



Liberator Limited's Carbon Reduction Plan

Publish date: 31st May 2025



Company Details

Company Name: Liberator Limited

Company Registration Number: 02590367

Our Commitment

Liberator is committed to achieving Net Zero emissions by 2045.

What does Net Zero mean in practice?

To achieve Net Zero, we will be aiming to reduce emissions in line with the latest science-based targets (SBTs). SBTs are greenhouse gas reduction goals set by organisations, they are defined as “science-based” when they align with the scale of reductions required to limit global temperature increases to 1.5°C compared to pre-industrial temperatures. To achieve Net Zero under this scenario, we will need to reduce our absolute emissions by 90% from our baseline year.

SBTi recommends that organisations commit to near-term targets (that cover a minimum of 5 years/maximum of 10 years from the baseline year), as well as long-term targets.

Our near-term targets:

- Reduce scope 1 and 2 emissions to zero by 2030.
- Reduce Scope 3 emissions by 42% by 2030.
- Continue to work towards measuring all scope 3 categories by 2028.

Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3) by at least 90% by 2045.

Scope 1 emissions: direct greenhouse gas emissions that occur from sources owned or controlled by a company, such as emissions from the combustion of fuels in on-site boilers, furnaces, or vehicles.

Scope 2 emissions: indirect greenhouse gas emissions that result from the generation of purchased electricity, steam or other forms of energy consumed by a company.

Scope 3 emissions: all other indirect greenhouse gas emissions that occur in an organisation’s value chain, including emissions from upstream and downstream activities.

Our Carbon Footprint

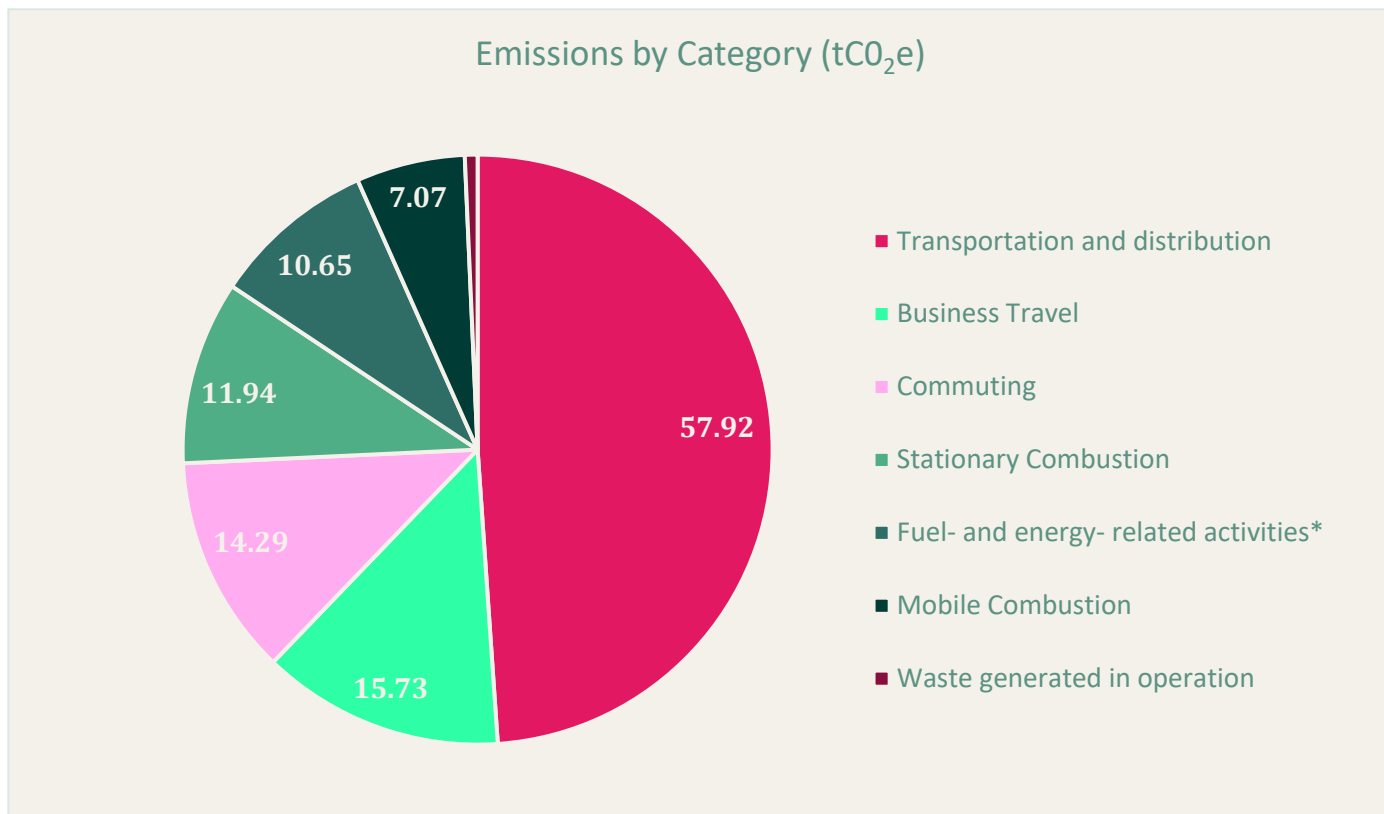
Baseline and Current Emissions Footprint

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 and Current: 2024-2025	
Additional details relating to the Baseline Emissions calculations: The current reporting year (April 2024 – March 2025) is the first year that we have measured and reported our carbon footprint and will serve as the baseline year for future measurements.	
Emissions	Total (tonnes CO ₂ e)
Scope 1	19.0
Scope 2* <i>No market-based emissions due to having a 100% renewable electricity tariff.</i>	Market-based: 0.00 Location-based: 3.6
Scope 3 including: <ul style="list-style-type: none">- Fuel & Energy Related Services- Business Travel- Transportation & Distribution (Upstream & Downstream)- Employee Commuting & Homeworking- Operational Waste & Water	99.4
Total Emissions*	Market-based: 118.4 Location-based: 122.0

*Purchased electricity can be measured in two ways. 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 (or their lack of choice). A market-based method therefore takes into account the purchase of electricity via a verified renewable energy tariff. We have chosen to base our Net Zero target on a market-based methodology.

Carbon Emissions Breakdown



Of the measured categories, Transportation and Distribution accounts for the largest share of emissions, with a total 57.92 tCO₂e. This category includes the emissions associated through air and land transportation of all goods bought by Liberator.

The second largest emissions source is Business Travel, which contributes 15.73tCO₂e and is accounted for by the emissions associated with flight travel, taxi and trains. The third largest source of emissions was Commuting and WFH emissions which was 14.29 tCO₂e.

*Indirect energy emissions (GHG category; Fuel- and Energy-Related Activities) are those that occur upstream of energy use. In the other energy use categories e.g. business travel and employee commuting, we are accounting for the generation of electricity used or the combustion of fuels used. But these calculations do not consider the other emissions that occur e.g. the generation emissions of electricity lost in the transmission and distribution system or the well-to-tank (extraction, processing and transportation) emissions of fuels. To ensure we are measuring our full impacts, we have included these emissions for all scope 1, scope 2 (mandatory) and upstream scope 3 (optional) energy use activities.

Carbon Reduction

Our Net Zero targets

Liberator is committed to achieving Net Zero by 2045. To achieve Net Zero under this scenario, we will need to reduce our absolute emissions by 90% from our baseline year. To keep us on track, we have also set the following near-term targets to 2030.

Our near-term targets:

- Reduce scope 1 and 2 emissions to zero by 2030.
- Reduce Scope 3 emissions by 42% by 2030.
- Continue to work towards measuring all scope 3 categories by 2028.

Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3) by at least 90% by 2045.

The graph below shows our total market-based emissions targets to 2030 based on baseline emissions. To achieve a linear reduction, we would need to reduce scope 1 emissions by 8.4% each year, and scope 3 emissions by 8.4% each year. This would be a scope 1 reduction of 1.60 tCO₂e, and a scope 3 reduction of 8.35 tCO₂e each year.

Reduction Targets to 2030

