

# KINETIC WORLDWIDE LIMITED CARBON REDUCTION PLAN

**Supplier name:** Kinetic Worldwide Limited t/a WPP Media OOH

**Publication date:** 03 July 2025

## COMMITMENT TO ACHIEVING NET ZERO

Kinetic Worldwide Limited (t/a WPP Media OOH) is committed to achieving net zero across our UK operations by 2030 for Scope 1, Scope 2 (market-based) and applicable Scope 3 emissions categories<sup>1</sup>. Kinetic Worldwide Limited is a subsidiary of WPP Plc and this commitment applies across WPP's UK and global operations and operating companies.

## EMISSIONS FOOTPRINT

Kinetic Worldwide Limited's baseline emissions provide the reference point against which our emissions reduction can be measured. This plan considers the Scope 3 emissions categories defined by the UK Cabinet Office Technical standard for Completion of Carbon Reduction Plans<sup>1</sup>. Additional emissions categories relevant to Kinetic Worldwide Limited have been included (see page 2) to provide context on the materiality of different emissions categories.

## BASELINE EMISSIONS CALCULATIONS

A baseline emissions year of 2019 has been used for WPP's Scopes 1, 2 and 3 emissions reporting. Scope 1 and Scope 2 emissions have been calculated in line with the Streamlined Energy and Carbon Reporting requirements. Greenhouse Gas (GHG) Protocol Scope 3 categories have been calculated as follows:

Category	Approach	Methodology Explanation
4: Upstream Transportation and Distribution	Spend-based	Spend-based emissions factors are applied to category-level spend data. Emissions are extrapolated where category-level data is not available.
5: Waste	Average data	UK Department for Environment, Food and Rural Affairs (DEFRA) emissions factors based on waste-disposal pathways are applied to data on the tonnes of waste disposed via the corresponding waste streams. Waste data is obtained from supplier invoices.
6: Business Travel	Hybrid	For business air travel, the DEFRA emissions factor by distance category are applied to flight mileage data, considering flight haul and class. Emissions from centrally contracted air travel (57% of total) are obtained from supplier datasets which are then extrapolated to account for locally contracted air travel. For accommodation, car rental, rail and taxis, limousines and executive cars spend-based emissions factors are applied to category-level spend data.
7: Employee Commuting	Average data	Country-level third-party datasets are used to determine the relative split of transportation modes, average journey distance and associated emissions. This is combined with WPP country-level headcount data to create an estimate of emissions from employee commuting.
9: Downstream Transportation and Distribution	Not applicable to Kinetic Worldwide Limited's operations as a service-based company	

<sup>1</sup> As defined by the UK Cabinet Office Technical standard for Completion of Carbon Reduction Plans which includes the following Scope 3 categories: 4. Upstream Transportation and Distribution, 5. Waste generated in operations, 6. Business travel, 7. Employee commuting, 9. Downstream transportation and distribution

## UK EMISSIONS DISCLOSURE

EMISSIONS (tonnes CO2e)	2019 (Baseline year)	2024 (Most recent year)
<b>Scope 1</b>		
Natural Gas	19	15
Diesel and Heating Oil	0	0
Company cars	4	0
<b>Scope 2</b>		
Location-based	70	35
Market-based	53	0
<b>Scope 3 (Included Sources)</b>		
Upstream transportation and distribution	25	13
Waste	1	1
Business travel	123	111
Employee commuting	143	103
<b>Sub-Total Emissions (market based)</b>	<b>367</b>	<b>241</b>
<b>Scope 3 (Other Sources)</b>		
Purchased goods and services	2,497	2,139
Capital Goods	105	112
Fuel-and-energy-related activities	34	25
Upstream leased assets	Not relevant <sup>2</sup>	
Downstream transportation & distribution	Not relevant <sup>2</sup>	
Processing of sold products	Not relevant <sup>2</sup>	
Use of sold products	Not relevant <sup>2</sup>	
End-of-life treatment of sold products	Not relevant <sup>2</sup>	
Downstream leased assets	4	3
Franchises	Not relevant <sup>2</sup>	
Investments	827	368
<b>Total Emissions (market based)</b>	<b>3,834</b>	<b>2,888</b>

<sup>2</sup> WPP PLC follows the GHG Protocol Corporate Value Chain (Scope 3) Standard. Categories not relevant to WPP's business activities or determined to be immaterial are excluded from our scope

## EMISSIONS REDUCTION TARGETS

Kinetic Worldwide Limited's emissions reduction targets are in line with the WPP Plc global near-term science-based emissions reduction targets.

In 2021 WPP Plc set near-term science-based targets to reduce our greenhouse gas emissions in line with limiting global warming to 1.5°C above pre-industrial levels, and the aims of the Paris Climate Agreement.

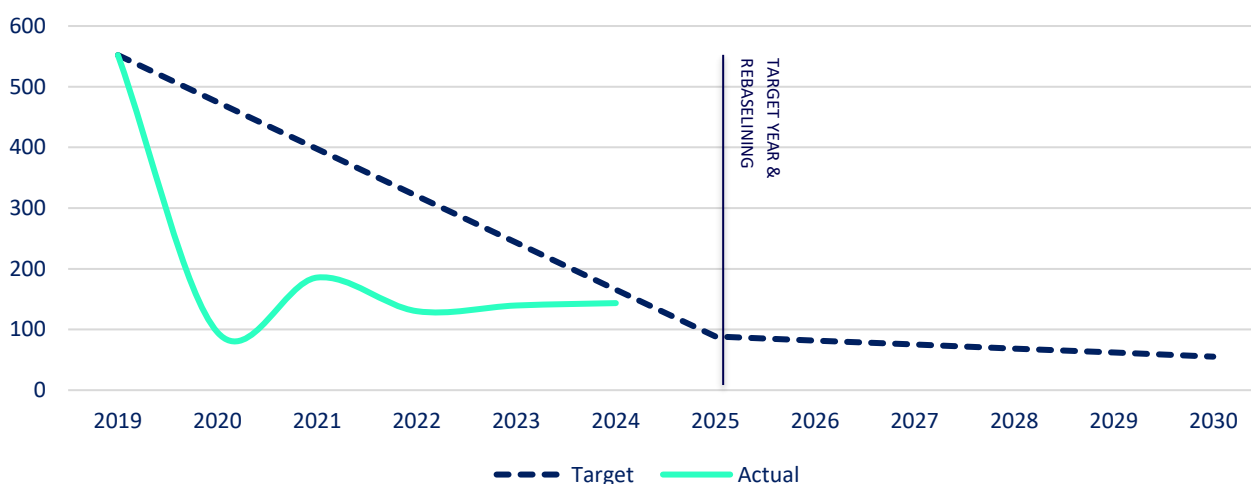
These targets, which are verified by the Science Based Targets initiative (SBTi), were the first among our peers to include emissions from media buying and production (two-thirds of our total carbon footprint). We are also committed to offsetting residual emissions across our own operations (Scope 1 and 2) by 2025, and our supply chain (Scope 3) by 2030.

Through WPP Plc, Kinetic Worldwide Limited has also set a target to purchase 100% of electricity from renewable sources by 2025 in line with RE100. In 2024, 93% of our electricity came from renewable sources and we are on track to meet our target to source 100% of electricity from renewable sources by 2025.

We project that carbon emissions for the categories considered within the scope of this plan over the next five years will reduce to 1,069 tCO<sub>2</sub>e by 2030. This is a reduction of 58% compared to our 2019 baseline year.

Progress against these targets can be seen in the graphs below. Decarbonisation programmes between 2019 and 2024 have predominately focused on reducing Scope 1 and 2 emissions and setting up the operational infrastructure to reduce Scope 3 emissions. From 2025, decarbonisation programmes will focus on maintaining operational emissions and reducing Scope 3 emissions through the programmes detailed in the 'Carbon Reduction Projects' section of this document.

### SCOPE 1 AND 2 EMISSIONS REDUCTION PROGRESS (2019-2030)



#### OUR EMISSIONS TARGETS

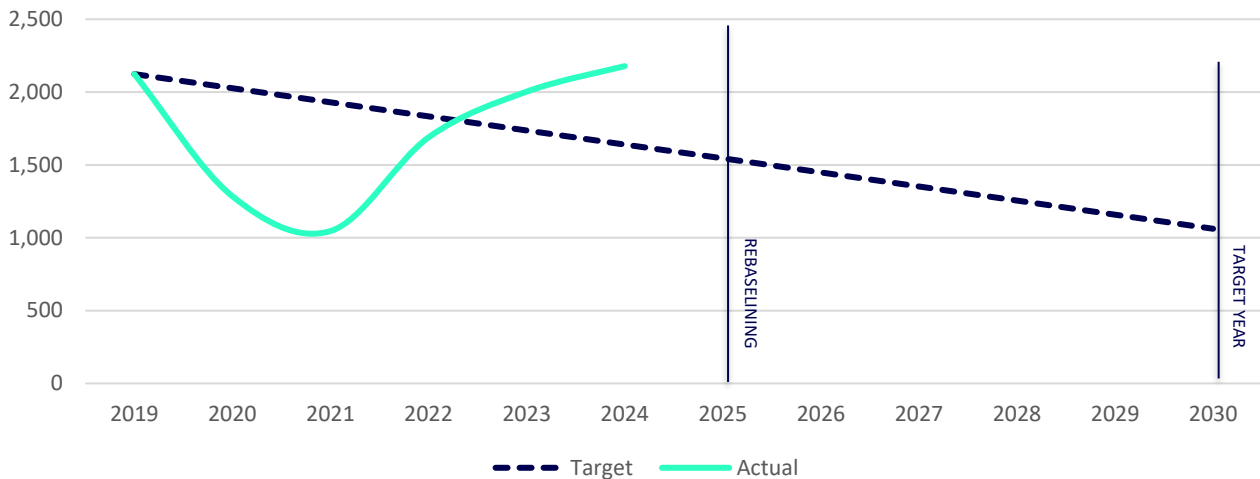
84%

absolute Scope 1 and 2  
emissions reduction by 2025<sup>1</sup>

50%

absolute Scope 3 emissions  
reduction by 2030<sup>1</sup>

### SCOPE 3 EMISSIONS REDUCTION PROGRESS (2019-2024)



## CARBON REDUCTION PROJECTS

### COMPLETED CARBON REDUCTION INITIATIVES

The following environmental management measures and projects related to Scope 1 and 2 emissions have been completed or implemented since the 2019 baseline:

- **Renewable electricity:** 100% UK electricity purchased from renewable sources since 2021 (2019: 41%)
- **Reducing emissions from company cars:** 67% of UK company cars are battery electric vehicles (2019: 3%)
- **Reducing location-based emissions:** 25% reduction in location-based scope 2 emissions through consolidating our offices into fewer, more energy efficient buildings. For example, at One Southwark Bridge, we retained 60% of the embodied carbon by preserving 75% of the original structure. Where we could, we enhanced natural light access and reused or recycled materials. For example, the floor tiles are made from 75% reused and bio-based content. Energy recovery technology recycles heat across the building and its water system, reducing energy use
- **Developing an open-source media methodology:** WPP Media's UK team developed an open sourced a methodology to consistently measure carbon across different media channels and markets
- **Adopting AdGreen's carbon calculator:** AdGreen's advertising production emissions calculator is being utilised for 100% of Hogarth's UK production shoots
- **Identifying carbon strategic suppliers:** mapped the emissions of WPP's indirect suppliers, identifying a population of 138 'carbon strategic suppliers', representing 56% of emissions within the indirect supplier population, with the greatest emissions reduction potential

The carbon emission reduction achieved by these schemes equate to a 1,958 tCO<sub>2</sub>e. The measures will be in effect when performing the contract.

## FUTURE CARBON REDUCTION INITIATIVES

As we progress with reducing our Scope 3 emissions, the following measures will be scaled across our business:

Initiative	Relevant Scope 3 categories (from included emissions sources)	Description
Carbon strategic supplier engagement	Purchased goods and services, Capital Goods, Upstream transportation and distribution, Business travel	Continued engagement with WPP's 'carbon strategic suppliers' to encourage the adoption of science-based reduction targets, sourcing renewable electricity and other carbon reduction initiatives.
Advertising production carbon calculation and reduction	Purchased goods and services, Upstream transportation and distribution, Waste, Business travel	Hogarth's production playbook guides decision-making to create content with the lowest carbon footprint. Through our Production Studio, housed on WPP Open (our AI-powered marketing operating system), our creative teams can streamline and automate the creation of text, images and video. This unlocks efficiencies for clients and, in turn, emissions reductions, for example by reducing the need to travel.
Media carbon calculation and reduction	Purchased goods and services	WPP was the first among its peers to include emissions associated with media placement in its science-based reduction targets. In 2024, WPP Media piloted new ways to estimate, optimise, and reduce these emissions.
Technology optimisation	Purchased goods and services, Capital goods, Fuel-and-energy-related activities	Through our Cloud Acceleration Programme, we are replacing older, less efficient hardware with more modern, agile, demand-led cloud-based solutions, reducing the carbon intensity of day-to-day processes. Our cloud-first strategy is powered by renewable electricity.
Managing air travel emissions	Business travel	WPP's air travel policy encourages lower carbon air travel through mechanisms like restrictions on the use of business class flights. Adoption of WPP Open, particularly for production shoots, will enable further reductions in air travel.
Consolidating agencies in WPP campuses	Fuel-and-energy-related activities, Waste	WPP's campuses bring together our best talent, teams and technology in fewer, more energy-efficient buildings. Responsible waste management practices, including reusable dining items and recycling and composting facilities, are available in WPP's UK campuses.

## Legal entities covered in this disclosure

Kinetic Worldwide Limited

Registered office address:

The Inspire, Hornbeam Park, Harrogate, HG2 8PA

## Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 006 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard<sup>3</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>4</sup>.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard<sup>5</sup>.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

## Signed on behalf of the Supplier:



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Date: 09/07/2025  
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<sup>3</sup> <https://ghgprotocol.org/corporate-standard>

<sup>4</sup> <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>5</sup> <https://ghgprotocol.org/standards/scope-3-standard>


# Carbon Reduction Plan Template\_Kinetic Worldwide Ltd\_2024


Final Audit Report


2025-07-09


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