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CARBON REDUCTION PLAN



Committed to Reducing Our Carbon Footprint - November 2025



PATHWAY TO
CARBON ZERO



OUR VALUES

“As conscious corporate citizens, we actively strive to reduce our environmental footprint, support local suppliers and hires, and promote the economic and social well-being of our community. Guided by our commitment to sustainability, we are working towards achieving carbon neutrality by 2050, ensuring that our operations align with the broader goal of a healthier planet and society. Together, we aim to create a lasting legacy of good.”

OUR COMMITMENT TO A LOW CARBON FUTURE

In alignment with the UK Government’s legally binding Net Zero target for 2050, Capacity has developed this Carbon Reduction Plan to demonstrate our commitment, our progress, and our ambition.

We recognise that meaningful climate action requires both responsibility and leadership. This plan reflects our determination to reduce emissions across our operations, influence our supply chain, and contribute to a more sustainable future for the charitable sector and the communities we serve.

ABOUT CAPACITY MARKETING FOR CHARITIES

Capacity, based in Flintshire, provides specialist legacy fundraising support to charities across the UK. Each year, our work helps generate over £150 million for charitable causes.

We are best known for our Free Wills programmes, connecting individuals aged 55+ with local solicitors and encouraging legacy giving that strengthens the future of the charitable sector. Sustainability is deeply embedded in our identity.

We are:

- A certified B Corporation™, meeting high standards of environmental and social performance
- Plastic Free Business Champions, accredited by Surfers Against Sewage
- Supporters of Aqua Aid and water conservation initiatives

Our internal sustainability team — the Capacity Carbon Crunchers — drives our environmental strategy, monitors progress, and ensures our commitments translate into real world action.



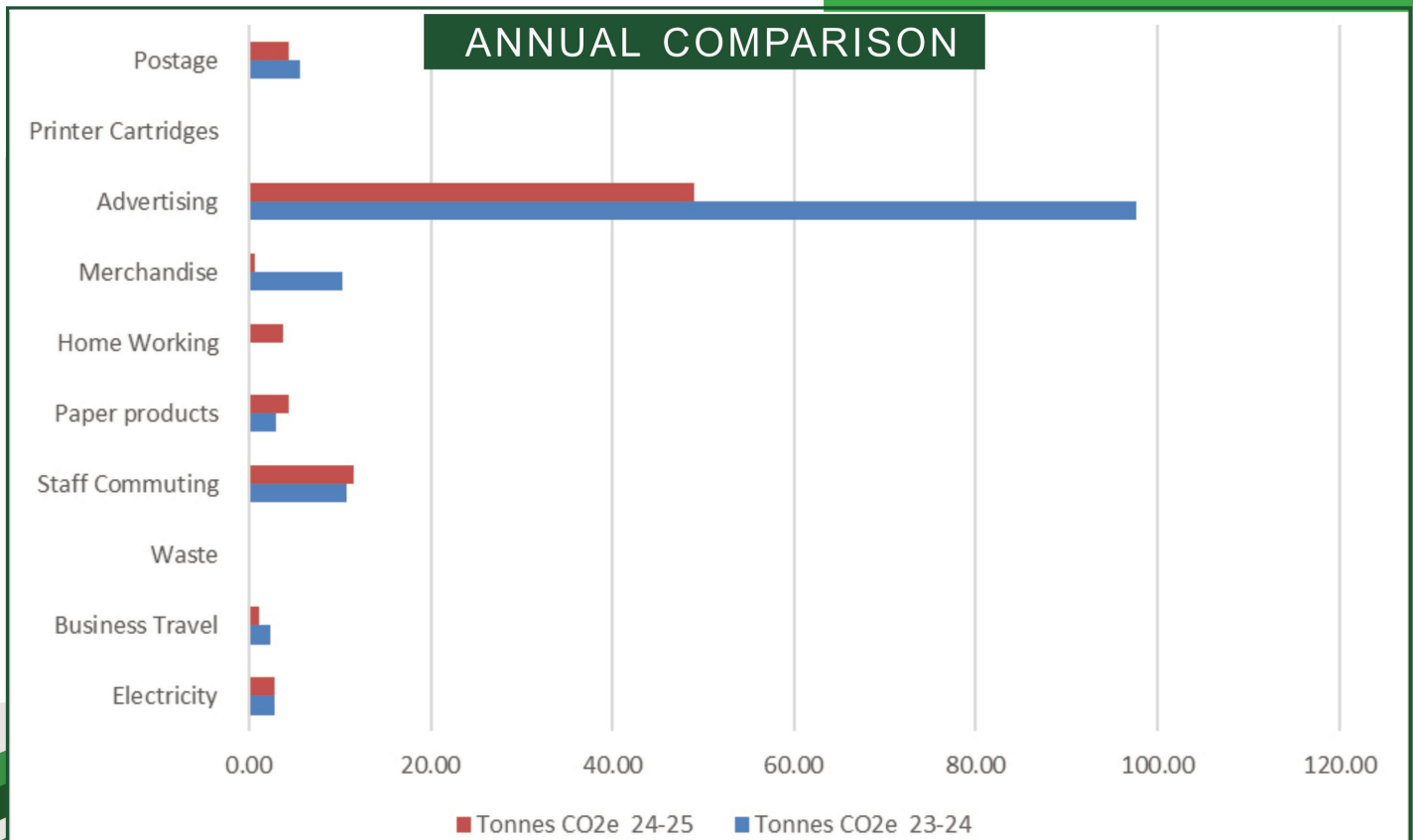
We established our baseline in November 2024. This provided the foundation for our long term reduction pathway.

This year we have achieved a reduction of 55.5 tCO₂e from our baseline — a 42% decrease demonstrating strong early progress and the effectiveness of our sustainability initiatives.

CURRENT YEAR EMISSIONS (2024 –2025)

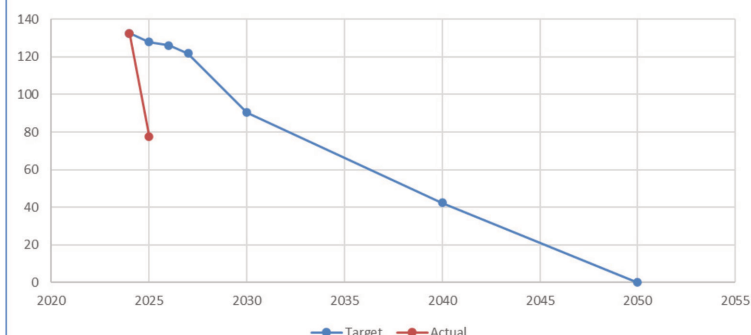
Current Year	April 2023 – March 2024	April 2024 – March 2025
Scope 1	0 tCO ₂ e	0 tCO ₂ e
Scope 2	2.8 tCO ₂ e	2.87 tCO ₂ e
Scope 3	129.7 tCO ₂ e	74.02 tCO ₂ e
Total	132.5 tCO ₂ e	76.95 tCO ₂ e

ANNUAL COMPARISON





Route to Net Zero



OUR CARBON REDUCTION ACTIONS

- Continued use of efficient equipment and energy saving practice
- Promotion of EV salary sacrifice schemes
- Prioritisation of virtual meetings
- Support for active travel
- Flexible and hybrid working policies
- Zero waste ambition supported by plastic free procurement
- Increased recycling and responsible disposal
- Sustainable procurement principles
- Reduced reliance on carbon intensive materials
- Continued support for remote working in line with policy

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FUTURE INITIATIVES

We will continue to strengthen our environmental leadership through:

- Continue to collaborate with suppliers on their carbon reduction commitments.
- Explore the opportunity for offsetting to accelerate our journey to Net Zero.
- Responsible procurement through sustainable sourcing and supplier engagement.
- Continue to explore opportunities for staff training and upskilling.
- Ensure that Carbon Reduction is considered when making business decisions.
- Explore Science Based Targets initiative (SBTi) standard.

