



Healthy People, Healthy Planet

2024 Results & Reflections

Delivering on our promise: Carbon neutral by 2024—Achieved.

#healthypeoplehealthyplanet

Over the past three years, *Active IQ* has committed to creating a measurable, meaningful impact on our planet. This journey began with the launch of our **Healthy People, Healthy Planet** initiative, and I'm proud to share that in 2024, we have made our most significant progress yet.

From our first report to today, we've evolved from making sustainability pledges to delivering lasting change. In 2022, we made an ambitious commitment: to become a carbon neutral organisation by the end of 2024. We are proud to share that we have honoured that promise—and achieved it.

Our remaining carbon emissions will now be fully offset through our partnership with OurCarbon and the Broughton Sanctuary rewilding and restoration project—a meaningful and nature-based solution that reflects our values and deepens our commitment to environmental stewardship.

Over the past year, we have reduced our carbon footprint significantly, demonstrating that strategic change, team collaboration, and sustained effort do indeed lead to tangible environmental impact. Compared to our peak in 2023, our total emissions in 2024 have decreased by over 25%—a major win for both our team and the planet.

We started this initiative knowing that carbon responsibility required more than policy—it required action. Today, we celebrate our collective success, reflect on our progress, and renew our commitment to a greener, healthier future.

Jenny Patrickson
Active IQ,
Managing Director



Milestone achieved: Carbon neutral by 2024

In 2022, we set a bold target: to be carbon neutral by the end of 2024. Through a combination of carbon reduction strategies and verified offsetting, we're proud to report that in 2025, and with our 2024 results:

- We have achieved carbon neutrality
- Our emissions have reduced from 147.07 tCO₂e in 2023 to 110.62 tCO₂e in 2024
- The remaining footprint will be offset through Broughton Sanctuary, supported by OurCarbon

This is a landmark achievement—both for our team and for the planet.

Carbon metrics summary (2022–2024)

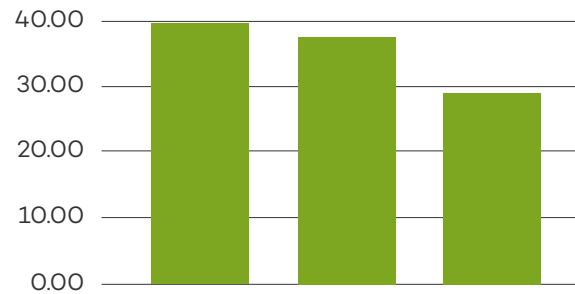
Year	Carbon emissions (tCO ₂ e)	Revenue (£M)	Employees	Emissions per £M revenue	Emissions per employee
2022	144.92	3.69	37	39.30	3.92
2023	147.07	3.94	38	37.33	3.87
2024	110.62	3.83	38.9	28.87	2.84

Key Insights:

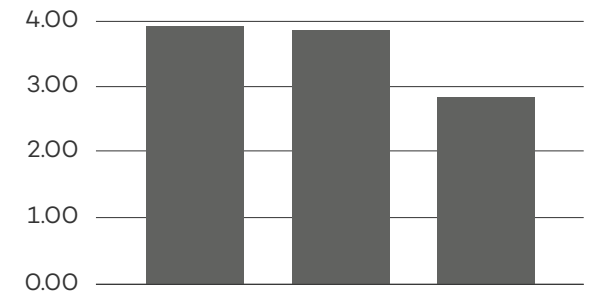
- **Total emissions down 25% from 2023 to 2024**
- **8.46 tCO₂e reduction per £M revenue**
- **1.03 tCO₂e reduction per employee**
- Operational efficiency and sustainability embedded deeper than ever before

Carbon intensity trends

Carbon Intensity Emissions per Million £ Revenue



Carbon Intensity Emissions per Employee



Understanding our emissions: Scope 1, 2, and 3

We've tracked our emissions using the internationally recognised **GHG Protocol scopes:**

1

Scope 1: Direct emissions

These include emissions from sources owned or controlled by Active IQ, such as company-owned vehicles.

2

Scope 2: Indirect emissions from purchased energy

These include emissions from electricity and energy used in our facilities—for example, lighting and heating in our office (which was permanently closed in 2023).

3

Scope 3: All other indirect emissions

These include emissions that occur as a result of our business activities but are not directly controlled by us—such as the production and delivery of printed training manuals.





Historical scope breakdown

Year	Scope 1	Scope 2	Scope 3
2019	23%	4%	73%
2021	23%	5%	72%

2024 update

Scope 1 and Scope 2 emissions have been fully eradicated
Only Scope 3 emissions remain, representing areas we continue to improve.

2023–2024 Emissions by category

We’re proud to report that Active IQ has reduced emissions in all categories between 2023 and 2024.

Highlights:

- Business travel reduced by 16.43 tCO₂e
- Purchased goods & services reduced by 9.04 tCO₂e
- WFH emissions cut by 5.37 tCO₂e
- Leased asset emissions down by 5.35 tCO₂e
- Even Upstream T&D saw marginal improvements



Reflections from OurCarbon

“Active IQ’s carbon journey over the last few years is a blueprint for meaningful progress. What’s most impressive is how deeply embedded sustainability has become across their operations and culture. Achieving carbon neutrality a year early is no small feat—it reflects discipline, innovation, and integrity. We’re proud to partner with them through Broughton Sanctuary and look forward to seeing their leadership inspire others in the sector.”

— **Dave Erasmus**, Chairman, OurCarbon



From first report to today: A timeline of progress

2022

First *Healthy People, Healthy Planet* report launched.
Baseline carbon audit completed. Sustainability award received.

2023

Carbon footprint rose slightly due to business growth.
Strategy refined. Remote work and efficiency savings noted.

2024

Carbon neutrality achieved. Carbon intensity metrics significantly improved. Offset partnership with Broughton Sanctuary implemented. Scope 1 and 2 emissions eliminated.



Our People, Our Planet

While achieving carbon neutrality is a major milestone for Active IQ as a business, it is equally a reflection of the dedication, awareness, and actions taken by our team—both professionally and personally.

This success is not just about hitting targets. It's about a cultural shift—one that we've seen take root across our organisation. Many of our team members have embraced more sustainable habits at home, from reducing waste to cutting down on single-use plastics, switching to renewable energy, and even using solar panels to power their home offices and laptops.

We want to say a heartfelt thank you to everyone who played a part in helping us reach our carbon neutrality goal. Your support, creativity, and commitment have been instrumental, and we couldn't have done it without you.

We also hope this journey has inspired your sustainability path—both personally and professionally. If you're ever looking for ideas, support, or simply want to share your progress, please reach out to our team. We're always happy to continue the conversation and help others take the next step.

**For healthy people. For a healthy planet.
For a better tomorrow.**



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