

# CARBON REDUCTION PLAN

FOR



**Prepared by:**



**Reporting Period:**

January 2024 – December 2024

**Issued Date:**

22<sup>nd</sup> August 2025

**FMI**  
**Carbon Emissions Report**

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**1 Net Zero Commitment**

**FMI** recognises the importance of making a full and lasting commitment to reducing the greenhouse gas emissions from our activities, in support of the wider commitment of the world to limit global temperature increases and the impact on the planet.

We commit to the following:

1. For our company to achieve Net Zero in line with the Science Based targets set out by the UNFCCC i.e., to achieve Net Zero no later than 2050 and target a 50% reduction in emissions by 2030.
2. To set realistic short- and long-term targets that are designed to achieve our Net Zero commitments.
3. To report the total Greenhouse Gas emissions of our business, at a minimum, on an annual basis.

	<b>Year</b>	<b>Earlier Year if Possible</b>
<b>Commitment to be Net Zero</b>	2050	2045*
<b>50% Emissions Reduction</b>	2030	

\* In line with NHS requirements

# FMI

## Carbon Emissions Report

## 2 Background Information

### 2.1 Company

**FMI** is a Limited Company registered in Ireland, company registration Fc033379, with its registered address Unit 3A, Dundrum Business Park, Dundrum Rd, Dundrum, Dublin, D14 WC52.

**FMI** is the Established in 1995, with its headquarters in Dublin and Belfast, FMI is a diverse business specialising in Field Management, Brand Management and Distribution and Contact Centre services across multiple sectors including FMCG, Drinks, Utilities, Telco, and Government.

Our core service offerings are focused around 6 key pillars:

- Auditing and Insights
- Merchandising & Sampling
- Field Sales & Distribution
- Brand & National Account Management
- Direct Sales and Events
- Customer Contact Centre

Within our Customer Contact Centre, our core service offerings include customer service and support, outbound sales, inbound sales, customer retention ,cancellation, order queries and adjustments, quality and processing and webchat admin/back-office support.

We are experts in managing Field Sales teams for consumer brands across the Island of Ireland and with a 650 strong field force we can offer full time or flexible field teams to meet our client demands.

The Brand and National Account Management and Distribution sector integrates seamlessly with our Field Management teams enabling us to deliver a comprehensive end-to-end solution for brands. This supports covers all aspects of your brand's journey from factory to shelf.

We value our client partnerships immensely and strive to deliver a first-class service and our goal has always been to ensure the customer remains at the centre of everything we do.

<b>Reporting Period</b>	<b>Benchmark Period</b> Jan 2024 – Dec 2024
<b>Industry</b>	<b>Marketing</b>
<b>No. of Staff</b>	570
<b>No. of Premises Owned</b>	0
<b>No. of Premises Leased</b>	1
<b>No. of Company Vehicles - Owned</b>	3
<b>No. of Company Vehicles - Leased</b>	61 + 47 long term rental

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### 2.2 Current Reporting Period

January 2024 – December 2024

### 2.3 Organisational Boundary

There are 3 different approaches to measuring emissions, as defined by the GHG Protocol. This report has been constructed using the **Operational Control Approach**, considering the requirements of each potential approach.

Approach	Description	Approach Taken
<b>Operational Control</b>	The organisation has operational control over an operation if it or one of its subsidiaries has the full authority to introduce and implement its operating policies at the operation.	✓
<b>Financial Control</b>	The organisation has financial control over the operation if it has the ability to direct the financial and operating policies of the organisation with a view to gaining economic benefits from its activities.	
<b>Equity Share</b>	The organisation accounts for GHG emissions from operations according to its share of equity in the operation.	

### 2.4 Benchmark Year

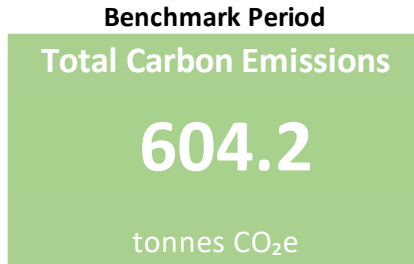
The organisation's benchmark year is from **January 2024 – December 2024**. This is the first time the organisation has measured and reported on its carbon emissions.

### 2.5 Methodologies Used

Throughout this report all methodologies used are explained within the relevant sections.

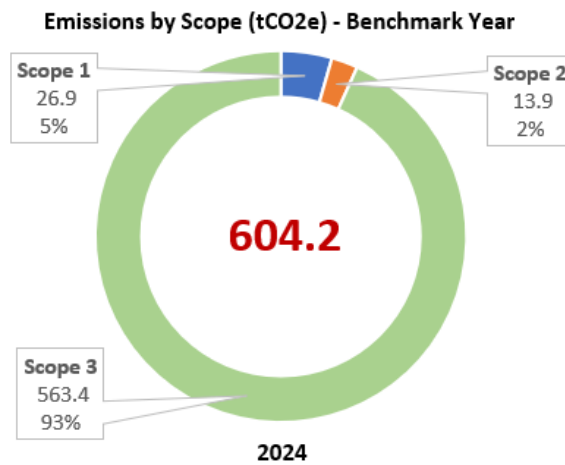
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**3 Carbon Emissions Overview**



The total calculated emissions for the business for the period January 2024 – December 2024 are 604.2 tCO<sub>2</sub>e. This is the first year the company has measured its carbon emissions. The breakdown of emissions are analysed throughout this report.

**4 Analysis by Scope**



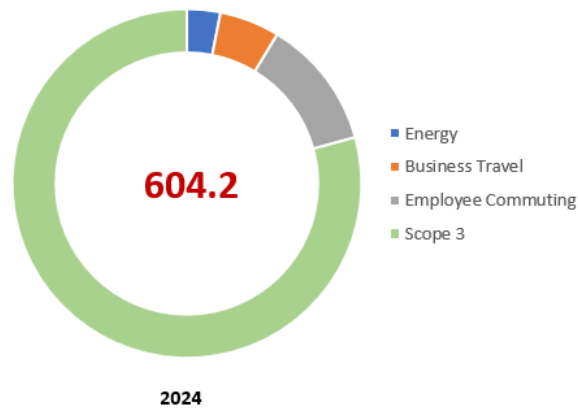
Scope	Description	tCO <sub>2</sub> e	%
<b>Scope 1</b>	Scope 1 emissions includes fuels used for company vehicles.	26.9	4.4%
<b>Scope 2</b>	Emissions in scope 2 includes electricity used at the company’s premises. The office is not on a fully renewable tariff.	13.9	2.3%
<b>Scope 3</b>	Scope 3 emissions include: <ul style="list-style-type: none"> <li>• Business Travel and Hotel Stays</li> <li>• Employee commuting</li> <li>• Transmission and Distribution of Electricity</li> <li>• Downstream Transportation &amp; Distribution</li> <li>• Waste and Waste Water</li> <li>• Purchased Goods and Services</li> </ul>	563.4	93.3%
<b>TOTAL</b>		<b>604.2</b>	<b>100.0%</b>

Reported Scope 3 emissions may increase in future years as more detailed data and information becomes available.

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5 Emissions by Activity

Emissions by Activity (tCO2e) - Benchmark Year



Data Details		Benchmark Year			
		2024			
Emission Type	Scope	tCO2e	Data Source	Data Confidence	
<b>Energy</b>					
Electricity	2	13.9	Electricity Bills	High	
Working from Home Electricity	3	3.6	Company records	Medium	
Transmission & Distribution	3	1.2	Electricity Bills	High	
		<b>18.7</b>			
<b>Business Travel</b>					
Owned Vehicles - ICE	1	26.9	Company records	High	
Other Vehicles - ICE	3	6.8	Mileage data	High	
		<b>33.7</b>			
<b>Employee Commuting</b>					
Vehicles - ICE	3	49.6	Employee Survey	Medium	
Vehicles - Electric and Hybrid	3	2.4	Employee Survey	Medium	
Bus and Rail	3	20.9	Employee Survey	Medium	
		<b>72.9</b>			
<b>Other Emissions Calculated</b>					
Water and Wastewater	3	0.5	Spend Analysis	Medium	
Downstream Transportation & Distribution	3	465.8	Spend Analysis	Medium	
Hotels	3	11.0	Spend Analysis	Medium	
Business Travel	3	1.6	Spend Analysis	Medium	
		<b>478.9</b>			
<b>TOTAL</b>		<b>604.2</b>			

# FMI Carbon Emissions Report

## 6 Intensity Metric Analysis

Intensity metrics help normalise emissions data, taking into account variations in production levels or activity volumes. This allows for a more accurate assessment of emission trends over time, regardless of changes in business operations. The initial intensity metrics for the company are below and will be used for comparative purposes in following years.

Intensity Metrics (tonnes CO <sub>2</sub> e)	
	Benchmark Year
	<b>2024-2024</b>
Scopes 1, 2 & 3	1.1

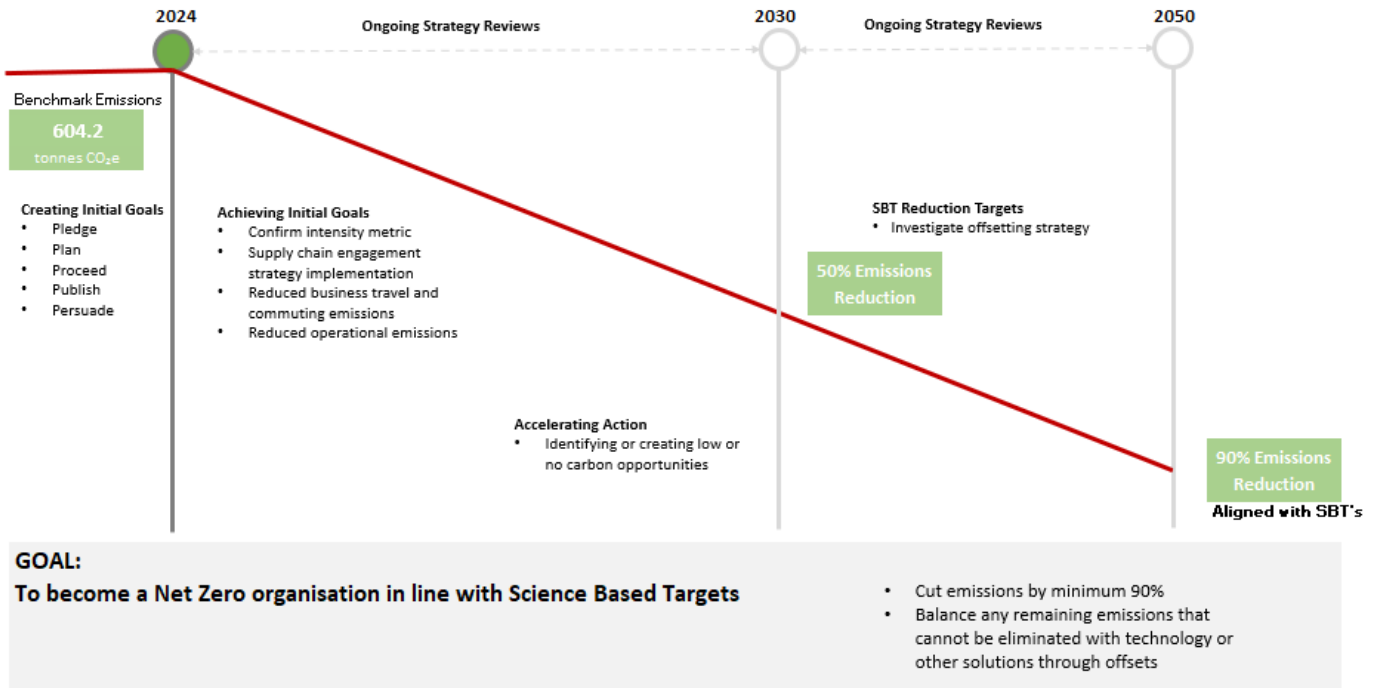


Per Employee

The chosen intensity metrics shows a carbon emissions value of **1.1 tCO<sub>2</sub>e per employee**. The business headcount averaged 570 people during the benchmark period.

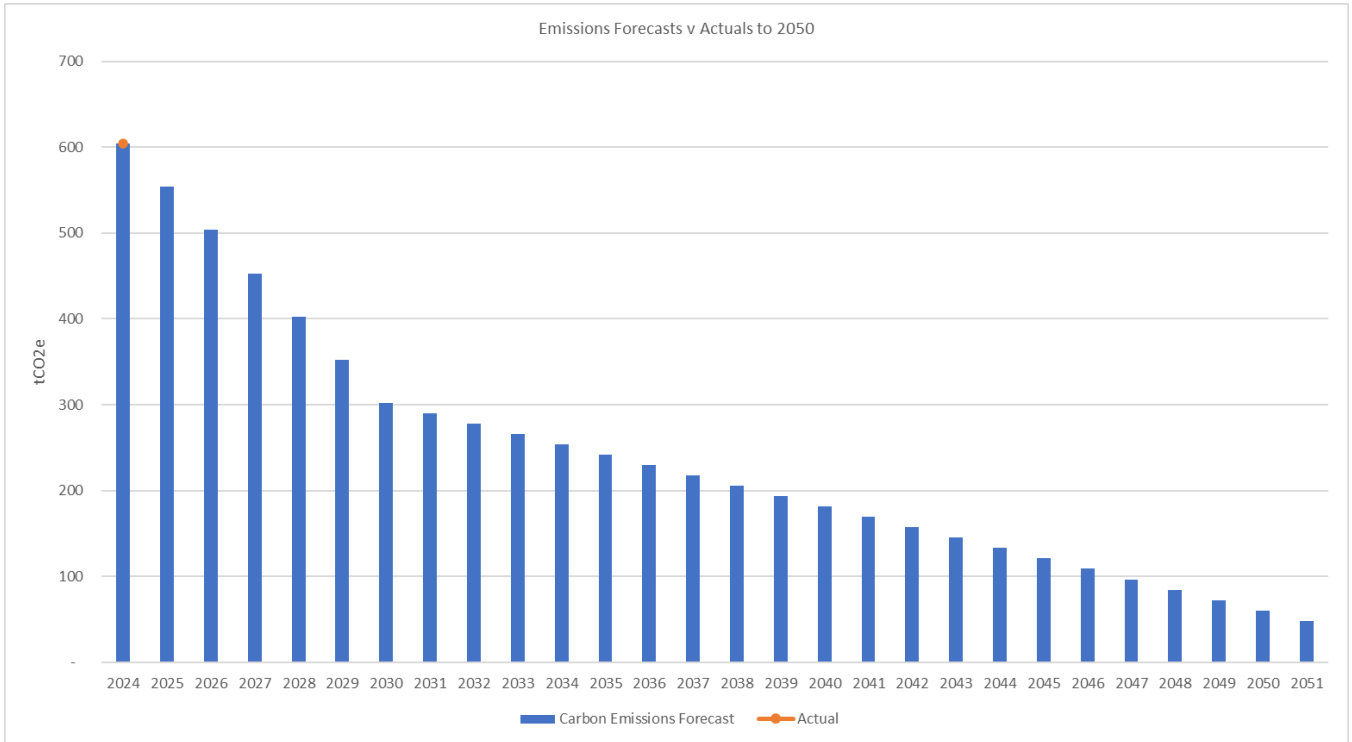
## 7 Emissions Reductions Targets

The following graph summarises the carbon emissions reduction targets.



# FMI Carbon Emissions Report

Based on Science Based Targets (SBTs), organisations need to reduce emissions by 50% by 2030 and 90% by 2050. As such, the following chart provides a forecasted view of the emissions targets for the organisation. These targets will be mapped against actual emissions year by year to support ongoing strategies and decision making to achieve the SBTs.



## 8 Carbon Reduction Actions

### Approach to Sustainability

FMI has a strong passion for ethics and sustainability throughout its business processes. In 2019, FMI formed a sustainability team, and this team has reviewed and measured our sustainability goals in detail over the last 3 years. FMI recognises that it has a responsibility to promote and drive sustainability within our business beyond legal and regulatory requirements. We are committed to reducing our impact and continually improving our sustainability performance as an integral part of our business strategy and operating methods, with regular review points.

We encourage employees, customers, suppliers, and other stakeholders to do the same. Environmental training as part of induction training. FMI has overall responsibility for ensuring that our sustainability plan is implemented and actions every year. However, all employees have a responsibility in their area to ensure that the aims and objectives of the policy are met.

We endeavour to:

Comply with and exceed all relevant regulatory requirements.

Continually improve and monitor key sustainability performance.

Continually improve and reduce environmental impacts.

Incorporate sustainability factors into business decisions.

Increase employee awareness and training.

FMI has an environmental management system that is ISO 14001 accredited for environmental management. This ensures that FMI measures its impact and sustainability factors in every contract undertaken. Our detailed environmental management system is tested every year and ensures that we continue to review and reduce our environmental impact every year. As detailed in section 3 of this document,

FMI ICT utilisation in delivery

The specifications that we follow are detailed below.

- Utilise ICT products which are highly energy efficient and free of hazardous substances or which contain these in minimal amounts considered to be safe.
- Ensure the extension of product lifespan including through service level agreements, manufacturer's warranty, availability of spare parts and reparability of products.
- Utilisation of refurbished products where possible
- Conduct testing for durability and other factors affecting product lifespan.
- Apply criteria to ensure interoperability and reusability of ICT equipment.
- Encourage the use of recycled plastic in ICT equipment.
- Utilisation equipment can be effectively recycled or reused where possible.
- Complete reporting on end-of-life destination

The data centres used by FMI's systems additionally address the following:

- They are designed and constructed to achieve high energy-efficiency performance.
- They require the highest possible share of renewable energy for the provision of data centre services where possible.
- They ensure waste heat reuse, e.g., in building or district heating networks where possible.
- They avoid use of refrigerants with high GWP where possible.

FMI is also a member of CIPS, which enables us to utilise professional resources and speciality support in supply chain practices. These accredited processes and memberships ensure that FMI follow strict guidelines and industry practices in the sourcing and procurement of all equipment sourcing as well as in managing FMI's environmental impacts.

FMI utilise WEE registered providers for all electrical equipment sourcing. FMI also use the Rehab services for disposal or replacement where possible for end-of-life IT equipment. FMI also receives disposal certificates for all equipment disposed and full traceability is guaranteed as Rehab records all equipment serial numbers prior to recycling.

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FMI also take into consideration the data centre energy consumption in our selection criteria during our IT service provider procurements. As an example, FMI uses Microsoft 365 for office applications. In our selection process for this service, FMI factored in the data centre energy consumption of this product into the scoring matrix to ensure that this important factor played a role in the service selection process. As Electric Ireland is one of our clients, we keep a keen eye and focus on energy consumption as this is also a key focus for their business and the businesses of their suppliers.

Sustainable and socially responsible systems and practices FMI implement sustainable and socially responsible systems and practices by having a comprehensive approach that integrates environmental, social, and governance (ESG) and CSR considerations into our BPO service offering. Our key strategies and practices to ensure sustainability and social responsibility within our BPO services and technologies.

FMI are ISO14001 accredited which ensures that we have industry leading environmental management. We drive environmental sustainability in our BPO services by · Energy Efficiency: FMI adopt energy-saving policies that drive reduced usage of technology such as the purchase of energy efficient laptops instead of desktop computers which use less energy.

FMI also have power management systems and software on all our hardware that control and monitor power usage across all our hardware. This software can automatically power down devices during non-working hours to reduce energy usage.

FMI selected our IT managed provider using our CIPS procurement process which ensures that FMI procures the most sustainable IT suppliers. Our procurement process measured each provider against criteria such as cost, experience, track record, data security and environmental sustainability practices. Diacom, who are our preferred supplier for IT managed services, were our preferred supplier and scored highly in our IT tender process for their sustainability management. This is due to their sustainability practices which optimise their data centre operations to reduce energy consumption, including implementing advanced cooling techniques and using energy-efficient hardware.

### **Waste Management:**

FMI have an environmental stewardship approach to sustainability which drives continuous improvement of environmental performance and a commitment to efficient use of natural resources and responsible disposal of waste.

FMI have a CSR working group that have been in operation since 2020. This group are responsible for the implementation of programmes to recycle all waste including e-waste and Hardware responsibly.

FMI have partner with a number of certified waste recyclers such as WEEE Ireland to ensure proper disposal of all waste and outdated equipment.

FMI have had a fully paperless BPO operation since 2020. Our BPO agents use digital tools such as Genesys to communicate with their colleagues and FMI do not permit any use of paper or pens by agents. This reduces the use of paper and delivers increased data security.

Carbon Footprint Reduction: FMI's CSR working group engage with and invest in carbon offset programmes to neutralise our emissions that cannot be eliminated, supporting projects such as reforestation and renewable energy initiatives in Ireland.

Sustainable Procurement: As detailed above, FMI are a member of CIPS and Ecovadis which ensures that we choose suppliers and partners who adhere to sustainable practices and environmentally responsible. FMI has a CSR working group that drives a number of CSR initiatives.


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FMI aims to build on the progress to date develop the following initiatives that will support the company’s strategies to meet Science Based Targets:

Area of Focus	Initiative	Short / Long Term Goals
<b>Engagement of Team</b>	To engage the entire team throughout the organisation in the Net Zero transition plan and to encourage staff to support lower carbon ideas, opportunities, and activities.	Short term
<b>Reduce Reliance on Spend Based Data</b>	To review major emissions based on spend and develop more accurate emissions data together with suppliers.	Short term
<b>Business Travel Emissions</b>	To develop a sustainable travel policy encouraging use of public transport and lower carbon options when practical to do so.	Short term
<b>Carbon Emissions Dashboard</b>	FMI has made the commitment to complete its carbon emissions dashboard on a regular basis. This is overseen by a member of the Senior Management Team and shared with the wider team on a quarterly basis. By partnering with Net Zero International, we gain access to their expertise and support in reporting our emissions and how to reduce them, including best practice and insights. We will also promote our activities on social media to encourage others to make lower carbon decisions.	Medium term
<b>Fleet Strategy</b>	To review on a regular basis the availability and feasibility of technology to enable changing fleet vehicles to lower emission engines and eventually from ICE to hybrid or electric engines.	Medium to long term
<b>Supply Chain Review</b>	To carry out regular reviews of supply chain partners and introduce a sustainable supply chain policy over time.	Short to medium term
<b>Energy Efficiency of Site</b>	<b>Review infrastructure to reduce energy consumption.</b>	
	Investigate renewable energy generation possibilities on site.	Medium to long term
	Investigate improved waste recyclability options.	
<b>CPD Accredited training</b>	<b>FMI will look at the viability of sending colleagues to the Net Zero International CPD accredited training</b>	Short term

Signed on behalf of FMI

Name: Libby Keeling



Position: **Director**

Date: 22<sup>nd</sup> August 2025

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**9 Emissions Data**

The data contained in the table below represents total emissions calculated and is consistent with SECR requirements. All sources of emissions that have been measured are included in the totals below. Emissions from key activities are summarised in the previous sections.

	<b>Benchmark Year</b>
	<b>2024</b>
Energy consumption used to calculate emissions Electricity Scope 2 - UK and Offshore (kWh)	67,274
Energy consumption used to calculate emissions – Global, excluding UK and Offshore (kWh)	N/A
Basis of Energy reporting (Location or Market)*	Location
% of total energy sourced from certified renewable sources	0%
Emissions associated with energy consumption - UK, Offshore and Global (tCO <sub>2</sub> e)	13.9
Emissions from activities for which the company is responsible including combustion of fuel and operation of facilities - <b>Scope 1</b> (tCO <sub>2</sub> e)	26.9
Emissions from purchase of electricity, heat, steam and cooling purchased for own use - <b>Scope 2</b> (tCO <sub>2</sub> e)	13.9
<b>Total Scope 1 and 2 Emissions (tCO<sub>2</sub>e)</b>	<b>40.7</b>
Emissions from upstream activities out of operational control - Scope 3 (tCO <sub>2</sub> e)	478.9
Emissions from use of sold products and services out of operational control - <b>Scope 3</b> (tCO <sub>2</sub> e)	None included
<b>Total Gross Scope 3 Emissions (tCO<sub>2</sub>e)</b>	<b>563.4</b>
<b>Total Scope 1, 2 and 3 Emissions (tCO<sub>2</sub>e)</b>	<b>604.2</b>
Intensity ratio tCO <sub>2</sub> e (gross Scope 1, 2 and 3) per employee	1.1
Carbon offsets (tCO <sub>2</sub> e)	-
<b>Total Annual Net Emissions (tCO<sub>2</sub>e)</b>	<b>604.2</b>

\* A location-based method reflects the average emissions intensity of grids on which energy consumption occurs (using mostly grid-average emission factor data). A market-based method reflects emissions from electricity that companies have purposefully chosen.

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### 10 Standard and Methodology Used

FMI categorises its Greenhouse Gas (GHG) Emissions as Scope 1, 2 or 3 as referred to in the WBCSD – WRI Greenhouse Gas Protocol (revised edition, dated March 2014). Emissions in Carbon Dioxide equivalent (CO<sub>2</sub>e) for all scopes are calculated using the conversion factors listed in DESNZ Greenhouse Gas Conversion Factors for the relevant 12-month period over which the carbon emissions are calculated. Procured renewable electricity and gas is calculated in accordance with the WBCSD – WSI Scope 2 Guidance on procured renewable energy (2015).

### 11 Data Quality / Confidence

The data used to generate this report has been collected from various sources from both within the company and using assumptions gathered by Net Zero International. These emissions have been converted to CO<sub>2</sub>e using GHG Protocol and DESNZ frameworks and conversion factors for the relevant period.

### 12 Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with SECR, PPN 06/21 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 and uses the appropriate Government emission conversion factors for greenhouse gas company reporting.

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.

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

#### Signed on behalf of Net Zero International

Name: **David Hawes**



Position: **Chief Executive Officer**

Date: 22<sup>nd</sup> August 2025

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**13 Glossary**

<b>Benchmark Data</b>	The chosen 12-month period that sets the calculated emissions that need to be mitigated and/or offset.
<b>Carbon Reduction</b>	Reduction in measured CO <sub>2</sub> e emissions
<b>Carbon Reduction Plan</b>	Plan to reduce CO <sub>2</sub> e emissions over a period of time, updated annually
<b>Carbon Emissions (Gross)</b>	CO <sub>2</sub> e emissions from Company activities
<b>Carbon Emissions (Net)</b>	CO <sub>2</sub> e emissions from Company activities minus verified carbon offsets the Company purchases
<b>Carbon Neutral</b>	When emissions are fully offset including those emissions that could be mitigated.
<b>Carbon Offsets</b>	A removal or reduction of carbon emissions through a verified scheme.
<b>CO<sub>2</sub>e</b>	All greenhouse gases expressed in terms of Carbon Dioxide equivalent (CO <sub>2</sub> e) for consistency of reporting.
<b>DESNZ</b>	Department of Energy Security and Net Zero ( <a href="https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting">https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting</a> )
<b>EEIO</b>	Environmentally Extended Input Output – Emissions estimated on spend <a href="https://ghgprotocol.org/">https://ghgprotocol.org/</a>
<b>Organisational Boundaries</b>	GHG Protocol Organisational Boundaries <a href="https://ghgprotocol.org/sites/default/files/standards/ghg-protocol-revised.pdf">https://ghgprotocol.org/sites/default/files/standards/ghg-protocol-revised.pdf</a>
<b>GHG Protocol</b>	Greenhouse Gas Protocol <a href="https://ghgprotocol.org/">https://ghgprotocol.org/</a>
<b>Greenhouse Gases</b>	Carbon Dioxide (CO <sub>2</sub> ), Methane (CH <sub>4</sub> ), Nitrous Oxide (N <sub>2</sub> O), Chlorofluorocarbons (CFCs and HCFCs), Hydrofluorocarbons (HFCs), Perfluorocarbons (PFCs), Sulphur Hexafluoride (SF <sub>6</sub> )
<b>Greenhouse Gas Conversion Factors</b>	Annually published conversion factors normally published by relevant government departments. Converts activity into CO <sub>2</sub> e emissions.
<b>Greenhouse Gas Emissions (GHG)</b>	Gases in the atmosphere that absorb and radiate heat
<b>Intensity Metric/Ratio</b>	A metric that measures carbon emissions per relevant unit of activity in a business.
<b>Market Reporting v Location Reporting</b>	Market is based on specific tariffs. Location is based on the country from which you are reporting.
<b>Net Zero</b>	GHG emissions are mitigated and those that cannot are offset
<b>Renewable Tariff</b>	An energy tariff that is 100% powered by renewable energy and is certified.
<b>SBT</b>	Science Based Targets – reducing emissions by 50% by 2030 and by 90% by 2050 and offsetting the remaining amount.
<b>Scope 1</b>	The fuels that are burnt (gas, transport the company owns, refrigerant gases)
<b>Scope 2</b>	The energy that is bought (electricity from the grid, purchased heat)
<b>Scope 3</b>	Emissions embedded in everything a company buys and emitted as a consequence of everything a company sells.
<b>SECR</b>	Streamlined Energy and Carbon Reporting
<b>tCO<sub>2</sub>e</b>	Metric tonnes of CO <sub>2</sub> equivalent emitted.
<b>WBCSD</b>	World Business Council for Sustainable Development <a href="https://www.wbcsd.org/">https://www.wbcsd.org/</a>
<b>WRI</b>	World Resource Institute <a href="https://www.wri.org/">https://www.wri.org/</a>