



# Kubify

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## Carbon Footprint Report & Route to Net Zero

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# Company Activities

- Kubify BV is an event and education technology company that provides a web-based platform (Learning Toolbox) that is used by events and education to share and present resources.
- The platform is often used as an ePoster platform by scientific and academic conferences (both in-person and online)
- The platform is also used by educational institutions to share learning resources and/or to allow students to present their work or research.

Key company activities include:

1. software design and development
  2. online support to customers and users
  3. onsite support for a small number of conferences
  4. online sales and marketing activities
  5. in-person marketing activities, usually through attending trade shows or association meetings
- Kubify BV is a small company (with approx. 3 full-time equivalent staff)
  - All Kubify staff work from home, Kubify has no physical offices
  - Kubify BV is registered (KvK: 71637761) in The Netherlands and has been trading since 2018.
  - You can find out more about what Kubify does on our website: <https://kubify.co> and <https://ltb.io/eposters/>

# Scope and Emissions

Considering the company's activities, we identified the following as those likely to produce the largest carbon emissions and therefore these are the activities we have initially focused on measuring and reducing.

## Scope 1

*"Scope 1 emissions are direct emissions from owned or controlled sources."*<sup>1</sup>

- We do not believe that Kubify produces any Scope 1 emissions.

## Scope 2

*"Scope 2 emissions are indirect emissions from the generation of purchased energy."*<sup>1</sup>

- **Digital services:** Energy and other emissions related to our use of hosted cloud computing services.
- **Home working:** Emissions related to home working undertaken by Kubify staff. We count this as Scope 2 since all Kubify staff work from home and so this appears to be equivalent to other company's office running emissions.

## Scope 3

*"Scope 3 emissions are all indirect emissions (not included in scope 2) that occur in the value chain of the reporting company, including both upstream and downstream emissions."*<sup>1</sup>

- **Business travel:** Travel associated with staff travelling to provide onsite support or to undertake in-person marketing and sales activities

<sup>1</sup> Definitions taken from <https://ghgprotocol.org/sites/default/files/2022-12/FAQ.pdf>

# Methodology

- We have taken **2019 as our baseline year** since this was our first full year of operations and was unaffected by the pandemic.
- We have chosen **2023 as our first comparison year** since this was the first year after 2019 that was largely unaffected by the pandemic.
- The **key activities** that have been included in the 2019 and 2023 measurements are *digital services* (for the cloud services provided by Kubify), *home working* and *business travel*.
- **Digital services calculation 2019:** For 2019 we have used this site <https://www.goclimat.com/knowledge/servers> and information about the cloud servers we were using in 2019 to calculate our digital services footprint.
- **Digital services calculation 2023:** By 2023 we had moved to using Amazon Web Services (AWS) and so we have used the 2023 carbon footprint report provided to us by Amazon for the 2023 digital services carbon footprint figure.
- **Home working calculations 2019 and 2023.** We have calculated the number of FTE (full time equivalent) staff working in the relevant year for Kubify and then used the home working conversion figure from the UK DEFRA conversion tables <https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2023> to calculate their carbon footprint based on the number of days worked. We have included home working as a Scope 2 emission since all our staff work this way and we consider it therefore to be similar to office running emissions for companies with a more traditional set-up.
- **Travel calculations 2019 and 2023.** When calculating airmiles we have used this site <https://www.airmilescalculator.com>. When calculating land miles (train, coach or car) we have used GoogleMaps. We have then used the UK DEFRA conversions tables <https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2023> to calculate the carbon footprint for each journey.

# 2019 Report (baseline year)

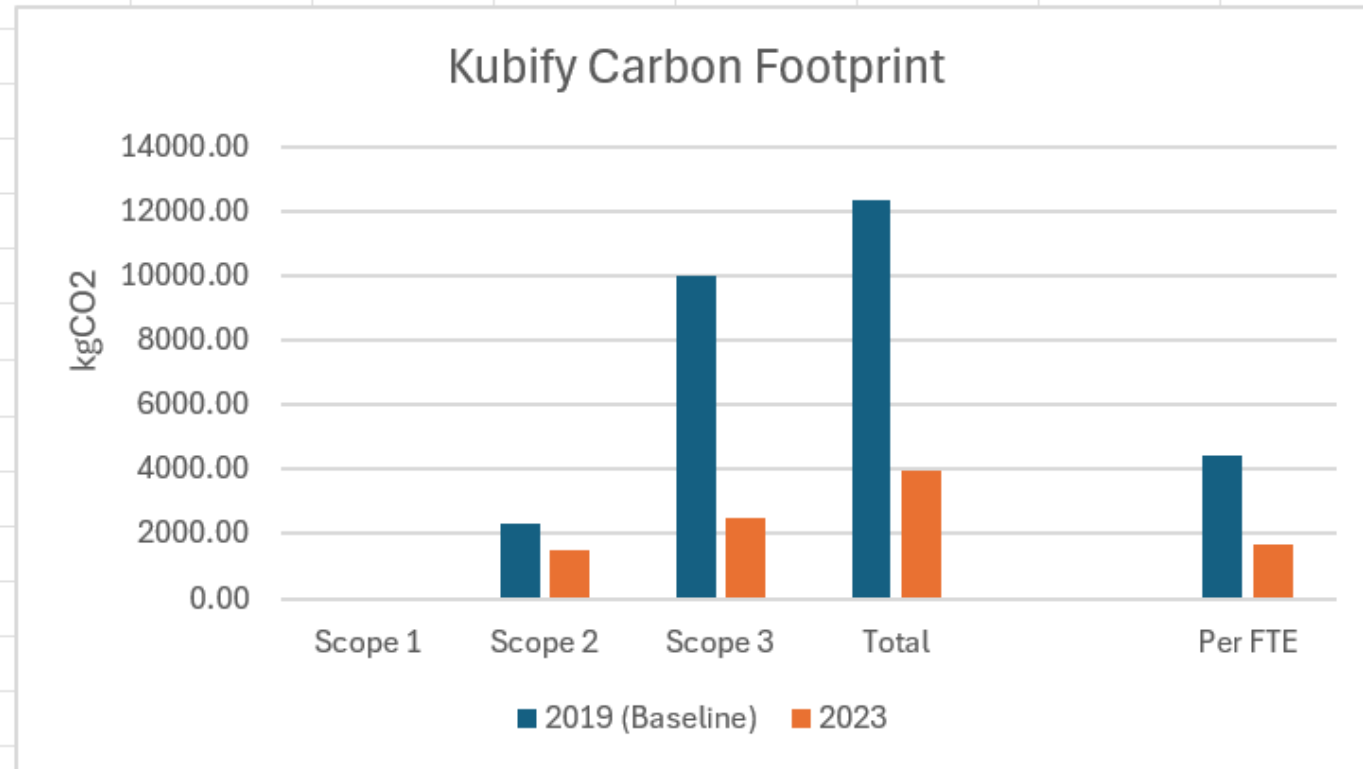
2019 Report	Carbon Footprint	Category	Scope	Control	Notes
Direct energy production	0.00	Direct energy production	1	Control	We do not believe we have any scope 1 emissions
<b>Scope 1 Total</b>	<b>0.00</b>				
Digital services (AWS)	621.00	Server hosting	2	Control	
Home working	1719.64	Home working	2	Influence	All staff are homeworking, Kubify has no offices
<b>Scope 2 Total</b>	<b>2340.64</b>				
Staff travel	9983.86	Business travel	3	Control	Measuring flights, train, coach, hired cars - but not taxi, public transport within city/airport transfer
Staff commuting	0.00	Staff travel	3	Influence	All staff are homeworking
<b>Scope 3 (Measured) Total</b>	<b>9983.86</b>				
Waste	0.00	Waste	3	Influence	Covered under homeworking, as we have no company office and thus no direct company waste
Marketing materials		Marketing materials	3	Control	Will measure in future years
Attributable paper/waste/energy		Impact of use of Kubify by customers	3	Attributable	Will explore how we can minimise this (or advise to minimise) in future years
Staff travel - accommodation and food		Accommodation and food during travel	3	Influence	Will explore how to measure and minimise this in future years
<b>TOTAL</b>	<b>12324.50</b>				
<i>Per FTE</i>	<i>4401.61</i>				

# 2023 Report

2023 Report	Carbon Footprint	Category	Scope	Control	Notes
Direct energy production	0.00	Direct energy production	1	Control	We do not believe we have any scope 1 emissions
<b>Scope 1 Total</b>	<b>0.00</b>				
Digital services (AWS)	1.00	Server hosting	2	Control	This is what the AWS customer report tells us, it is low due to their own carbon reduction initiatives
Home working	1473.98	Home working	2	Influence	All staff are homeworking, Kubify has no offices
<b>Scope 2 Total</b>	<b>1474.98</b>				
Staff travel	2481.06	Business travel	3	Control	Measuring flights, train, coach, hired cars - but not taxi, public transport within city/airport transfer
Staff commuting	0.00	Staff travel	3	Influence	All staff are homeworking
<b>Scope 3 (Measured) Total</b>	<b>2481.06</b>				
Waste	0.00	Waste	3	Influence	Covered under homeworking, as we have no company office and thus no direct company waste
Marketing materials		Marketing materials	3	Control	Will measure in future years
Attributable paper/waste/energy		Impact of use of Kubify by customers	3	Attributable	Will explore how we can minimise this (or advise to minimise) in future years
Staff travel - accommodation and food		Accommodation and food during travel	3	Influence	Will explore how to measure and minimise this in future years
<b>Total</b>	<b>3956.04</b>				
<i>Per FTE</i>	<i>1648.35</i>				

# Progress

<i>kgCO2</i>	2019 (Baseline)	2023	% reduction from Baseline
Scope 1	0.00	0.00	0.00
Scope 2	2340.64	1474.98	36.98
Scope 3	9983.86	2481.06	75.15
<b>Total</b>	<b>12324.50</b>	<b>3956.04</b>	<b>67.90</b>
Per FTE	4401.61	1648.35	62.55
FTE	2.80	2.40	14.29



# Actions that have had an impact

We have made good progress since 2019 and have reduced our emissions by 67% (or 62% per FTE) compared to the baseline. The actions taken since 2019 that have helped to produce these reductions include:

## *Reduction of carbon footprint from purchased Digital Services*

- **Moving to Amazon's Web Services** (AWS) which is powered by renewable energy and where they have themselves undertaken considerable development work to reduce the carbon footprint of their services.
- **Efficiency improvements.** We have reviewed our set-up and code and made changes to make the functioning of the platform more efficient, thereby reducing the amount of energy used whilst providing the same functionality.

## *Reduction of carbon footprint from Business Travel*

- We have **reduced the number of trade shows that we attend** each year, focusing just on those that give the greatest benefits and sending fewer staff.
- We have encouraged new customers to take up our offer of online support in the run-up to the conference rather than requiring onsite support. To support this we have **added webinar-based team training to the online support that we provide** for conference organisers.
- Chosen **train or coach travel rather than air or car travel** whenever the journey could be completed by train in less than 3.5 hours. Considered train travel rather than flights in all cases where that was possible.



# Next targets

We know we can do even more both to further reduce our own emissions and also to help our clients to reduce theirs (by highlighting the most sustainable ways to use Kubify). So our next targets are focusing on:

1. measuring and **reducing the carbon footprint related to our marketing activities** (looking at print in particular)
2. **producing guidelines for our customers** comparing the sustainability impacts associated with different ways of using Kubify's platform
3. identifying **appropriate and effective offsetting** activities with the **aim of becoming carbon neutral by 2026.**



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