



## Marshall Creative Net Zero Plan

### 1. Introduction

#### 1.1 Purpose

The purpose of this Net Zero Plan is to outline Marshall Creative's commitment to achieving net-zero carbon emissions. This plan encompasses a comprehensive strategy to reduce, offset, and eventually eliminate the company's greenhouse gas emissions, contributing to the global effort to mitigate climate change.

#### 1.2 Scope

This Net Zero Plan covers all aspects of Marshall Creative's operations, including energy consumption, waste management, transportation, and procurement. The goal is to achieve net-zero carbon emissions by a specific target date.

### 2. Objectives of the Net Zero Plan

- Carbon Neutrality: Achieve net-zero carbon emissions by reducing and offsetting the company's greenhouse gas emissions.
- Sustainable Practices: Integrate sustainable practices into all aspects of business operations to minimize the company's environmental impact.
- Continuous Improvement: Establish a culture of continuous improvement and innovation to further reduce emissions and enhance sustainability.

### 3. Baseline Assessment

- Conduct a comprehensive greenhouse gas emissions inventory to establish a baseline.
- Identify and quantify emissions from all relevant sources, including energy consumption, transportation, and waste generation.

### 4. Reduction Strategies

- Implement energy efficiency measures to reduce overall energy consumption.
- Transition to renewable energy sources to power operations.
- Optimize transportation practices, promote telecommuting, and invest in eco-friendly vehicles.
- Minimize waste generation and implement recycling and composting programs.



## 5. Offsetting Initiatives

- Identify and invest in credible carbon offset projects that align with the company's values and goals.
- Support projects that contribute to emissions reduction and sustainable development, both locally and globally.

## 6. Employee Engagement and Training

- Raise awareness among employees about the company's commitment to achieving net zero.
- Provide training on sustainable practices and encourage employees to contribute to emission reduction efforts.

## 7. Sustainable Procurement

- Prioritize suppliers and vendors with strong environmental and sustainability practices.
- Source products and materials from suppliers committed to ethical and sustainable production.

## 8. Technology and Innovation

- Invest in innovative technologies that further reduce emissions and enhance operational efficiency.
- Explore emerging solutions in carbon capture and storage.

## 9. Collaboration and Advocacy

- Collaborate with industry peers, organizations, and government bodies to share best practices and knowledge.
- Advocate for policies and initiatives that support the transition to a low-carbon economy.

## 10. Monitoring and Reporting

- Establish a robust monitoring system to track progress toward net-zero goals.
- Regularly report on emissions reductions, offsetting activities, and overall sustainability performance.

## 11. Continuous Improvement

- Foster a culture of continuous improvement by regularly reviewing and updating emission reduction strategies.
- Encourage employees to contribute ideas and suggestions for further sustainability initiatives.



## 12. Review and Revision

This Net Zero Plan will be reviewed periodically to ensure its continued relevance and effectiveness. Necessary revisions will be made to adapt to changes in laws, regulations, and industry best practices.

This Net Zero Plan reflects Marshall Creative's dedication to achieving carbon neutrality, contributing to a sustainable future, and being a responsible corporate citizen in the fight against climate change.

Signed  
Darren Marshall [DIRECTOR]

21st Jan 2024