



GREENHOUSE GAS ACCOUNTING REPORT

Apella Advisors

GHG Reporting Period: 1st September 2022 – 31st August 2023

Lifetime Carbon Balance Reporting Period: March 1st, 2019 – August 31st, 2023

Prepared for:

Lorraine Aziz

Apella Advisors

11-12 Manchester Mews, London, United Kingdom, W1U 2DX

la@apellaadvisors.com, www.apellaadvisors.com

Prepared by:

Kyle Houston

Pond Foundation

Rue Baylon 2bis, 1227 Carouge, Switzerland

kyle@pond.foundation, pond.foundation

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ISO 14064-1 Self-Declaration: This GHG accounting report was produced in accordance with the ISO 14064-1 (2018-12) standard on “Specification with guidance at Apella level for quantification and reporting of greenhouse gas emissions and removals.”

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Acronyms and abbreviations

CBS	Carbon Balance Sheet
CIP	Carbon Investment Portfolio
CO2	Carbon Dioxide
CO2e	Carbon dioxide equivalent
DEFRA	UK Department for Environment, Food & Rural Affairs
GHG	Greenhouse Gas
kg	Kilogram
km	Kilometre
kWh	Kilowatt hour
LCB	Lifetime Carbon Balance
pkm	passenger-kilometre
t	tonnes
WBCSD	World Business Council for Sustainable Development
WRI	World Resources Institute

Introduction

Apella Advisors

Apella are a team of corporate affairs and communications professionals who specialise in working with organisations across sectors to navigate complex reputational issues, enabling their clients to devise and deliver engagement strategies for a broad range of stakeholders and those that influence them. This report provides a summary of the estimated greenhouse gas emissions from Apella’s operations from ‘September 1st 2022 – August 31st 2023’, and their Lifetime Carbon Balance (LCB) since 2019

Table 1. Apella company information table

Company information	
Website:	https://www.apellaadvisors.com/
Business Area:	Communications
2022 - 2023 Reporting period:	September 31 st 2022 – August 31 st 2023
LCB Reporting Period:	March 1 st , 2019 – August 31 st , 2023
Number of Employees (current)	16

System Boundaries

System boundaries for GHG reporting can fall under two approaches, the control, and the share-percentage approach. Under the control approach, a company takes responsibility for emissions from entities that are under their operational or financial control. Under the share-percentage approach, the company takes responsibility for the emissions from all entities that they invest in, proportional to the share they hold, whether they have control or not.

Organisational boundaries

System boundaries for this GHG report were defined by the control approach, covering all entities where Apella has operational and financial control.

Reporting boundaries

The GHG accounting and reporting procedure is based on the Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard Revised Edition (GHG Protocol), the most widely used international accounting tool for government and business leaders to understand, quantify, and manage greenhouse gas emissions. It was developed in a partnership between the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD) in 2004.

According to the GHG Protocol, emissions are divided into direct and indirect emissions. Direct emissions are emissions originating from owned or controlled sources by the reporting entity. Indirect emissions are generated as a consequence of the reporting entity's activities, yet they occur at sources owned or controlled by another entity. The direct and indirect emissions are:

- **Scope 1:** All direct GHG emissions, such as combustion of fuels in stationary and mobile sources. These would primarily arise from transportation or refrigeration of goods for a retail business.
- **Scope 2:** Indirect GHG emissions from the generation of purchased electricity, heat or cooling consumed by the company. This includes electricity, heat or cooling consumed during working hours from a remote-working location (eg. employees' home) or a company leased building.
- **Scope 3:** Other indirect emissions, such as business/commuter travels, IT equipment (production, use, and end-of-life emissions), waste, paper, investments, leased assets, assets under management (see page 7), and many more. Reporting Scope 3 emissions is officially optional, but for most businesses, this is the largest source of emissions.

Significant indirect emission sources for quantification in this report were selected by assigning values to each known emission source according to access to & quality of data, level of influence, frequency of emission generation, sector-specific guidance, risk/opportunity, and outsourcing. Values were assigned to emission factors based on the criteria described in Annex II, and emission sources with cumulative significance values of 10 or above were quantified in this 2022 - 2023 report.

Accounting principles

The GHG accounting was based on the ISO 14061-1 accounting principles of:

- **Relevance:** Select the GHG sources, GHG sinks, GHG reservoirs, data and methodologies appropriate to the needs of the intended user.
- **Completeness:** Include all relevant GHG emissions and removals.
- **Consistency:** Enable meaningful comparisons in GHG-related information.
- **Accuracy:** Reduce bias and uncertainties as far as is practical.
- **Transparency:** Disclose sufficient and appropriate GHG-related information to allow intended users to make decisions with reasonable confidence.

Global warming potentials

Global warming potential (GWP) is a measure of the climate impact of a GHG compared to carbon dioxide over a time horizon. For GWP 100, which is used in this report, the time horizon is 100 years. GHGs have different GWP values depending on their efficiency to absorb longwave radiation and the atmospheric lifetime of the gas. The GWP expresses the different GHGs as CO₂-equivalents. The GWP values used in the GHG accounting are the six GHGs covered by the Kyoto Protocol and are presented in table 2.

Table 2. Applied global warming potentials

GHG	GWP (100 years)
CO₂	1
CH₄ fossil-origin	29.8
CH₄ non-fossil-origin	27.2
N₂O	273

Source: IPCC Sixth Assessment Report (AR6) (2021)

Data inventory

Office energy use data, for the old space (Hanover Square) was collected directly from the office space managers in 2022. As the number of employees has increased from 14 to 16 since 2022, values were increased to account for the 2 extra employees (using an estimated 12m² per each employee). For the new office (Manchester Mews), data available on the energy certificate government website was used to calculate emissions. The Manchester Mews office space has higher emissions due to the fact Apella inhabit the entire office, and not 1.09% of a larger office, which was the case for the Hanover Square occupancy. Figures for last year’s emissions were taken directly from the Apella 2021-2022 GHG Report. The rest of the data was collected through a survey to all 16 employees.

Summary of the data collected from business. See Annex III for a summary of quantification approaches and GHG conversion factor sources.

Results – 2023

Summary of emission sources

GHG emissions from 2022 - 2023 were estimated in-depth, by scope and emission source and are outlined below. The total annual emission figures from these were used to estimate Apella’s LCB.

The total GHG emissions from Apella’s operations in 2022 - 2023 were found to be 25.77 tCO₂e – at approximately **1.61 tCO₂e per full-time employee per year**.

See Figure 1 for a summary of significant emission sources:

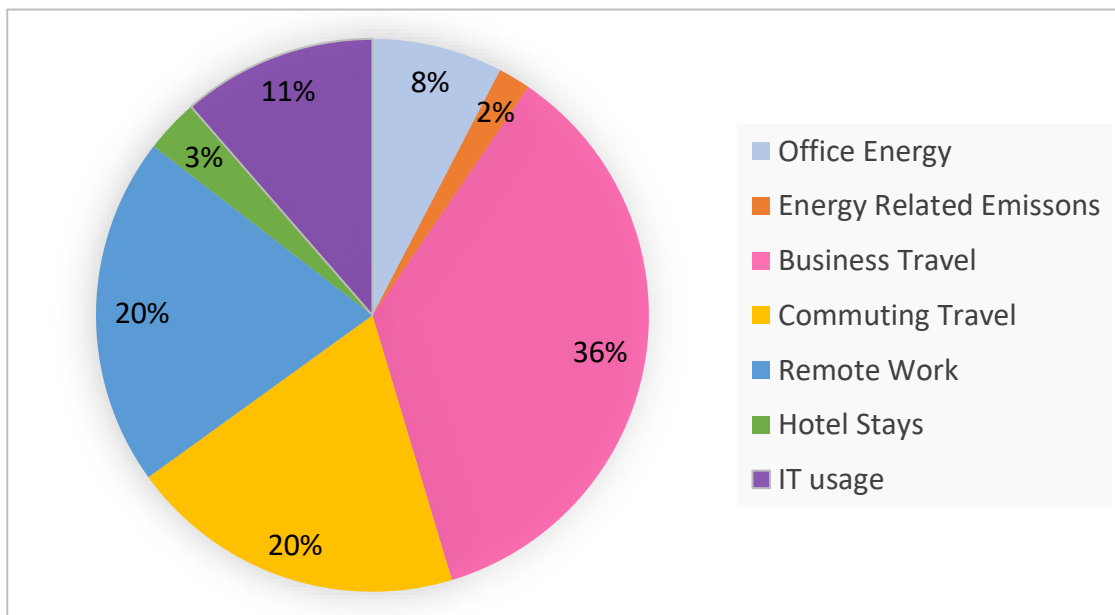


Figure 1. Emissions by source in 2022

For Apella, the main GHG emissions sources accounted for were office primary energy use, business travel, remote work, hotel stays and IT equipment. Business travel is by some margin the largest source of emissions for Apella, reflecting the requirement to travel for business, with ~22% of all emissions coming from short-medium haul business flights. Commuting Travel and Remote Work were also a key source of emissions for Apella, with 20% of GHG emissions represented though each throughout the reporting year.

2023 – Annual GHG emissions by source (tCO₂e)

Table 3. Summary of emissions by source and scope for 2022 - 2023

Activity	Consumption	Unit	Emissions tCO ₂ e	Percentage of annual total
Scope 1				1.17%
Gas Consumption (Hanover Square)	1507.04	kWh	0.30	1.17%
Scope 2				6.48%
Office Primary Energy Use (Hanover Square)	5557.27	kWh	1.07	4.17%
Office Primary Energy Use (Manchester Mews)	3071.00	kWh	0.59	2.30%
Scope 3				92.35%
Energy Related Emissions (Elec + Gas)				1.89%
Grid electricity (Gen + T&D)	6142.00	kWh	0.44	1.69%
Gas (WTT)	1507.04	kWh	0.052	0.20%
Remote Work				20.43%
Heating	15449.71	hours	0.49	1.90%
Equipment use	15449.71	hours	4.78	18.53%
IT Equipment				11.39%
Mobile Phones	16.00	units	0.24	0.93%
Laptops	16.00	units	0.98	3.81%
Monitors	16.00	units	1.71	6.64%
Business Travel				35.83%
Business travel Air)	37,934.00	pkm	5.68	22.05%
Business travel (Rail)	56,291.00	pkm	2.00	7.75%
Business travel (Car)	8,984.54	km	1.53	5.94%
Business travel (EV)	429.07	km	0.02	0.08%
Hotel Stays				3.14%
Business travel (Hotel Stays)	73.00	nights	0.81	3.14%
Commuting Travel				19.68%
Bike/Foot	6,741.07	km	0.00	0.00%
Public Transport	95,035.30	km	4.52	17.54%
Car	3,228.30	km	0.55	2.114%
Total			25.77	
Total per Employee			1.61	
Total (+ 20%)			30.92	

To ensure we don't underestimate our members yearly carbon emissions, we apply a 20% uplift to their total. We do this because the data we use, while based on scientific papers, are nonetheless estimates. The 20% helps us ensure our members are on the right side of any variations.

Technical summary

Table 4. Direct & Indirect GHG emissions for Apella in the reporting period.

Emission sources during reporting period	TOTAL (tCO ₂ e)	CO ₂ * (t)	CH ₄ * (t)	N ₂ O * (t)	NF ₃ * (t)	SF ₆ * (t)
Scope 1 - Direct Emissions	0.30	0.30	<0.01	<0.01	–	–
Scope 2 - Indirect Emissions from imported energy	1.67	1.65	<0.01	0.01	–	–
Scope 3 - Other significant indirect emissions	23.80	23.80	–	–	–	–

*Emissions of each GHG are reported in tonnes of CO₂ equivalents.

Table 5. Biogenic CO₂ emissions

Biogenic CO ₂ emissions. Categories:	tCO ₂
Biomass combustion & other processes (e.g. aerobic and anaerobic decomposition of biomass and soil organic matter)	0
Natural disasters (e.g. wildfire or infestation by insects) or natural evolution (e.g. growth, decomposition)	0
Total	0

Additional information

Lifetime Carbon Balance

The total GHG emissions from Apella’s operations from 2019 to 2023 are estimated to be **97.29 tCO₂e**. The cumulative total GHG emissions can be seen in Figure 2.

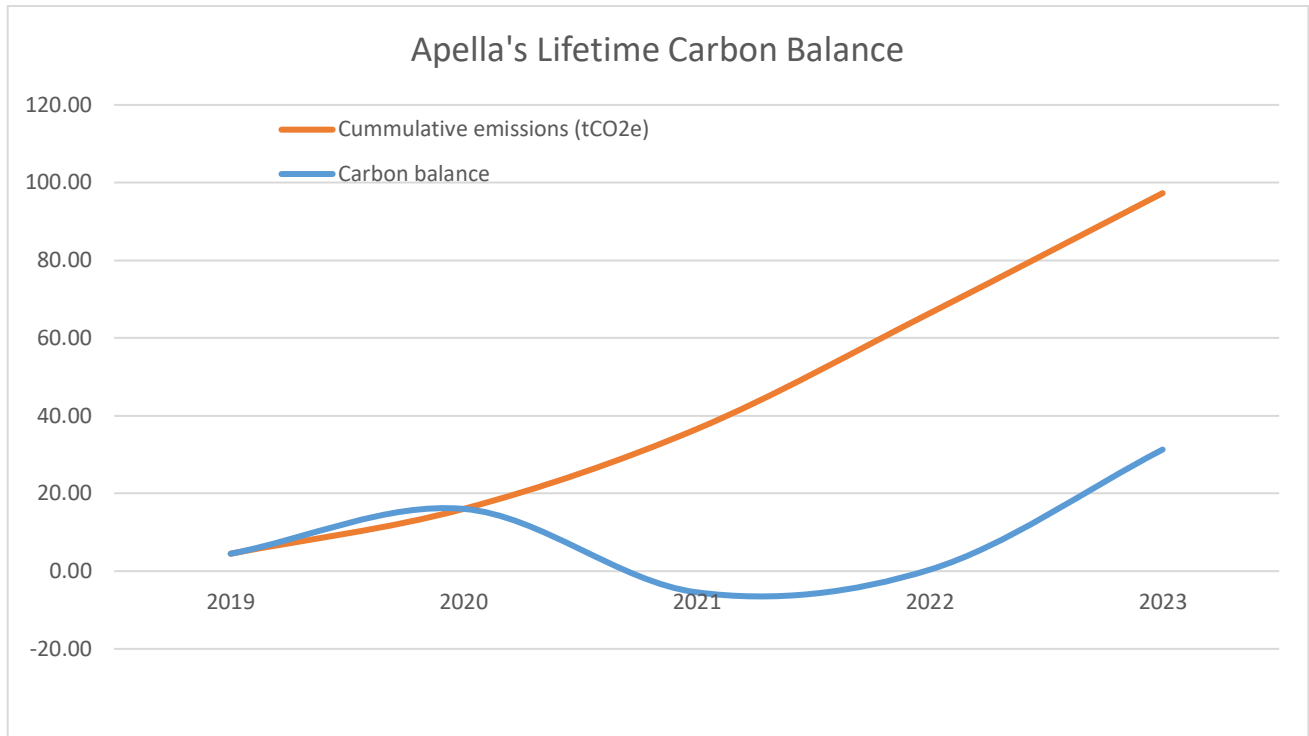


Figure 2. Annual distribution of GHG emissions since Apella’s inception

Apella has already invested in **66 CO₂e** of carbon credits, more or less equally invested in Durrel Rewild Carbon, Husk, Ricehouse and Kijani Forestry. Thus, their current cumulative lifetime carbon balance is **31.29 CO₂e as of the 31st of August 2023**.

LCB timeline

This timeline in Table 8 outlines annual GHG emissions for Apella, along with their annual emissions per employee (a key intensity ratio). While Apella’s annual emissions have grown since 2021, their emissions per employee has actually reduced, and continues to do so from 2021-present, which is fantastic.

Table 6. Timeline of annual GHG emissions

Year	Employees (YE)	tCO2e	tCO2e per employee
2019	7	3.75	0.54
2020	9	9.61	1.07
2021	9	17.11	1.90
2022	14	24.84	1.77
2023	16	25.77	1.61
TOTAL		81.07	
TOTAL + 20%		97.29	

Conclusions

Apella's GHG emissions from September 1st 2022 to August 31st, 2023, are estimated to be **30.92 tCO₂e**, and Lifetime Carbon Balance is estimated to be **97.29 tCO₂e**, which has been brought down to **31.29 tCO₂e** thanks to their investment in carbon removal credits.

This commitment to carbon removal is incredibly commendable and such investments made Apella truly lifetime carbon zero up to August 31st, 2022. On top of these carbon removal credit investments, Apella has continued to manage to reduce their already low annual emissions per employee from 2022. Including Apella's emission in the last year, Apella now has a positive LCB of **31.29 tCO₂e**. Thus, further reduction strategies and investment into carbon credit projects are necessary in order to meet lifetime carbon zero status again.

What does 30.92 tCO₂e annually equate to?



6.47 return business-class flights from London to New York



111,654 miles in a medium sized petrol car



0.52 hectares of tropical rainforest would sequester this amount in 10 years

How does Apella compare?

Figure 3 gives an insight as to where Apella sits against organisations from a range of industries, in terms of emissions per full-time employee per year, as the most widely used GHG emissions intensity ratio for comparison.

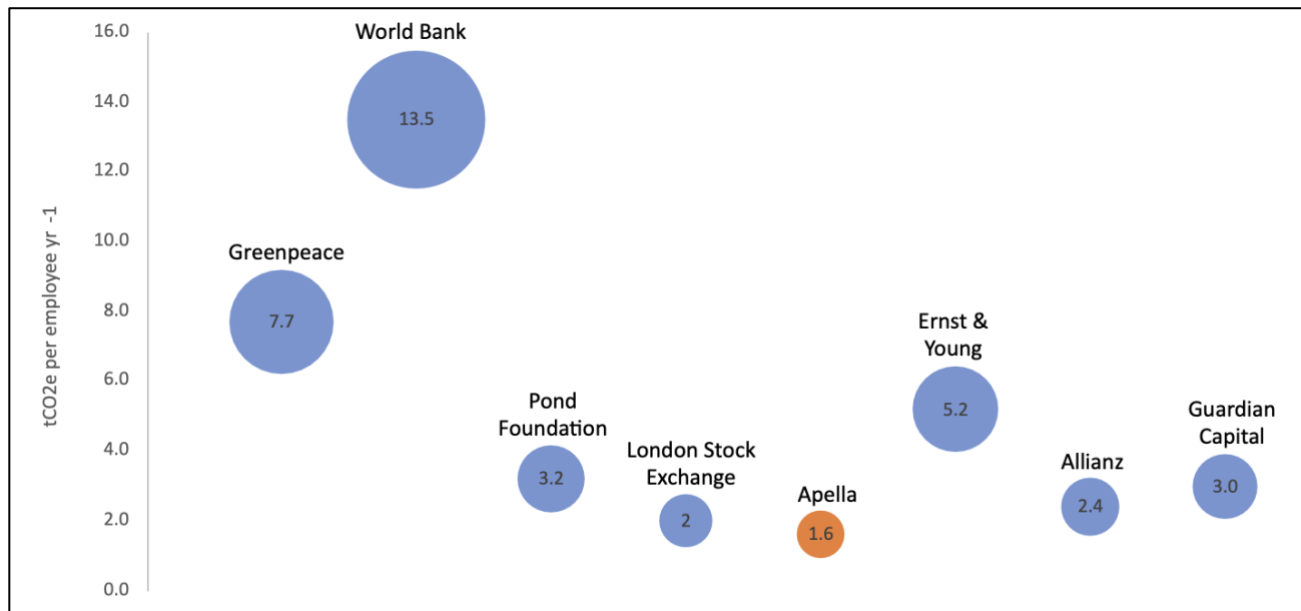


Figure 3. Comparison between Apella and other organisations per full-time employee per year.

What does this mean for Apella?

This GHG Accounting Report is the first step on Apella’s My Carbon Zero journey and will be updated annually with Apella’s continued membership with Pond Foundation. Given Apella’s Lifetime Carbon Balance, becoming carbon zero is an achievable feat, which is an incredibly powerful thing!

Apella’s Carbon Balance Sheet can be found just below – this is how it will track its carbon reduction and investment actions! Following this, we discuss and agree a potential RRI strategy for Apella to follow so that future emissions are limited, and its carbon is balanced. Thanks for taking credible climate action with us!

Apella’s Carbon Balance Sheet (CBS) as of August 31st, 2023.

	2019-2023 tCO₂e
Assets	
R1 Carbon reduction strategy	0
R3 Carbon project investment*	66
Total Assets	66
Liabilities	
LCB	97.29
Total liabilities	97.29
Carbon Balance	31.29

Table 7. Apella's CBS as of August 31st, 2023

**R3 investments sequester emissions directly, which are the projects we promote on our website.*

R2 investments do not appear in the CBS, but they are a critical part of a credible climate action plan. These investments result in reductions in emissions elsewhere, and do not directly sequester carbon.

RRRI Strategy – Introduction

We recommend companies take RRRI actions through their Carbon Investment Portfolio (CIP). This means reducing their carbon emissions, reducing emissions elsewhere, removing carbon from the atmosphere, and Inspiring others to do the same.

Pond Foundation can create a full emission reduction plan for members, including emission projections and suggested targets, as an additional service. Key elements of a My Carbon Zero plan are detailed below.

R1 Actions

R1 Actions are emission reduction measures Apella takes. By investing in emission reduction mechanisms, Apella can minimise the growth of their Lifetime Carbon Balance, therefore, reducing the cost of R3 actions. Within this, we recommend a focus on the annual emissions per employee, in each office location.

Reducing annual emissions is key to limiting Apella’s future operational emissions as a business and ensuring that Apella is compliant with the Science-Based Target Initiative (SBTi). SBTi requires minimum emissions targets of 50% by 2030, and 95% by 2050. Pond Foundation is aligned with the SBTi, similarly focusing on emissions reduction with R1 Actions, and goes further than the SBTi requires with R2 and R3 actions.

As part of Apella’s R1 strategy, the company invested in retrofitting their new Manchester Mews office space, improving it from an energy efficiency rating ‘F’ to ‘A.’ These ‘avoided’ emissions cannot be counted against their LCB, but Table 8 shows what a possible decrease in emissions may have been. Buildings can’t be rented with an ‘F’ rating so Apella would have retrofitted the building to at least an ‘E’ rating to occupy it. Apella went beyond this minimum and improved the building to an ‘A’ rating. This is demonstrated in Table 8.

Energy Efficiency Band	Emissions (kWh/yr/m ²)	Office emissions per year (tCO ₂ e)
A (actual)	111	3.56
E (theoretical range)	290 - 454	9.31 - 14.57
F (previous range)	298 - 573	9.57 - 18.39

Table 8 showing possible ‘avoided’ emission by retrofitting to a grade ‘A’

Table 8 shows that by improving the building to an ‘A’ rating, Apella has ‘avoided’ annual emissions in a range of 5.75 tonnes of CO₂e (Band E, lower end = 9.31) to 14.83 tonnes of CO₂e (Band F, upper end = 18.39).

R2 Actions

R2 Actions are investments into projects that will reduce future emissions but do not sequester carbon directly (e.g. Matching employee carbon investments, sponsoring education programs, renewable energy, forest conservation, and so on). These investments do not impact Apella’s Lifetime Carbon Balance but can be extremely valuable for the future of our planet.

R3 Actions – Carbon Investment Portfolio

R3 Actions are investments into projects which directly sequester carbon from the atmosphere. The My Carbon Zero portfolio is made up of high-quality carbon removal projects, each credit for a project

is a donation that will result in the sequestration of 1 tCO₂e over varied periods. We are in the process of bringing on a number of exciting new projects, which we will keep Apella up to date about. We will share information about each project with Apella regularly so it can communicate its actions and what it is supporting, to engage and inspire investors. Please see below a description of our current Partners and their carbon credit availability.

I Actions

We highly encourage that Apella inspires other businesses and individuals to act with us to maximise action on climate change from all areas of Apella's professional networks. I actions can create a big ripple for Apella, multiplying their climate impact by encouraging others to take action too.

Apella's employees can be encouraged to engage with climate issues, to inspire action at all scales. Pond Foundation offers complimentary workshops with our team to discuss climate change and guide individual climate action. Furthermore, internal communications by Apella could encourage employees to take action with My Carbon Zero (joining as an individual is free). Some businesses even opt to match carbon investments made by employees, effectively doubling their carbon impact!

This can be the final element of Apella's 4-pronged climate action plan!

Carbon credit partners' availability and Pricing

1. Dutch Carboneers

Dutch Carboneers is a decentralized biochar project developer that brings smallholder biochar projects to global carbon removal markets. Biochar, an inert carbonized material, acts as a stable carbon sink for over a thousand years while also storing nutrients, increasing crop yields, and aiding in climate adaptivity. Their focus is on developing sustainable biochar projects that benefit farmers by increasing crop yields and earning additional income by selling carbon credits obtained from their biochar production. This not only serves as a second source of income but also reduces farmers' reliance on expensive chemical fertilizers and pesticides. Dutch Carboneers provides farmers with the necessary tools, training, technology, and certification to create biochar sustainably. They work with local supervisors and managers who use a mobile application for traceability and transparency. Biochar is produced according to the Global Artisan C-Sink Guidelines and audited by third-party auditors. Biochar carbon credits are registered with the C-Sink Registry of Carbon Standards International. Dutch Carboneers is also working on an iteration of their mobile application to wire mobile money directly to farmers.

2. Forest Conservation Fund

Tanoé-Ehy of South-eastern Ivory Coast is a biodiversity hotspot and home to three of the most endangered primates of West Africa - the Roloway monkey, the White-thighed colobus and the Miss Waldron's red colobus. However, the forest is threatened by unsustainable forestry practices, conversion to oil palm and hunting for bushmeat by local communities. The forest also houses several endemic and endangered plants, fish, amphibians, and bird species of conservation concern. In 2006, 11 villages collectively established a multiple-level organization to ensure the conservation of the forest. In 2021, they received official notification that they were the legal owners and stewards of the forest. CSRS, a research centre, is the FCF Grantee and will use the funding to lead biological surveys, socio-economic studies, participatory development of forest management rules,

fundraising, and supervision of forest demarcation by an official surveyor. The Tanoé Ehy project protects a total of 10,817 hectares of forest. This area of forest is estimated to store 995,164 tCO₂e of carbon and is estimated to have sequestered 7,100 TCO₂e since 2000.

3. Durrell Wildlife Conservation Trust

Durrell Wildlife Conservation Trust's (Durrell) Atlantic Rainforest project is a one-of-a-kind rewilding project that aims to improve the species' conservation status on the Red List of the black lion tamarins by rewilding their threatened habitat. The Atlantic Rainforest, one of the most biodiverse and threatened habitats on the planet, contains only 6% of the interior rainforest in the project region in isolated fragments, replaced by pastures and intensive farmland. Durrell set out to rewild the Atlantic Rainforest, through the support of carbon financing, by planting tree corridors in between forest fragments, introducing agroforestry plots, and protecting biodiversity. Newly planted forest corridors with endangered and vulnerable tree species allow for species migration and restore huge areas of land. Agroforestry plots mixed with locally cultivated crops act as 'stepping stones' between forest fragments and support local farmer livelihoods. Additional species-specific conservation efforts are also being put in place to restore the habitat of endemic species in the region.

4. Ricehouse

Ricehouse uses rice processing waste to create natural construction products that are environmentally friendly and sustainable. Ricehouse commercializes natural construction products such as rice straw, rice husk, hydraulic bio plasters, screeds, lime or clay furnishings, rice husk premixed compounds, and panels that elevate the comfort and health concept. The products are created by combining rice residues with completely natural binders that are formaldehyde-free and avoid materials of petrochemical origin. Ricehouse's mission is to build structures using by-products from the rice supply chain, acting as a hub between agriculture and architecture. Ricehouse is always looking for new proposals to meet the demands of an ever-evolving market.

Rice husk and straw is about 40% carbon, meaning for every tonne of rice husk and straw used in Ricehouse construction materials, 1.43 tCO₂ is sequestered. Rice husk and straw would typically be discarded to decompose into CO₂ or methane or be burnt to release that CO₂ directly into the atmosphere.

Project Partner	Website	Number of Carbon Credits Available	Total Invoice Price (CHF)
Dutch Carboneers	Link	1,400	0-99 credits - 153.58 100-999 credits - 142.20 1000-5000 credits - 130.82
Forest Conservation Fund	Link	7,400	11.85
Durrell	Link	1,400,000	36.76
Ricehouse	Link	170	29.63

Table 9. Carbon credit's available for purchase from Pond Foundation's project partners, including pricing.

Annex I – Bibliography

Apple (2020) Product Environmental Report, iPhone 12.

Apple (2021) Product Environmental Report, MacBook Pro.

Defra Emissions Factor (2021).

Homeworking Emissions Whitepaper (2020).

IPCC Sixth Assessment Report (AR6) (2021)

The over-prediction of energy use by EPCs in Great Britain: A comparison of EPC-modelled and metered primary energy use intensity. ELSEVIER. (2023)

Annex II – Criteria for selection of significant emission sources

Criteria	Assigned Value	Description
Access to & Quality of data	3	High: It is possible to collect information from communications with stakeholders directly related to Apella. Primary data is available.
	2	Medium: although there is no direct communication with the parties in charge of the information, it is possible to identify basic information from the source. Secondary data is available.
	1	Low: the party in charge of the information is unknown.
Level of influence	3	High: it is possible to directly influence the generation of emissions from the source.
	2	Medium: the party in charge can be influenced to ensure the reduction of emissions from the source.
	1	Low: there is no reasonable possibility of influencing the emissions of the source.
Frequency of emission generation	3	High: the emission is generated on a daily basis
	2	Medium: the emission is generated more than once per month but less than once per day.
	1	Low: the emission is generated less than once per month.
Sector-specific guidance	3	High: There is secondary data or reliable reference sources that indicate that the source could have high significance within the inventory.
	2	Medium: The baseline data used do not conclude that the expected emission is high.
	1	Low: according to the information used, the consideration of this emission source is not described.
Risk / Opportunity	3	High: Increased emissions from the source expose Apella to reputational, operational, or other risk.
	2	Medium: The analysis determines opportunities but not necessarily major risks.
	1	Low: No significant risks or opportunities associated with the emission source are identified.
Outsourcing	3	High: the process is contracted externally and constitute essential business activities.
	2	Medium: it is contracted externally but does not constitute an essential business activity.
	1	Low: is not contracted externally by Apella.

Annex III – GHG emission quantification approaches & assumptions

Emission Source	Methodology and assumptions
Commuting Travel	Commuting data was collected through the employee survey. Employees noted the distance and means of transport that they used to reach both the old and new office spaces (for those who used them). Commute figures for both offices were calculated for the entire year, and then used to calculate figures for 10 months and 2 months respectively (10 months in Hanover Square and 2 months in Manchester Mews). Number of days travelled into a co-working space was extrapolated from the employee specific WFH rate for those where data was not available. It is assumed that there were no hybrid days (where the employee worked both at home and in the office). Emissions were calculated by multiplying the total distance travelled by each travel mean by Defra conversion factors.
Business Travel	Business travel data was collected through the employee survey. Employees noted the distance and means of business travel (if any), and emissions were calculated by multiplying the total distance travelled by each travel mean by Defra conversion factors.
Hotel Stays	Number of hotel nights stayed for business travel was collected in the employee survey. Emissions were calculated from Defra, at 10.4 kgCO ₂ e per night in Prague, 10.4 kgCO ₂ e per night in the UK and 11.5 kgCO ₂ e per night in London.
WFH	We took the stated number of days the employees WFH from an average working week (5 days), based on employee surveys. Assuming 256 working days in a year, the total days worked from home per employee in 2022 was estimated. It is assumed that there were no hybrid days (where the employee worked both at home and in the office) and that they remained in their house for the full 8 hours (FTE work hours per day per person). Emissions figures estimating the average energy usage for heating and office equipment were used, as of current our calculations don't take energy type, number of bedrooms or energy ratings into consideration.
Office primary energy use	Office energy use data, for the old space (Hanover Square), was collected directly from the office space managers in 2022. As the number of employees has increased from 14 to 16 since 2022, values were increased to account for the 2 extra employees (using an estimated 12m ² per each employee). For the new office (Manchester Mews), data available on the energy certificate government website was used to calculate emissions. The Manchester Mews office space has higher emissions due to the fact Apella inhabit the entire office, and not 1.09% of a larger office, which was the case for the One London Wall occupancy. Figures for last years emissions were taken directly from the Apella 2021-2022 GHG Report.
IT Equipment	Apella employee's were assumed to have one phone, one laptop and monitor, which were assumed to be a middle-range iPhone 12, and Macbook Pro and dell monitor. The average device lifespan (as listed by Apple) was taken to be 5 years, which allowed for the calculation of annual emissions from the use of each device.