

QES report 2019, October
Brid AB

brid

Unified declaration to carbon neutrality from the 1st of Jan 2018 to the 31st of Dec 2019 in accordance with PAS 2060.

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Introduction

Brid is a communications agency based in Stockholm that helps customers reach out to their target audiences. Brid helps its clients package their messages and stories and creates content that moves and engages its audience. The services supplied range from films, commercials and podcasts to infographics, webpages, copy and full scale content strategies. Brid has one office in Stockholm and has a team of 9 people.

Together with ZeroMission, Brid has gathered and analysed their emissions from the 1 January 2018 to the 31 of December 2018, with an aim to be carbon neutral according to PAS 2060. Furthermore, Brid also aim to be climate positive by offsetting 150% of their emissions.

General information

PAS 2060 introductory information	Information, Brid
Individual responsible	Colm O'Callaghan, Creative Director at Brid AB
Entity making the declaration	Brid AB
Subject of the declaration	Brid's services in 2018.
Boundaries of the subject	All upstream, core and relevant downstream activities needed to provide Brid's services are included, except capital goods. See details under "Scope" in this report.
Function of subject	Brid is a communications agency based in Stockholm, and their services include creating content, films and marketing strategies for their clients.
Rationale for selection of the subject	The subject is defined by relevant PCRs and describes all relevant emissions relating to Brid's services.
Baseline period date start	1 January 2018
Achievement period	1 January 2018 – 31 December 2018
Commitment period	1 January 2019- 31 December 2021
Standard for assessment of Greenhouse Gas Emissions Reduction	ISO 14067:2018 –CFP, GHG Protocol – Corporate Accounting and Reporting Standard, Corporate value Chain (Scope 3) Standard and Scope 2 Guidance
Type of conformity assessment	OPV-3, Other party verified by ZeroMission AB–unified.
Carbon footprint of Brid 2018	20,5 tonnes CO ₂ e (1,25 kg CO ₂ e/worked hour)
Confirmation	ZeroMission AB hereby confirm that the ISO 14067 product standard was applied in accordance with its provisions and the principles set out in PAS 2060.
Annual turnover 2018	9 202 thousand SEK
Signature of senior company representative: Linda Segerblom, Managing Director	

Declaration to carbon neutrality

“Carbon neutrality of Brid’s services in 2018 achieved by Brid AB in accordance with PAS 2060 at 31st of December 2018 with commitment to maintain to 31st of December 2019 for the period commencing 1st of January 2018, ZeroMission AB certified.”

Statement from Brid

In early 2018 Brid agreed upon a vision to be the world’s greenest communications agency. This was a lofty vision indeed and our starting point was to walk the talk.

So, we enlisted the help of ZeroMission and began counting our emissions, which are now recorded in this report. Our starting point had to be to measure our own carbon footprint in an accurate way so that we could understand how and where we could improve.

We have also seen that it’s not enough to just reduce your own emissions, but the planet needs to remove more CO₂ from the atmosphere than it’s emitting if we are to successfully tackle the climate crisis. With the encouragement of ZeroMission and other climate-positive companies that we came in contact with (Max burgers for example) we decided that it would be best to overcompensate our emissions and not just be climate neutral but climate positive.

Our next step is to be able to raise awareness of our own CO₂ emissions with our customers. We hope to be able to communicate in every tender to a customer, the CO₂ emissions of the project they have asked us to undertake. After this, we are keen on finding a way to help other agencies in Sweden and abroad follow this same path and also become climate positive.

Signed on the ____ October 2019

Climate positive

With climate neutrality as its foundation, including calculating all relevant emissions and by transparently reporting the results according to PAS 2060, Brid has decided to take the next step forward and offset more than 100% of its footprint. By combining this with sincere targets and concrete actions to reduce their emissions, Brid claims to be “climate positive” by changing the way they do business and simultaneously offsetting 150% of their footprint.

In practice, this means that more carbon dioxide is removed from the atmosphere than is released by Brid’s annual activities, and a public commitment that the total emissions caused by Brid will decrease in the coming years.

Carbon footprint 2018

Introduction

In order to achieve conformity with PAS 2060, at least 95% of all emissions related to the subject need to be included in the calculation. The calculation should also follow an accounting standard, either specified by the ISO standard for life-cycle assessments, or the GHG protocol.

Calculations follow the ISO 14067:2018 Carbon Footprint of Products Standard and include emissions from all greenhouse gases (mainly CO₂, CH₄ and N₂O). These have been converted into carbon dioxide equivalents (CO₂e), using IPCC AR4 100-year conversion factors. As far as possible, up-to-date emission-factors including upstream activities (such as fuel production) have been applied. See more in the reference list in the Appendix.

Selection of standard and scope

Currently, there is a lack of standardisation regarding the scope that should be applied specifically for “consultancy/professional services” (i.e. PCRs), when accounting for greenhouse gas emissions. Companies are instead encouraged to use updated methods for similar products, essentially drawing information from other available best-practices.

Therefore, this work has used the scope defined by relevant Product Category Rules (PCRs), including Basic Modules (UN CPC 811 & UN CPC 81), as well as the GHG protocol Value Chain (Scope 3) Standard. The overall purpose is to capture all relevant emissions related to Brid’s services, including upstream, core and downstream.

More information about defining the scope is given in the Climate Analysis, Methodology section.

System boundary in time

All activity data is collected for the period 1st January 2018 – 31st December 2018.

Allocation

Activities that are shared with other companies are allocated to Brid based on:

- Number of employees out of the total number of employees in the shared office
- Office area occupied by Brid (including shared areas such as conference rooms) out of the total building area.
 - A conservative approach was used when allocating floor area, including all shared rooms such as conference rooms.

Scope

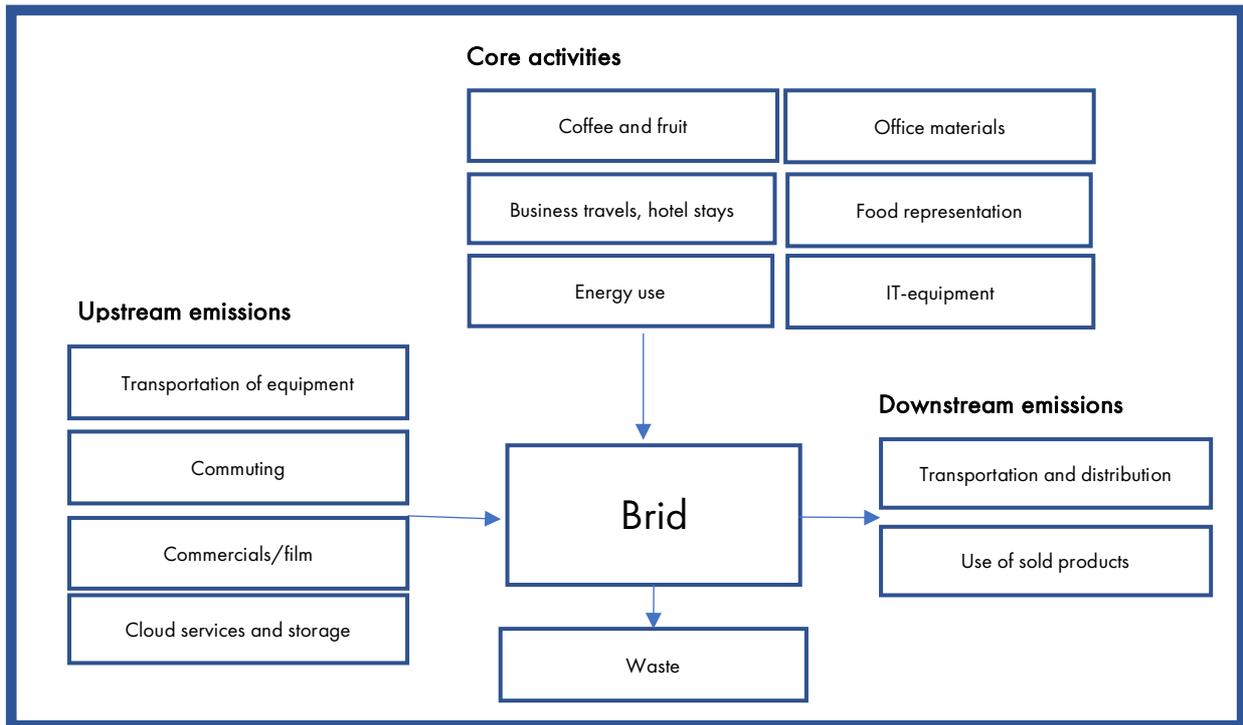


Table 1: Activities included in the assessment, grouped by upstream, core and downstream

Category	Definition	Included activities
Core activities		
	Coffee and fruit	Coffee, sugar and fruit consumed at the office.
	Food representation	All meals covered by Brid at conferences, and internal/external events.
	Business travel and hotel stays	Staff travels by air, car, taxi, train, bus and hotel nights.
	Energy use	All energy use, including electricity use for consultants at clients offices.
	Office materials	Whiteboards, pens, paper shredder etc.
	IT-equipment	New computers, iPhones etc.
	Waste	Waste from different categories and waste transportation.
Upstream emissions		
	Cloud services and storage	Storage space for data outside of Brid's own premises, and transfer of data through the network.
	Transportation of equipment	Of materials used in commercials/film

	Employee commuting	Commuting by train
	Commercials/film	Energy use during filming
Downstream emissions		
	Transportation and distribution	Products and materials
	Use of sold products	Streaming of completed films and printed materials

Excluded processes and relevance

Based on the PCRs and GHG protocol scope (discussed above), the following processes have been excluded from the analysis.

Table 2: Activities excluded in the assessment

Excluded emissions categories	Comment
Capital goods	Excluded in PCR. Equipment with a life-time shorter than 10 years are included. Also, no capital goods were purchased in 2018 by Brid.
Processing of sold products	Not relevant to the service.
End-of-life treatment of sold products	Not relevant to the service. Downstream is excluded in the PCR UN CPC 811.
Downstream leased assets	Not relevant to the service.
Franchises	Not relevant to the service.
Investments	Not relevant to the service, nor required as per the GHG protocol.

Uncertainty: Data and emission factor quality

All activity data has been collected by Brid, with both primary (verified) data and secondary (estimated) amounts, distances, volumes or other quantities. To a large extent the data is based on actual consumption (primary), especially for core activities such as energy and travels.

Emission-factors are sourced from a number of databases, LCA studies, national statistics, published articles or combinations of these. The ambition is always to match factors with activities, in terms of geography, technology, time, precision and completeness. Details of the quantification of uncertainty and the sources used for emission-factors are shown in the Appendix and in the Climate Report, Uncertainty section. The limiting factor for quality of the emission factors is the current scientific knowledge, that continually expands and improves.

The uncertainty of the activity data and the emission-factors was quantified, and the results are summarised in the table (Table 3) below. The overall uncertainty is fairly high. This is due to a number of estimations made, specifically regarding cloud services, details in vehicle data, and

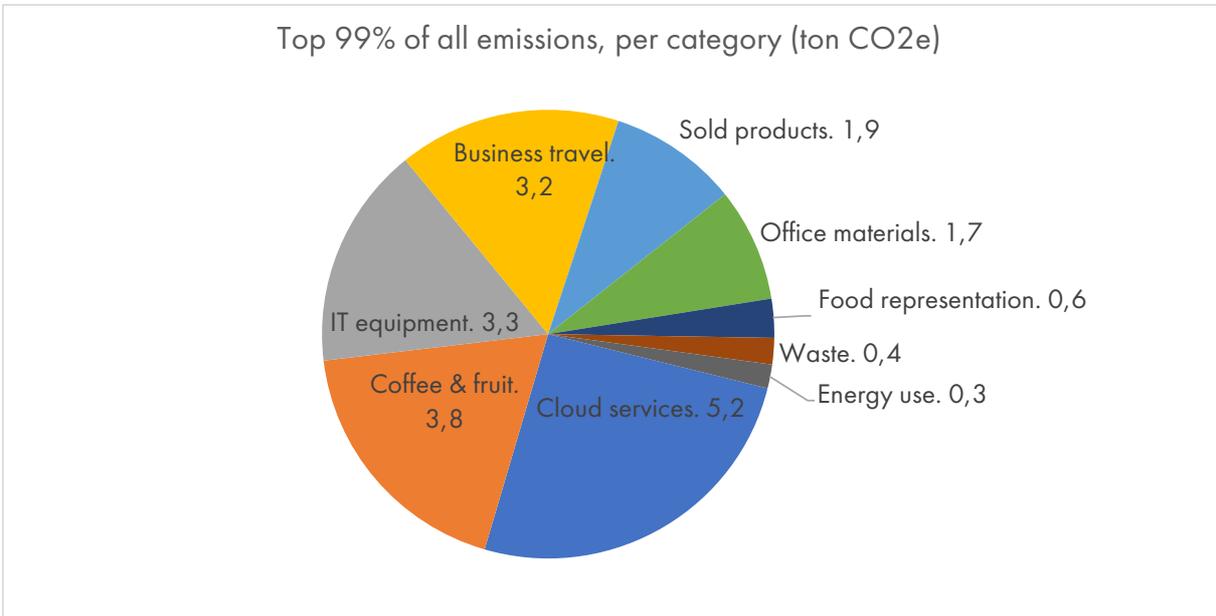
purchased services and goods. Improvements to these uncertainties are addressed in the Carbon management plan, further down in this report.

Table 3: Quantification of activity data and emission-factor uncertainties

	Activity	Emission factor	Total
Average uncertainty	30%	32%	62%
Standard deviation (sigma)	+/- 18%	+/- 25%	+/- 34%

Results

The total emissions of greenhouse gases in 2018 amount to 20,5 ton CO₂e, including uncertainty margins. Per worked hour, this amount to 1,25 kg CO₂e/hour in 2018.



Results per GHG protocol scope

Scope	Explanation	Ton CO ₂ e
Scope 1	Direct GHG emissions from vehicles/premises under control of Brid	0,0
Scope 2	Indirect GHG emissions arising from consumption of energy on premises owned or controlled by Brid (market-based reporting)	0,3
Scope 3	All other indirect GHG emissions	20,2
	Total 2018	20,5

Carbon management plan

Introduction

Brid began measuring 2018's emissions in 2019 and will start reducing their emissions by 2020. Brid's carbon management plan runs for a three-year-period from 2019-2021, where 2019 is being used to collect data and establish the plan. In 2019, Brid will also establish routines to better measure their data.

Based on the 2018 emissions results, we see that the biggest areas of emissions for Brid are in the following areas:

1. Transport and travel
2. Food at conferences, kick-offs and customer lunches
3. Cloud services and data storage

Emissions reduction plan

Transport and travel

From 2020, Brid has committed to not fly anywhere that can be reached by train within a 6-hour time-period. Östersund or Örnsköldsvik in the North of Sweden make the cut, as do Oslo and Copenhagen. Brid will never fly for any internal event but will rather prioritise internal conferences in locations closer to Stockholm and close to a rail link (in 2019, Brid took the train to a conference at Järvsö). We should also point out that two electric bikes are available to loan to all staff at Brid and LRF Media.

Brid is also establishing a travel policy that is based on asking the following questions before any journey:

- Do I really need to take this journey? Can I solve the issue using today's technology (i.e. Skype or similar)?
- Is there another creative way to fulfil an assignment without this trip? Can we find someone locally to fulfil the assignment?
- If I absolutely must travel, can I take the train?
- If I can't take the train, can I go by bus or car?
- If I can't go by any of the above, then I can look at a flight to the location.

Brid has also agreed to find alternatives to flying to fulfil customer assignments. Traditionally, Brid has had a freelance cameraman on film assignments. Most of Brid's flights are occurring due to video production, and Brid have therefore made the following commitment for flights that are required to complete a film assignment.

- For film assignments in 2020, Brid will cut down by half the use of taking a cameraman with them for an assignment that requires a flight. Brid will endeavour to find a local cameraman as much as possible and build a network of cameramen in different locations.
- For film assignments in 2020, Brid will take no sound men or other production personnel on any flights for film assignments but find a local alternative when needed.

Food at conferences and customer events

In 2020, Brid will look at the CO₂ emissions of the food and choose food with the lowest emissions. The focus will always be to choose Swedish, locally produced food first that is in season. Food from further afield is only accepted if locally produced food is not possible at Brid's conferences and customer events.

While the lunches that Brid's employees choose to eat are not part of the company's emissions count (as they are not paid for by the company) Brid has, in 2019, mapped out which restaurants in the local area that provide locally produced food.

Cloud services and data storage

Cloud services are crucial for many business functions, such as sharing files with clients, but are also complex in their operations. Where are the servers, what type and make are they of, what electricity is used to drive the data-centers and the network that information flows through? These are important aspects relating to the environmental impact of cloud computing, and Brid will focus on improving data collection to get specific data from their suppliers. With a more precise understanding of the carbon footprint of specific cloud services and suppliers, Brid will also be able to choose more wisely in terms of partnerships and suppliers.

Data collection

- Brid will, in 2019, start creating templates to help employees count their travel to customer meetings, assignments in a more detailed way so that Brid knows exactly how often travels are made and what mode of transport are used.
- Attempting to move towards specific consumption data of office materials and food (instead of allocation by headcount or floor area).
- Collect specific data from cloud service suppliers regarding energy consumption and purchased electricity.

Capital goods and new purchases

Brid is committing to extend the shelf-life of all of the company's hardware (computers, phones, screens, keyboards) by at least one year, and if an accident occurs where a computer etc can't be fixed or repaired we replace the broken with the second-hand equivalent.

Brid is also introducing the following policy towards the purchase of any goods. The order of priority in any new purchases will be:

- Questioning whether or not there is an actual need to make the purchase. Brid will fix or upgrade any pre-existing item. If that is not possible...
- ...Brid will buy second hand. If that is not possible...
- ...Brid make the purchase and prioritise items with lower CO₂ emissions when possible.

Future emissions reduction plan

- By 2022 Brid will no longer take cameramen with the company on film productions that require a flight, but work only with local camera teams.

- By 2022, Brid will also reduce by 30% the amount of times colleagues internally fly to a film assignment. Brid aims to build a local network of producers and reporters but also start experimenting with producing videos via Skype or similar.

Carbon offset program

Offset program for the first period

Brid has offset all its emissions, plus an additional 50% in order to be climate positive. As is always the case with certified carbon offset, the offsets take place outside of Brid's company boundaries. Brid has offset its emission in a Plan Vivo-certified ex-post project. The well renowned and internationally known Plan Vivo-standard requires demonstration that the offsets generated are genuine, measurable, lasting over time and that they are additional. The validation also hinders leakage and double counting of the carbon credits, and makes sure that the climate benefit is validated by an independent third party.

Table 4: Markit-registry record of offset retirement, including serial number.

Project	Standard	No. tons	Vintage	Date purchased from ZeroMission
Durian Rambun	Plan Vivo	30	2014	2019-09-24
PV-PVC-ID-104000000013993-01012014-31122014-4329677-4329706-MER-0-P				

Public records are found at: <https://mer.markit.com/br-reg/public/index.jsp?s=ca>

Offsetting projects

The carbon offsetting has occurred in the project Bujang Raba on the island of Sumatra. This island is much affected by clearing of forests for plantations. Palm oil is a big problem in this region, and on Sumatra in particular. When the forests are cut down the microclimate changes and the soil becomes dry. There is also an altered risk of soil erosion and landslides. By giving the local communities an economic incentive to keep the forest as it is the project secures its safety.

Account of credits purchased

Brid has offset their emissions, at a total amount of 20,5 tonnes, in order to reach the level of carbon neutrality in accordance with PAS 2060, and an additional 50 % (totalling to 30 tons) in order to be climate positive.

Statement of validation by ZeroMission AB, Stockholm

Brid appointed a second party, ZeroMission AB, to act as an external “other party validator” against the PAS 2060:2014 standard.

The validation included 3 stages:

1. Inventory of organisation and emission sources
2. Validation that emissions calculations conform with ISO 14067:2018, and with PAS 2060:2014 requirements for calculations, method, management plan, offsets etc.
3. Validation that the declaration of carbon neutrality conforms with PAS 2060:2014 requirements

In conclusion:

Brid AB has offset for all the emissions associated with its sold services in 2018 and achieved carbon neutrality in accordance with PAS 2060 for the period 1 January 2018 to 31 December 2018. Brid has also declared a three-year carbon management plan and commits to reduce the services’ emissions in the period 2019-2021.

Declared by ZeroMission AB, Sweden.

Appendix:

QES checklist

Checklist for QES supporting declaration of achievement of carbon neutrality

1) Define standard and methodology use to determine its GHG emissions reduction.	p.3
2) Confirm that the methodology used was applied in accordance with its provisions and the principles set out in PAS 2060 were met.	p.3
3) Provide justification for the selection of the methodologies chosen to quantify reductions in the carbon footprint, including all assumptions and calculations made and any assessments of uncertainty. <i>(The methodology employed to quantify reductions shall be the same as that used to quantify the original carbon footprint. Should an alternative methodology be available that would reduce uncertainty and yield more accurate, consistent and reproducible results, then this may be used provided the original carbon footprint is re-quantified to the same methodology, for comparison purposes. Recalculated carbon footprints shall use the most recently available emission factors, ensuring that for purposes of comparison with the original calculation, any change in the factors used is taken into account).</i>	p.5
4) Describe the means by which reductions have been achieved and any applicable assumptions or justifications.	p.9
5) Ensure that there has been no change to the definition of the subject. <i>(The entity shall ensure that the definition of the subject remains unchanged through each and every stage of the methodology. In the event that material change to the subject occurs, the sequence shall be re-started on the basis of a newly defined subject.)</i>	p.6
<ul style="list-style-type: none"> . 6) Describe the actual reductions achieved in absolute and intensity terms and as a percentage of the original carbon footprint. <i>(Quantified GHG emissions reductions shall be expressed in absolute terms and shall relate to the application period selected and/or shall be expressed in emission intensity terms (e.g. per specified unit of product or instance of service</i> . <i>plus</i> whether or not the actual reduction is in line with that forecast in the carbon management plan together with the reasons for any significant variation; . and the time period chosen to measure reduced GHG emissions . and the size of the reduced carbon footprint. 	p.8

7) State the baseline/qualification date.	p.3
8) Record the percentage economic growth rate for the given application period used as a threshold for recognising reductions in intensity terms.	p.3
9) Provide an explanation for circumstances where a GHG reduction in intensity terms is accompanied by an increase in absolute terms for the determined subject.	N/A
10) Select and document the standard and methodology used to achieve carbon offset.	p.11
11) Confirm that:	
a) Offsets generated or allowance credits surrendered represent genuine, additional GHG emission reductions elsewhere.	p.11
b) Projects involved in delivering offsets meet the criteria of additionality, permanence, leakage and double counting. (See the WRI Greenhouse Gas Protocol for definitions of additionality, permanence, leakage and double counting).	p.11
c) Carbon offsets are verified by an independent third-party verifier.	p.11
d) Credits from Carbon offset projects are only issued after the emission reduction has taken place.	p.11
e) Credits from Carbon offset projects are retired within 12 months from the date of the declaration of achievement.	p.11
f) Provision for event related option of 36 months to be added here.	N/A
g) Credits from Carbon offset projects are supported by publically available project documentation on a registry which shall provide information about the offset project, quantification methodology and validation and verification procedures.	p.11
h) Credits from Carbon offset projects are stored and retired in an independent and credible registry.	p.11
12) Document the quantity of GHG emissions credits and the type and nature of credits actually purchased including the number and type of credits used and the time period over which credits were generated including:	p.11
a) Which GHG emissions have been offset.	p.11/p.6

b) The actual amount of carbon offset.	p.11
c) The type of credits and projects involved.	p.11
d) The number and type of carbon credits used and the time period over which the credits have been generated.	p.11
e) For events, a rationale to support any retirement of credits in excess of 12 months including details of any legacy emission savings, taken into account.	N/A
f) Information regarding the retirement/cancellation of carbon credits to prevent their use by others including a link to the registry or equivalent publicly available record, where the credit has been retired.	p.11
13) Specify the type of conformity assessment: <ul style="list-style-type: none"> . a) independent third party certification; . b) other party validation; c) self-validation. 	p.3
14) Include statements of validation where declarations of achievement of carbon neutrality are validated by a third-party certifier or second party organisations.	p.12
15) Date the QES and have it signed by the senior representative of the entity concerned (e.g. CEO of a corporation; Divisional Director, where the subject is a division of a larger entity; the Chairman of a town council or the head of the household for a family group).	p.4
16) Make QES publicly available and provide a reference to any freely accessible information upon which substantiation depends (e.g. via websites).	OK

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Uncertainty analysis details

The uncertainties are based on valuation of the activity data and emission-factor precision, completeness and relevance in terms of technology, time and geography.

Table 1: Resulting uncertainties after applying GHG pedigree matrix

Activity	Combined uncertainty			Comment
	Uncertainty Activity data	Uncertainty Emission Factor	Combined uncertainty	
Cars	10%	32%	42%	
Electricity scope 2	15%	0%	15%	
Electricity scope 3	15%	0%	15%	
Air travel	35%	20%	55%	
Hotel stays	5%	82%	87%	
Purchases	35%	77%	112%	Large variations in type of material purchased. EF's based on estimated similarity of material and type of product
IT equipment	15%	52%	67%	
Coffee & fruit	15%	32%	47%	
Conference meals	55%	30%	85%	
Food representation	65%	30%	95%	
Downstream transportation	60%	22%	82%	
Commuting	25%	20%	45%	
Sold products	50%	62%	112%	Major uncertainty regarding kWh/GB in cloud services.
Housekeeping services	45%	22%	67%	
Taxi travel	35%	52%	87%	
Train travel	15%	0%	15%	
Upstream transportation	60%	52%	112%	Unknown type of vehicle for transportation, and estimation of distances.
Heating scope 2	15%	22%	37%	
Heating scope 3	15%	22%	37%	
Energy offsite	15%	0%	15%	
Commercial/film	30%	10%	40%	
Cloud services	40%	67%	107%	Major uncertainty regarding kWh/GB in cloud services.
Waste	20%	22%	42%	

Detailed results for 2018

Table showing the calculated emissions and the corresponding emissions after adding the quantified uncertainties. The uncertainties are based on valuation of the activity data and emission-factor precision, completeness and relevance in terms of technology, time and geography.

Activity	RESULTS 2018	
	ton CO ₂ e	Including margin (ton CO ₂ e)
Cars	0,59	0,84
Electricity scope 2	0,00	0,00
Electricity scope 3	0,04	0,05
Air travel	1,05	1,63
Hotel stays	0,20	0,37
Purchases	0,76	1,61
IT equipment	1,95	3,26
Coffee & fruit	2,57	3,78
Conference meals	0,17	0,32
Food representation	0,29	0,57
Downstream transportation	0,01	0,01
Commuting	0,08	0,11
Sold products	0,89	1,88
Housekeeping services	0,03	0,05
Taxi travel	0,04	0,08
Train travel	0,00	0,00
Upstream transportation	0,00	0,00
Heating scope 2	0,14	0,19
Heating scope 3	0,01	0,02
Energy offsite	0,09	0,10
Commercial/film	0,01	0,01
Cloud services	2,52	5,21
Waste	0,27	0,39
TOTAL:	11,7	20,5