of our mission. As a company dedicated to facilitating solutions to tackle climate change and boost biodiversity, we recognise our responsibility to operate in an environmentally, socially, and economically sustainable manner.

Purpose.

The purpose of this report is to demonstrate Rethink Carbon's commitment to sustainability, to provide a framework for implementing sustainable practices, and be transparent in our Carbon Reductions Plan. Using quantitative and qualitative inputs, we report our emissions and document next steps.

Methods.

This report has been produced using methods and guidance from participating in the [Climate Springboard Programme](#) run by the Edinburgh Climate Change Institute (ECCI), helping Scottish businesses prepare for net zero. Our Sustainable Operations Commitment to low-carbon marketing has been calculated using the [Compare the Market Social Carbon Footprint Calculator](#) (using [Greenspector](#)). Carbon emissions (tCO₂e) have been calculated using the [Natwest Carbon Planner](#), sourced from internally collected data.

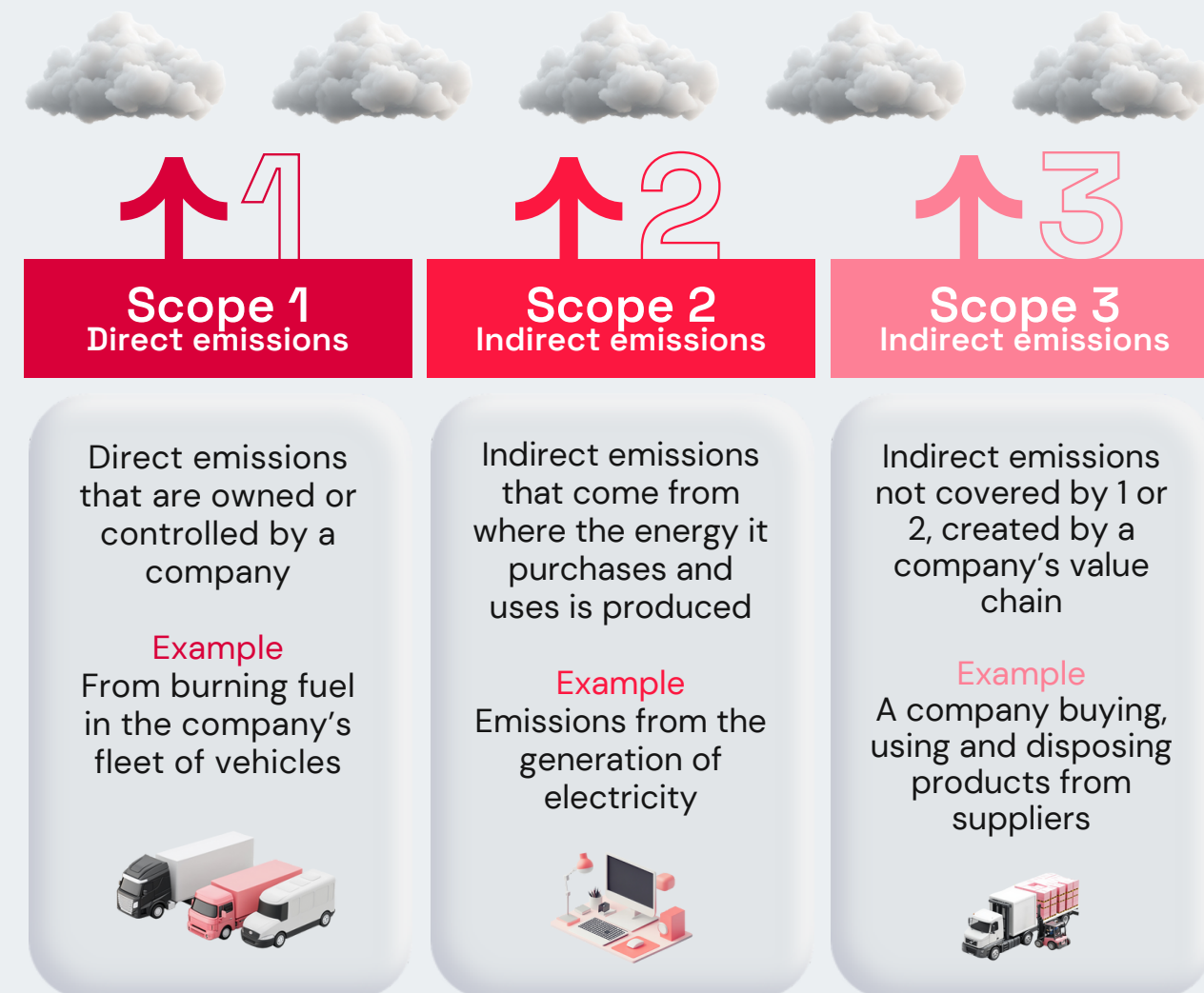
Our Commitment.

Our aim for sustainability reporting is to be transparent and realistic. As outlined in this report, we have created quantifiable emissions targets, but we also commit to economic, social and environmental responsibility. We are committed to ensuring the long-term economic sustainability of our business by making responsible financial decisions and promoting sustainable economic growth. As a start-up, we must consider rapid growth as a challenging factor. Our footprint is likely to change drastically, but we are committed to open reporting and planning for sustainable company growth. We empower our customers to unlock new revenue streams for the benefit of nature, climate and communities. In addition, we pledge to operate ethically and contribute positively to the communities in which we operate. This includes respecting human rights, promoting diversity and inclusion through accessibility, and ensuring the well-being of our employees.



Scope and Boundaries.

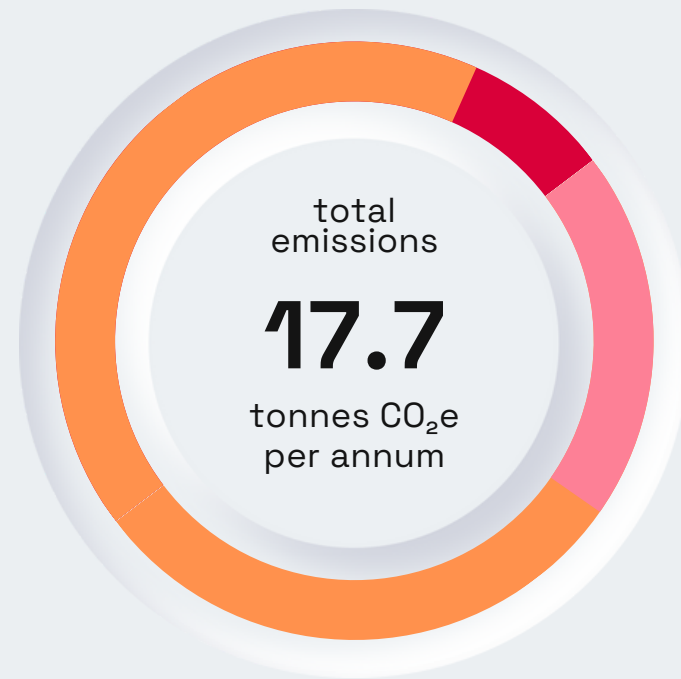
The Greenhouse Gas (GHG) Protocol defines three Scopes based on emissions across the value chain. Scope 1 are direct emissions that are owned or controlled by an organisation, and Scope 2 and 3 are indirect emissions as a consequence of the activities of the organisation but occur from sources not owned or controlled by it. It is important (and mandatory for some Scopes) that organisations look at all emissions, however in most cases not all will be relevant or applicable, particularly for a start-up working remotely with no owned premises or fuel usage. In this section, we have justified the scope and boundaries of Rethink Carbon's sustainability report, all in accordance with the Greenhouse Gas Protocol and as supported to do via Climate Springboard at the ECCI.



An adaption of an overview of Scope 1, 2 and 3 by the National Grid

Applicable and Included			
Emissions source	Scope	Importance of footprint – justification	Ease of data collection
Home-working	3	Medium – small energy usage, but chosen to include figures representative of current carbon emissions	Hard – the team work remotely, so usage is based on calculations from educated estimates per tech equipment
Business travel	3	High – the team are need to travel long distances across the UK when necessary	Easy – mileage and mode of transport is recorded with invoicing
Purchased goods and services, and capital goods	3	High – as we are digital and Cloud-based, there is increased awareness around the sustainability of cloud-based software and digital tools	Easy – purchased goods and services and capital goods are recorded with invoicing
Not Applicable and Included			
Emissions source	Scope	Importance of footprint – justification	
Fleet	1	No fleet	
Physical or chemical processing	1	No chemical or physical processing	
Fugitive emissions	1	No refrigerant gas	
Combustion of fuels (heating)	1	Own no property or premises	
Purchased electricity	2	Own no vehicles	
Generation of purchased steam/ heat/cooling	2	Emissions resulting from the generation of steam or heat by another organisation are not relevant	
District heating/cooling	2	Not connected to a heat network	
Employee commuting	3	Everyone in the team works from home	
Waste	3	The impact is too small and the organisation's all digitised, therefore it is not worth the time spent to measure	
Upstream and downstream transportation and distribution	3	Not relevant	
Upstream and downstream leased assets	3	Not relevant	
Processing of sold products	3	Not relevant, all digitised	
Use of sold products	3	Not relevant, all cloud-based	
End-of-life treatment of sold products	3	Not relevant, all cloud-based	
Investments	3	Not relevant	
Franchise	3	Not relevant	
Fuel and energy- related activities	3	Not reported by us, but may be included in the Carbon Planner calculations	

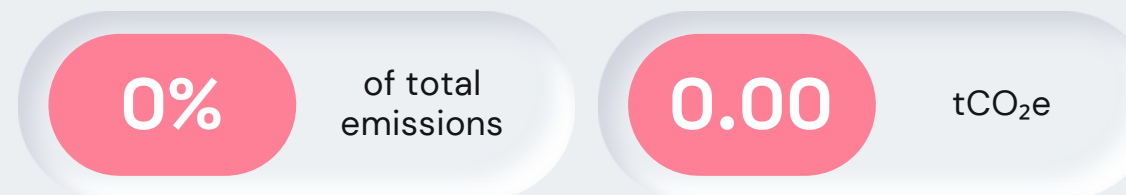
Carbon Footprint.



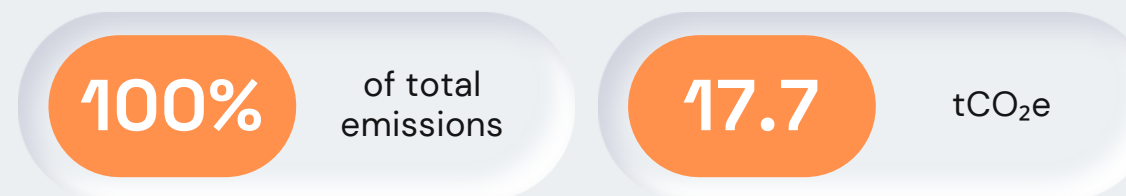
Scope 1



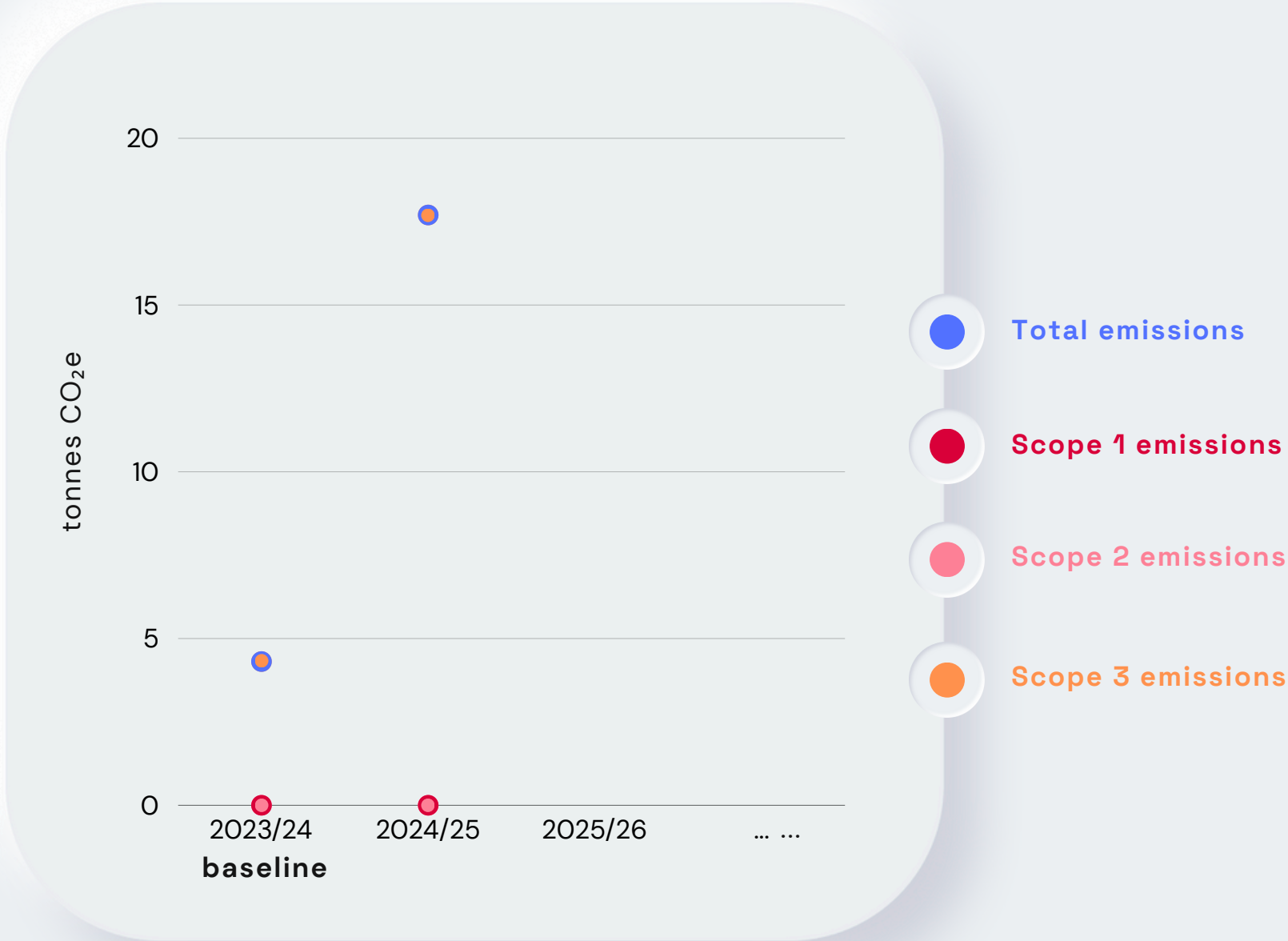
Scope 2



Scope 3



Trends.



This report is reviewed annually to ensure it continues to align with our company values, legal requirements, and industry best practices. Updates are made to reflect new developments in sustainability and to strengthen our commitment to responsible business practices.

Using 2023/24 data as a baseline, our carbon footprint has increased by 13.39 tCO₂e to total 17.70 tCO₂e in 2024/25. This increase is due to the [Techscaler](#) Silicon Valley cohort trip delivered by [CodeBase](#) on behalf of The Scottish Government, to accelerate growth of Scottish tech start-up companies.

2024/25

Wider Sustainability Efforts.

Our wider efforts are a commitment to sustainability beyond direct carbon emissions. Due to the start-up nature of Rethink Carbon, with less influence over business emissions and growth potential, we have widened our focus to encompass social and cultural elements of the companies’ sustainability efforts.

Product development

We have designed our SaaS platform with sustainability in mind, optimising it for energy efficiency and promoting digital solutions that help our customers reduce their environmental impact. By automating, streamlining and visualising land management projects, customers won’t need to print materials for stakeholders or internal use.

Industry, Innovation & Infrastructure



Procurement process

We prioritise working with suppliers and partners who share our commitment to sustainability. We choose to purchase locally when we can, supporting the community and reducing transportation distance.

Responsible Consumption & Production



Employee engagement

We believe that sustainability is a shared responsibility. Rethink Carbon engages all employees in our sustainability efforts by providing training, resources, and opportunities to contribute to sustainable practices in the workplace. We encourage employees to bring forward ideas and initiatives to further our sustainability goals.

Decent Work & Economic Growth



Waste reduction

We minimise waste by promoting recycling, reducing paper usage, and encouraging digital documentation and communication. We also aim to minimise electronic waste through responsible procurement and disposal of electronic devices.

Responsible Consumption & Production



Customer interaction

At Rethink Carbon we collaborate with like-minded organisations to promote sustainability. Our customers must share a joint vision to ensure environmental, social and economic responsibility. We ensure to listen to our customers to make improvements.

Sustainable Cities & Communities



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rethink
carbon.

ON LAND



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CLIMATE
ACTION



Carbon Reduction Plan.

Vision

At Rethink Carbon, we are motivated by our own passions for sustainability and bettering the planet. The team have backgrounds in geography, ecology, environmental sciences, technology and sustainable marketing – so we understand the need to act on the climate crisis now, before it's too late.

Currently, we have a vision to support everyone in Scottish land management to make informed decisions for the benefit of nature, climate and communities. Our 2025 goal is to expand and provide the same benefits across England, followed by Wales and Northern Ireland.

Net Zero targets

Scotland has set an ambitious target to reach Net Zero by 2045. Albeit small, to contribute to this, we have set 2024/25, short-term and long-term reduction targets. These targets are realistic to Rethink Carbon, and take into account team expansion by setting targets measured per employee.

2024/25 target

Begin reporting on the sustainability of tech and marketing software and create a Sustainable Operations Commitment.

Short-term target 1

Create a Sustainable Business Travel Policy that is ready to implement by 2026.

Short-term target 2

In 2026, evaluate progress and complete a boundary review,* inline with operation changes and company growth which are likely to increase Scope 1 and 2 emissions.

Short-term target 3

Per employee average, reduce business travel emissions by 10% by 2027, compared to a 2023/24 baseline.

Long-term target

Per employee average, reduce business travel emissions by 30% by 2030, compared to a 2023/24 baseline.

*Boundary review and reset

Sustainability reporting boundaries will be reviewed annually in-line with the reporting period, with a major review taking place in 2026 (short-term target 2). Being an SME, Rethink Carbon aims to grow, resulting in increased annual emissions. Scope boundaries are likely to be adjusted and new actions and targets will need to be made.

Carbon Reduction Plan.

Net Zero target	Scope target	2023/24 baseline	Reduce emissions by	Target emissions	Deadline	Actions	Responsibility	
2024/25 target	Begin reporting on the sustainability of tech and marketing software and create a Sustainable Operations Commitment	-	-	-	30 April 2025	Set up a reporting framework for tracking and create an operations commitment to follow	All	
Short-term target 1	Create a Sustainable Business Travel Policy that is ready to implement by 2026	-	-	-	1 Apri 2026	Create a Sustainable Business Travel Policy document	All	
Short-term target 2	In 2026, evaluate progress and complete a boundary review,* inline with operation changes and company growth which are likely to increase Scope 1 and 2 emissions.	-	-	-	1 April 2026	-	All	
Short-term target 3	Per employee average, reduce business travel emissions by 10% by 2027, compared to a 2023/24 baseline.	2.63 tCO ₂ e	0.53 tCO ₂ e	2.10 tCO ₂ e	1 April 2027	Follow the Sustainable Business Travel Policy, including only travelling when necessary and using public transport		
Long-term target	Per employee average, reduce business travel emissions by 30% by 2030, compared to a 2023/24 baseline.	2.63 tCO ₂ e	0.79 tCO ₂ e	1.84 tCO ₂ e	1 April 2030	Follow the Sustainable Business Travel Policy, including only travelling when necessary and using public transport	All	



Sustainable Operations Commitment.

To achieve our 2024/25 target, we have created Rethink Carbon’s Sustainable Operations Commitment. The purpose of the commitment is to ensure and prove Rethink Carbon use sustainable approaches and methods to digital marketing and software development. As a climate-tech organisation in the environmental and sustainability realm, it is important we uphold our commitment to sustainability. Digital marketing and SaaS emissions are accounted for under Scope 3.

Digital marketing

Action	Average emissions	2024/25 total emissions	Our commitment
Marketing emails	25 gCO ₂ e per email	0.00065 tCO ₂ e	Image resolution does not exceed requirements and only sending emails when necessary
Social media use	1.15 gCO ₂ e per minute	0.0045 tCO ₂ e	Maintaining awareness of streaming videos and aiming for 15 minutes of LinkedIn use per day

SaaS

Category	2024/25 total emissions	Our commitment
Data transfer	0.0012 tCO ₂ e	We optimise data transfer processes to minimise energy consumption and promote efficient resource utilisation
Compute power (serverless)	0.00057 tCO ₂ e	We build our platforms using Serverless computing, which significantly reduces power consumption compared to traditional cloud architectures because it only allocates resources when needed and scales down to zero when idle. We finely tune our servers, and they operate on a tightly controlled dataset
Storage	0.00015 tCO ₂ e	Employ energy-efficient storage solutions and data lifecycle management practices
Other	0.0001 tCO ₂ e	–

On our website article, you can hear from Co-Founder, CEO and Chief Technology Officer, Mark Caulfield, on Rethink Carbon’s software (audio).

Final Word.

Rethink Carbon is committed to continuous improvement in our sustainability practices. We will regularly review and assess our environmental and social impacts, set next steps for improvement, and report on our progress. We aim to stay informed about emerging sustainability best practice to ensure our approach remains relevant and effective. We aim to be transparent about our sustainability goals, achievements, and challenges, so our sustainability report is available publicly from our website footer. All Rethink Carbon employees, contractors, and suppliers are expected to adhere to social, environmental and economic responsibility. We will take appropriate action in the event of non-compliance and will work with all stakeholders to ensure that our sustainability standards are upheld.

Last updated 15 April 2025
Reported by Tessa Buckley

