stream loyalty

2022

The Baseline Year - Carbon Footprint Report

Overview

The climate crisis is the single biggest threat to humanity. As a forward-thinking company, Stream Loyalty recognises this. We've partnered with Supercritical to measure, reduce, and offset your emissions.

Step ONE

The first step is to understand our current impact. Supercritical have calculated our carbon footprint for 01/01/2022-12/31/2022.

46

Total tonnes CO2 emitted
That's the equivalent of powering 14 homes for a whole year

30%

of emissions were created from employee commuting

Emissions associated with Stream Loyalty employees' commuting generated 14 tonnes of CO2e emissions.

Lower Than Average

3.02 tCO2e

per employee

Our total footprint equates to 3.02 tonnes CO2e per employee over 2022. The average footprint for a person in the UK is 12.7 tonnes per year, and the average footprint of an employee in a tech company is ~3.5–5.5 tonnes.

About Average

0.02

GHG intensity ratio

The ratio between our footprint and revenue in 2022. This is an industry standard way to normalise our footprint so we can track progress over time.

Emissions breakdown

- Marketing & Advertising
- Other
- Insurance & Finance
- Consultants
- Office supplies & furniture
- Business travel
- Office utilities
- Food & drink
- Cloud & data centres
- Hardware
- Software
- Employee remote working
- Employee commuting

GHG protocol breakdown by scope

t CO2e

0 **Scope 1**
Direct emission from fuel combustion in own buildings and vehicles

1 **Scope 2***
Emissions from electricity and heating use in control of the company

45 **Scope 3**
Emissions from the corporate value chain

* Market-based
Reporting period: 01/01/2022-12/31/2022
Emission boundary: Company operations and supply chain; Financial control approach.
Location based Scope 2 emissions = 2.67 tonnes CO2e

The Methodology

Supercritical's methodology is aligned with the GHG Protocol standard, the standard developed by the World Resources Institute (WRI), and used by governments & cities all over the world as well as over 92% of Fortune 500 companies.

Base year footprint

They begin by calculating a base year footprint; the total CO2e emissions released as part of a company's activities over the period of a specified year. Companies choose the base year as the earliest whole year for which they have reliable data: for Stream Loyalty this is 2022. Calculating a base year footprint is necessary to set and track progress towards future emissions reduction goals.

Emissions calculations

Most business activities don't have a direct measurement of the GHG emissions recorded for them. Instead, they use emission conversion factors to calculate the equivalent emissions created for activities. A number of governments & organisations create and maintain official GHG conversion factors, and the majority of emissions factors used to calculate Stream Loyalty's footprint have been provided by the UK Government's Department for Business, Energy & Industrial Strategy (BEIS) team.

For example, converting a 15km taxi ride into the amount of CO2e emitted into the atmosphere, using the BEIS taxi km/kg CO2e conversion factor (0.20369):

GHG emissions = activity data x emission conversion factor
30.5kg CO2e = 15 x 0.20369

Their approach to emissions scope

They use a comprehensive and progressive approach to mapping emissions, aiming to capture the majority of emission sources in our sphere of influence. Emission sources such as home-working emissions are often overlooked. However, they present a huge opportunity for our positive influence!

Deeper dive: Remote working approach

Working from home uses additional electricity (charging laptops and powering external monitors) and heating compared to homes being empty during working hours.

To calculate the impact of employee home-working, first they estimate the additional electricity used. This additional electricity comes from laptops, lighting and monitors.

The hours that the Stream Loyalty team worked from home have been estimated from the data collected in our employee survey.

Total home office usuage (kWh) = 150 watts x number of employees working from home x working hours per month

Next they translate energy use into CO2e emissions using the conversion factors. They take into account the prevalence of renewable electricity providers in the team and their geographical distribution using national grid intensity factors. For example, in the UK this is set by BEIS at 0.212 kg CO2/kWh.

They then calculate the impact of the additional energy required to heat employees' homes during this period. An average gas boiler uses 0.5 kW to heat a home. Using the information gathered from our employee survey, they have calculated additional heating:

Total heating usage (kWh) = 0.5kW x (Total umber of hours employees had heating on while working from home)

Lastly, they translate additional heating into CO2e emisions using the BEIS natural gas conversion factor (0.184):

Total heating usage (kWh) = 0.5kW x (Total umber of hours employees had heating on while working from home)

This gives us the total emissions created as a result of our employees working from home.

About Stream

Stream are passionate about loyalty – we are the experts after all!

As a tech-enabled consultancy, we seek to understand your business challenges and your audience and work with you to craft a loyalty solution that delivers value. We are both consultants and implementers and use our extensive expertise and software capability to deliver proven, lasting results.

Loyalty is not 'one size fits all' and our team of commercial experts work to ensure that your loyalty strategy is right for you.

Whether you need to increase revenue, grow breadth of spend, or create a referrer programme, we have the experience to help sculpt the right solution. Our proprietary loyalty software- LoyaltyStream® helps to: retain customers, change buying behaviours, build brand loyalty and drive referrals.

Our LoyaltyStream® software is deployed globally, helping our clients to build trust that delivers brand loyalty and commercial rewards.

We guarantee to be able to help you Keep, Grow and Win customers for life.

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