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# Carbon Reduction Plan

**August 2025**

[www.tinint.com](http://www.tinint.com)

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Agency Name: Tinopolis Interactive Ltd (trading as Tinint)

Publication Date: 12/08/2025

## 1. Commitment to Achieving Net Zero

Tinopolis Interactive Ltd (Tinint) is committed to achieving Net Zero greenhouse gas emissions by 2050, in line with the UK Government’s and Welsh Government’s targets.

## 2. Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

Baseline Year: 2024

Additional Details: As a digital agency, our main sources of emissions are energy use in office operations, employee commuting, cloud hosting, business travel, and purchased goods/services.

Scope	Emissions (tCO <sub>2</sub> e)	Details
Scope 1	0	No company-owned vehicles or direct fuel use
Scope 2	3.5	Electricity used in office operations
Scope 3	18	Business travel, commuting, cloud hosting, purchased services
Total	21.5	—

### 3. Current Emissions Reporting

Our current emissions for 2024 are the same as our baseline:

Total: 21.5 tCO<sub>2</sub>e

### 4. Emissions Reduction Targets

We project that carbon emissions will decrease over the next five years to approximately 16 tCO<sub>2</sub>e by 2027 a reduction of 25%.

longer-term targets: - 25% reduction 2027 / - 50% reduction 2030 / - Net Zero by 2035

Progress will be reviewed annually, and updates will be published publicly.

### 5. Carbon Reduction Projects

The following environmental management measures and projects have been completed or are planned:

Measure	Scope	Baseline Impact	Action	Estimated Annual Saving (tCO <sub>2</sub> e)
Switch to 100% renewable electricity	2	3.5	Move to a certified renewable tariff	3.5
Cloud hosting with carbon-neutral providers	3	6	Migrate services to AWS/Azure/Google Cloud with renewables	4.0
Travel reduction & policy (virtual-first, train > flights)	3	4	Reduce flights by 80%, prioritise low-carbon travel	3.0
Remote working efficiency	3	2.5	Provide energy guidance and efficient devices	0.5
Low-carbon commuting	3	3	Promote cycle-to-work, EV schemes, carpooling	1.0
Waste & office efficiency	3	~2	Recycling, paperless operations, efficient equipment	0.5

Total Potential Savings: ~12.5 tCO<sub>2</sub>e (~60% reduction from baseline when fully implemented).

## 6. Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard, and use the appropriate Government emission conversion factors for greenhouse gas company reporting.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR (Streamlined Energy and Carbon Reporting) 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.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors.



Signed: \_\_\_\_\_

Name: Adam Edwards

Job Title: Director

Date: 12/08/25