HelloSelf Carbon Reduction Plan

Publication date: 16/10/2024

Commitment to achieving Net Zero

HelloSelf has been committed to achieving Net Zero emissions since 2023.

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. For HelloSelf that baseline was FY 2022/2023. Our financial year runs from March to March. Baseline performance is shown in the table below

Baseline Year: March 2022 to March 2023

Note: Baseline emission calculations use the following:

- Emissions calculated using tools provided by SSE Energy Solutions for SMEs for Scope 1, 2 and 3.
- In addition, for Scope 3 emissions, given our focus on tech and virtual care, we have estimated Software & Hosting impact based on an extrapolation of detailed carbon footprint information of our AWS usage.

Baseline year emissions:

EMISSIONS	TOTAL (tCO_2e)
Scope 1	**2.8 tCO_2e**
Scope 2	**3.6 tCO_2e**
Scope 3 Including Homeworker electricity and gas emissions, commuting emissions and additional estimates for purchases of goods and services	**25.4 tCO_2e**
Total Emissions	**31.7 tCO_2e**

Current Emissions Reporting

Reporting Year: March 2024 to March 2025 (FY estimate based on 6 months of date)	
EMISSIONS	**TOTAL (tCO_2e)**
Scope 1	**2.8 tCO_2e**
Scope 2	**3.6 tCO_2e**
Scope 3 Including Homeworker electricity and gas emissions, commuting emissions and additional estimates for purchases of goods and services	**30.4 tCO_2e**
Total Emissions	**36.7 tCO_2e**

Emissions reduction targets

HelloSelf is a mission focus company. One of our core values is Service: we serve each other, our clients, our species and our planet. As part of this service pledge we are an Earth Positive company. We have signed the NetZero promise, and ensure we are Carbon negative… literally leaving the world a better place. As part of this commitment, we strive to operate not only as a carbon-neutral company but, ideally, as a carbon-negative one, reducing more carbon than we produce.

As a growing, technology-enabled company, we are continuously exploring ways to reduce our environmental impact. Below are the three areas of our focus:

1. **Creating a highly Energy Efficient Technology Stack**
   A large proportion of our Scope 3 emissions is generated by our technology stack. We prioritize energy-efficient technologies within our operations. By selecting and utilizing a tech stack with minimal energy consumption, we aim to keep our energy consumption extremely low. This approach not only reduces our carbon footprint but also supports our commitment to sustainability in every facet of our business.

2. **Optimizing our Office Footprint**
   Although we are a hybrid company we are a virtual first and so our office footprint is intentionally kept small. We encourage the use of public transportation, and avoid car travel whenever possible, relying on trains and other eco-friendly commuting options. This ensures that the environmental impact of our physical presence is minimized. We do include energy consumption from team members working at home within our Scope 3 emissions to ensure we are being holistic.

3. **Offsetting Through Virtual Therapy**
   One of the most significant ways we reduce our carbon footprint is by offering digital therapy sessions. This means fewer people need to travel to in-person appointments, which substantially cuts down on emissions. For example, if all our members were required to travel just 10 miles to see their therapists, our annual carbon footprint would increase by XXX tons. While this reduction is not yet reflected in our overall carbon calculations, it remains a core focus of our environmental impact initiatives.

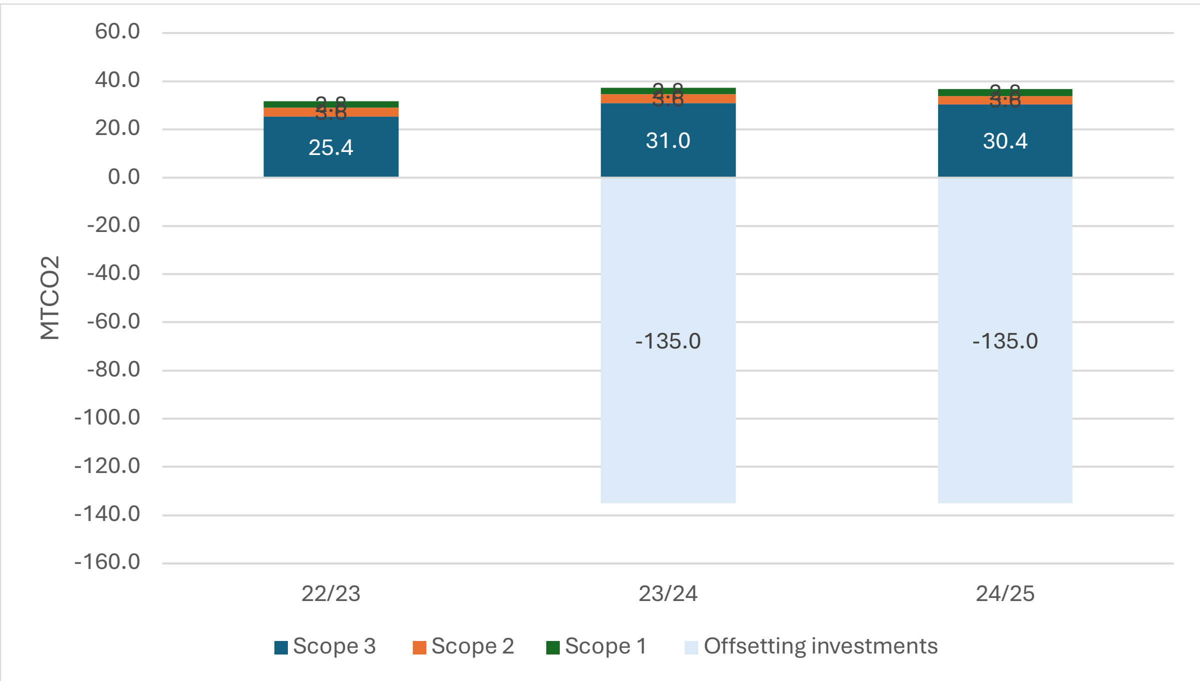
As we are growing our efficiency targets focus regarding footprint are on a 'per session delivered' based. We're focused more on how we scale with efficiency than overall although obviously both measures are important.

Our footprint goals are as follows:

- At least a 3x offsetting of our total CO2 footprint per year (given the inherit inaccuracies in estimating actual carbon foot print and to ensure we're carbon negative). We do this through a partnership with Ecolgi via a blended investment in Carbon avoidance, Renewable energy, Nature-based projects and community-based projects.
- A 20% reduction in the CO2 per Session Delivered per year

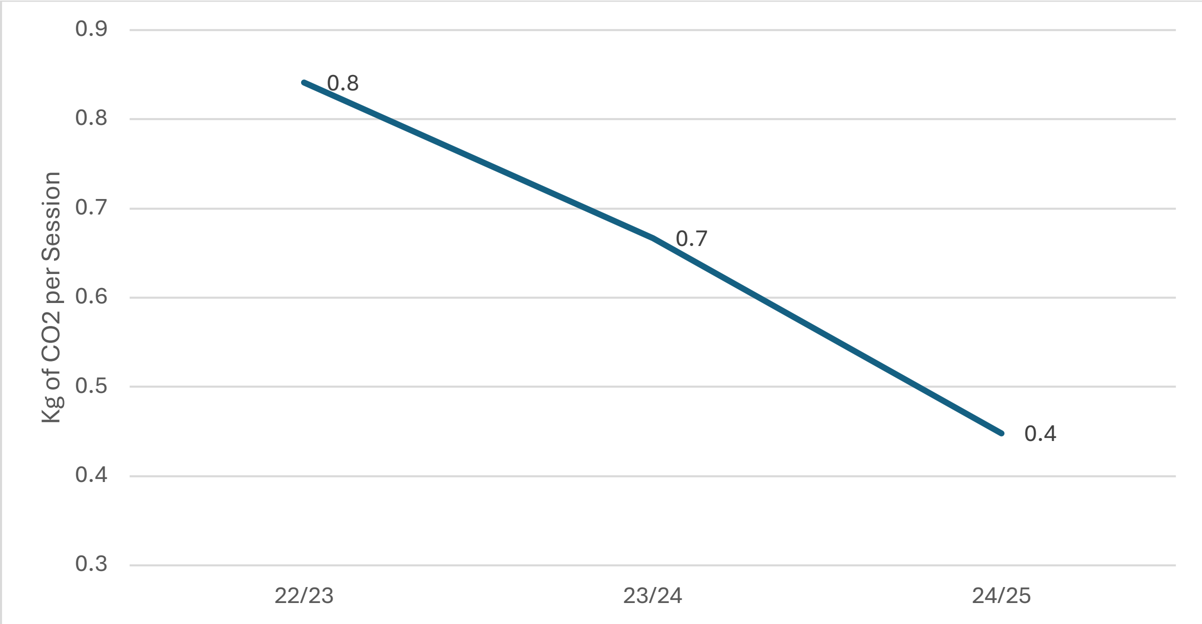
We achieved both goals for Year 23/24 and are set to exceed that performance for 24/25 (based on 6 months of data/year to date). Exact progress for total footprint and on a per session delivered basis can be seen in the graphs below:

Total HelloSelf footprint by Scope and by Year – including impact of Offsetting investments



Est. Net Carbon (TCO2)	-97.6	-98.3

CO2 Per Session Delivered per Year – excluding impact of Offsetting investments



YoY reduction in CO2 per session delivered	21% reduction	33% reduction

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 standard[1] and uses the appropriate Government emission conversion factors for greenhouse gas company reporting[2].

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[3].

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

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Date: 17.10.24

[1] https://ghgprotocol.org/corporate-standard
[2] https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting
[3] https://ghgprotocol.org/standards/scope-3-standard