

Carbon Reduction Plan

Supplier name: Talon Outdoor Ltd

Industry: Out-Of-Home (OOH) media advertising

Publication date: Monday 21st July 2025

Commitment to achieving Net Zero

Talon Outdoor Ltd is committed to achieving Net Zero emissions by 2050.

As of 10th July 2025, Talon Outdoor Ltd's Near Term and Net Zero Commitment to the Science-Based Target Initiative (SBTi) has been approved, with reduction targets to be set within the next two years. Talon Outdoor Ltd is a signatory of both Ad Net Zero, setting ambitious targets of Net Zero across operations and advertising emissions, and the IPA Carbon Calculator working group, establishing an industry-aligned carbon calculator to measure and reduce media and advertising emissions.

Introduction

Talon Outdoor Ltd is committed to reducing the carbon footprint of its own operations and OOH activities across all business units and subsidiaries globally, in alignment with the UK government's goal to achieve net zero by 2050. This Carbon Reduction Plan outlines the actions and measures they are taking to reduce carbon emissions, to contribute to a sustainable future, and support the UK's efforts in tackling climate change.

Baseline 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.

Talon Outdoor Ltd have utilised ESG reporting platform Futureproof to generate emissions data for the baseline/reporting year which aligns with the GHG Protocol standard and complies with international reporting standards and legislation.

Baseline Year: Calendar Year 2024 (January – December)

Reporting Year: Calendar Year 2024 (January – December)

Additional Details relating to the Baseline & Reporting Emissions calculations:

Historically, Talon Outdoor Ltd measured their carbon impact for both CY2022 and CY2023 by conducting a GHG emissions inventory for Scopes 1, 2 and some Scope 3 categories, however the quality of data obtained for both years was highlighted as being too inconsistent and modelled to be used as the organisation’s emissions baseline. CY2024 was the first year Talon Outdoor Ltd expanded Scope 3 categories to include emissions associated with campaign and advertising activities. This inventory will therefore be utilised as Talon Outdoor Ltd’s baseline year as reported below. This means that the CY2024 carbon measurement serves as Talon Outdoor Ltd's baseline year footprint as well as the reporting year. These figures are currently being reviewed and audited by an independent external consultancy OnePointFive ready to develop SBTi-aligned reduction targets within the next two years, ensuring their methodology aligns with the GHG Protocol. Considering this, Talon Outdoor Ltd’s baseline year may be subject to change.

Below is a list of entities that sit under Talon Outdoor Ltd’s global organisational structure. This Carbon Reduction Plan includes emissions associated with the entire group, namely:

- Talon UK (London and Manchester)
- Talon Ireland
- Talon North America – USA and Canada
- Talon MENA
- Evolve UK
- Evolve APAC
- Evolve USA

Baseline year emissions:

Emissions	TOTAL (tCO2e)
Scope 1 total	16.42
Scope 2 total*	49.17
Scope 3 total	107,037.03
Total Emissions	107,102.63

**Please note that all electricity emission factors are location-based*

Current year emissions:

Emissions	TOTAL (tCO2e)
Scope 1 total	16.42
Scope 2 total*	49.17
Scope 3 total	107,037.03
Total Emissions	107,102.63

**Please note that all electricity emission factors are location-based*

Scope 3 emissions included**

Cat 1	Purchased Goods and Services
Cat 2	Capital Goods

Cat 3	Fuel and Energy Related Activities
Cat 5	Waste Generated in Operations
Cat 6	Business Travel
Cat 7	Employee Commuting
Cat 9	Downstream Transportation & Distribution

***Scope 3 Cat 4 Upstream Transportation and Distribution has not been included in the emissions figures reported in this Carbon Reduction Plan. The nature of the reporting organisation’s operations does not involve significant upstream transportation and distribution activities that are outside of its direct control or scope.*

Given the minimal relevance and immaterial contribution of this category to the organisation’s overall carbon footprint, and in line with the GHG Protocol guidance, Scope 3 Category 4 has been assessed as not applicable for inclusion in the current reporting period.

The remaining Scope 3 categories identified by the GHG Protocol have not been included in this carbon reduction plan as they are immaterial for this reporting period.

Emissions Reduction Targets

This Carbon Reduction Plan outlines Talon Outdoor Ltd’s CY2024 emissions inventory as both the baseline year and reporting year, therefore reduction targets are yet to be set.

In order to continue our progress to achieving Net Zero, we have adopted the carbon reduction targets below.

To achieve net zero by 2050, Talon Outdoor Ltd will work towards the following targets until science-based targets are established with SBTi:

By 2030: Achieve a 30% reduction in total carbon emissions from 2024 levels (74,971.84 tCO₂e)

By 2032: Achieve a 50% reduction in total carbon emissions from 2024 levels (53,551.32 tCO₂e)

By 2050: Achieve net-zero carbon emissions across all operations and OOH activities (10,710.26 tCO₂e)

Progress against these targets is yet to be seen due to our baseline year being the same as our current year.

Completed Carbon Reduction Practices

The following environmental management measures and projects have been completed or implemented before and after the baseline year was established and all measures will be in effect when performing the contract.

Emissions Reporting

- Talon Outdoor Ltd has signed up to SBTi since the 2024 baseline year/reporting period and endeavours to set science-based reduction targets by 2027 to ensure net zero emissions are met by 2050 or before

Renewable Energy & Energy Efficiency

- Talon Outdoor Ltd's new London office (opened June 2025) runs on 100% renewable energy and has installed motion-sensored, energy efficient lighting throughout the entire office
- Talon Outdoor Ltd's Manchester office has run on 100% renewable energy since July 2022

Waste

- Office waste streams are split into general waste, recycling and food waste
- Talon's waste management provider in London, First Mile, is a sustainable supplier who diverts 100% of their waste to landfill, splitting waste into recycling, anaerobic digestion and waste to energy

Transparent & Ethical Procurement & Supplier Engagement

Talon Outdoor Ltd have been working closely with clients, suppliers, and stakeholders to ensure transparency and share best practices in the OOH sector, for example:

- Talon Outdoor Ltd created a Global Sustainability Charter in 2024. In the UK Talon's top 27 media partners have signed it to acknowledge their alignment and compliance with Talon's sustainability principles which prioritise environmental, social and economic sustainability
- At the start of 2025, Talon distributed an ESG survey to its key partners to assess their progress on sustainability initiatives and to exchange insights that could help drive industry-wide transformation.

Emissions Measurement

- Campaign Emissions - Talon Outdoor Ltd have partnered with Scope3 consultancy to assess the organisation's campaign emissions data and develop case studies for key clients such as Channel 4

- Business Operations – An improved, streamlined process for data collection has been rolled out in 2025 to increase accuracy and granularity of emissions data going forward, with data now being collected every quarter

Industry-Wide Collaboration

- Talon is a member of Ad Net Zero which aims to share industry best practice on a global scale. The group have rolled out an industry-wide methodology to improve calculations for campaign-related emissions, identified as the Global Media Sustainability Framework (GMSF)
- Talon is also an active member of the IPA Carbon Calculator working group, which was formed to develop a reputable, GMSF aligned carbon calculator tool that can be used across the entire advertising industry

Employee Commuting & Homeworking

- Talon have adopted a hybrid working model (three days office-based and two days working from home) which reduces commuting-related emissions
- Talon encourages the use of carpooling, particularly in regions where there is poor public transport infrastructure
- Talon operates a cycle to work scheme which allows employees to hire cycles and cycle-equipment as a tax-free benefit
- Talon also offers interest-free season ticket loans which incentivises employees to choose a low-carbon commuting option

Business Travel

- Talon's Environmental Travel policy asks staff to prioritise virtual meeting over in-person to reduce the need for business travel
- Talon encourages staff to use public transport or e-vehicles if travelling to meetings
- When travelling overseas, business class flights are only permitted under special circumstances - for example, where the employee is flying overnight and is expected to work straight after a flight

Future Reduction Initiatives

In the future, we hope to implement further measures, such as:

- 1) Employee Travel
 - Provide staff with more incentives to use public transport for commuting and business travel, as well as looking into rolling out an electric vehicle company car scheme

2) Improving Waste Reduction Strategies

- Provide regular reminders of waste streams within the office to increase recycling rates and food composting

3) Staff Upskilling

- Host Carbon Literacy training with employees to improve company-wide sustainability knowledge and encourage the adoption of sustainability initiatives that will reduce overall company emissions i.e. vegetarian client dinners, reducing single-use items in the office or cycling to work

4) Monitoring and Reporting

- Where data was not available, emissions figures for 2024 were calculated using some assumptions and estimations. Talon is committed to continually improving its data collection processes by working closely with key stakeholders to ensure accurate activity-based data for all business units is available
- Talon will continue to monitor carbon impact and reduction efforts through an annual emissions audit, which will track progress against our baseline and carbon reduction targets. The findings will be shared with stakeholders, including clients and procurement bodies, ensuring transparency and accountability.
- An independent third party will audit the organisations carbon emissions annually to ensure continued efforts align with internationally recognised standards such as the GHG Protocol, VSME, CSRD and PPN 06/21 requirements.

5) Sustainability Certifications and Accreditations

- Gain credible certifications such as PAS2060, ISO14001 or Ecovadis to demonstrate the organisations continued commitment to sustainability

Conclusion

Talon Outdoor Ltd is committed to playing its part in combating climate change by embedding sustainability into the core of our operations. We continue to work with our supply chain and wider stakeholders to achieve net zero by 2050 or earlier. This Carbon Reduction Plan aligns with PPN 06/21 requirements and reflects our dedication to contributing to the UK's environmental goals. We are excited to work

with stakeholders who share our vision for a low-carbon future and invite continued collaboration to achieve lasting positive environmental impact.

Declaration and Sign Off

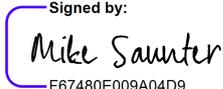
This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard¹³ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting¹⁴.

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) Standard¹⁵.

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

Signed on behalf of the Supplier:

Signed by:  Mike Saunter
.....E67480E009A04D9.....

Date: Monday 21st July 2025

¹³ [Corporate Standard | GHG Protocol](#)

¹⁴ <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

¹⁵ <https://ghgprotocol.org/standards/scope-3-standard>