

NET-ZERO STRATEGY 2024

OUR JOURNEY TOWARDS A CARBON FREE FUTURE

We believe in taking meaningful action in the face of the climate emergency. Not just setting goals, but actively leading by example. That's why we have committed to reaching Net-Zero by 2035.

It's time to shape a better future for our planet, one that will leave a lasting impact for generations to come.

The StudioXAG Team

Hey, the StudioXAG team here!

As a diverse group of creative thinkers - some of us designers, some carpenters, some project managers - **we have a shared vision: to create a brighter future for our planet** through innovation and regenerative know-how.

Our journey to Net-Zero is a collective effort driven from every corner of the studio.



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DELIVERING
DECARBONISATION

Strategy Statement

We understand that our industry has a significant role to play in the broader mission of decarbonisation. **Creatives have the power to shape the future and drive change.** We see the opportunity to lead by example, demonstrating that sustainability and creativity can go hand in hand.

By reducing our impact, sharing our experiences, and collaborating with our industry peers, our goal is to ultimately transform our industry for the better.

This strategy is crafted in alignment with the Paris Agreement and adheres to the industry-leading GHG Protocol and ISO 14040 and 14044 Standards, reflecting our commitment to high standards of climate action and sustainability.

Our strategy is grounded around three main principles:

01 AMBITION

StudioXAG is committed to achieving net-zero by 2035, well ahead of the 2050 guidelines.

02 ACTION

We're taking immediate action to reduce our emissions, and implementing new tools to aid in decarbonisation beyond our value chain.

03 ACCOUNTABILITY

The delivery of this report is the start of our journey to net-zero. We will maintain 3rd party monitoring of our progress to the highest industry standards and update our stakeholders annually.



Our Business

StudioXAG creates bold spaces that tell big stories.

Since 2009, we've worked with some of the most forward-thinking retail brands to deliver wow moments that disrupt and innovate, from bespoke installations to immersive in-store experiences.

From our studios and workshops in London and Amsterdam, we conceptualise, design and produce experiences that reimagine retail through the power of physical storytelling.

Recognising the high carbon impact associated with our projects, we're striving to make a positive change in the industry, measuring, reducing and offsetting our carbon footprint.

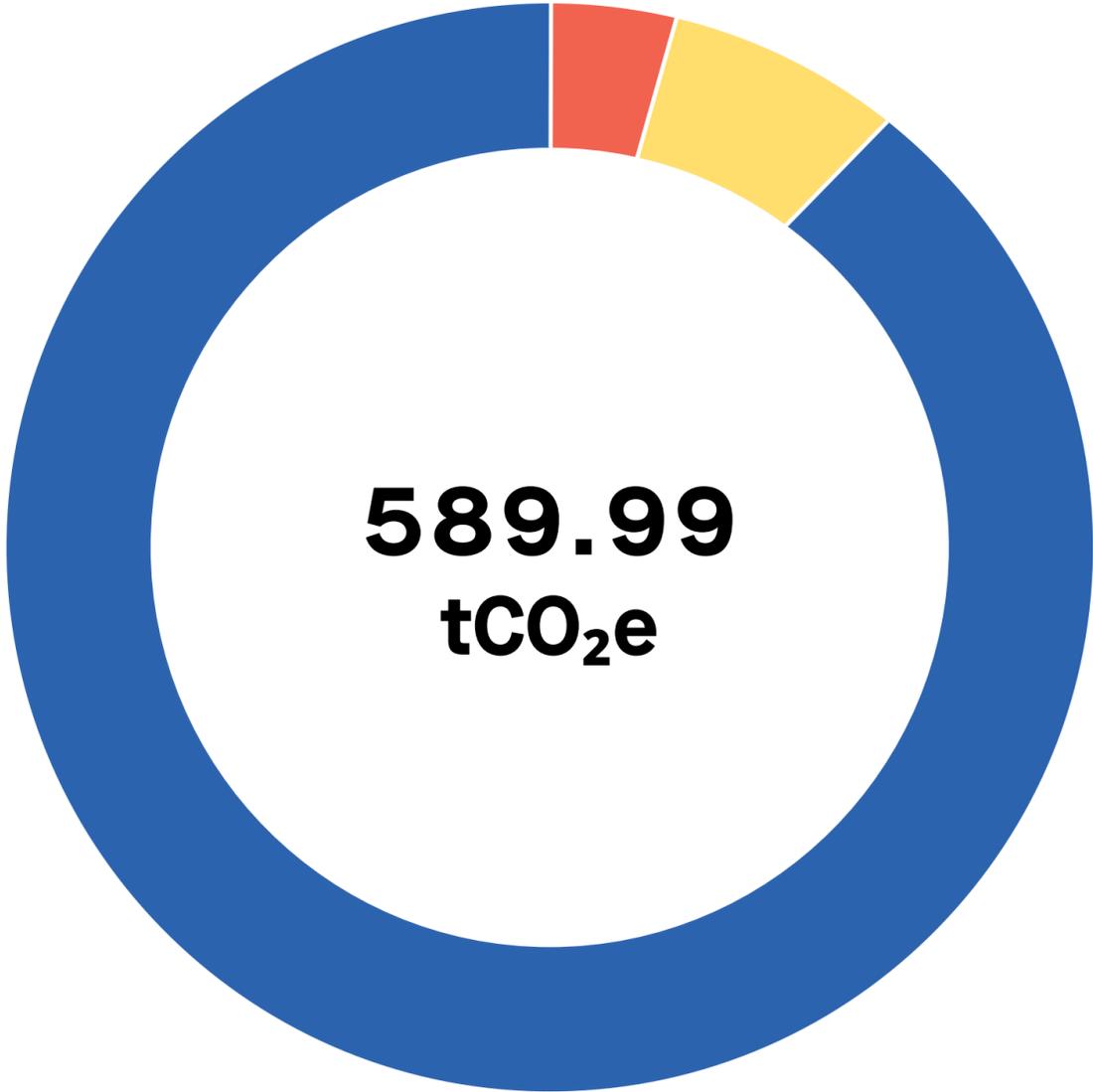
THIS NET-ZERO STRATEGY
IS A REFLECTION OF
OUR SHARED COMMITMENT
TO A GREENER FUTURE,

**TRANSLATING OUR
RADICAL VISION INTO
REALISTIC ACTION**

Carbon Footprint

Our carbon reporting period runs from 1st April - 31st March.

The financial year 2022/23 has been selected as our base year. We've chosen this year as it was the first year which we considered that we had reliable data, and it was typical in respect of our operations.



Key



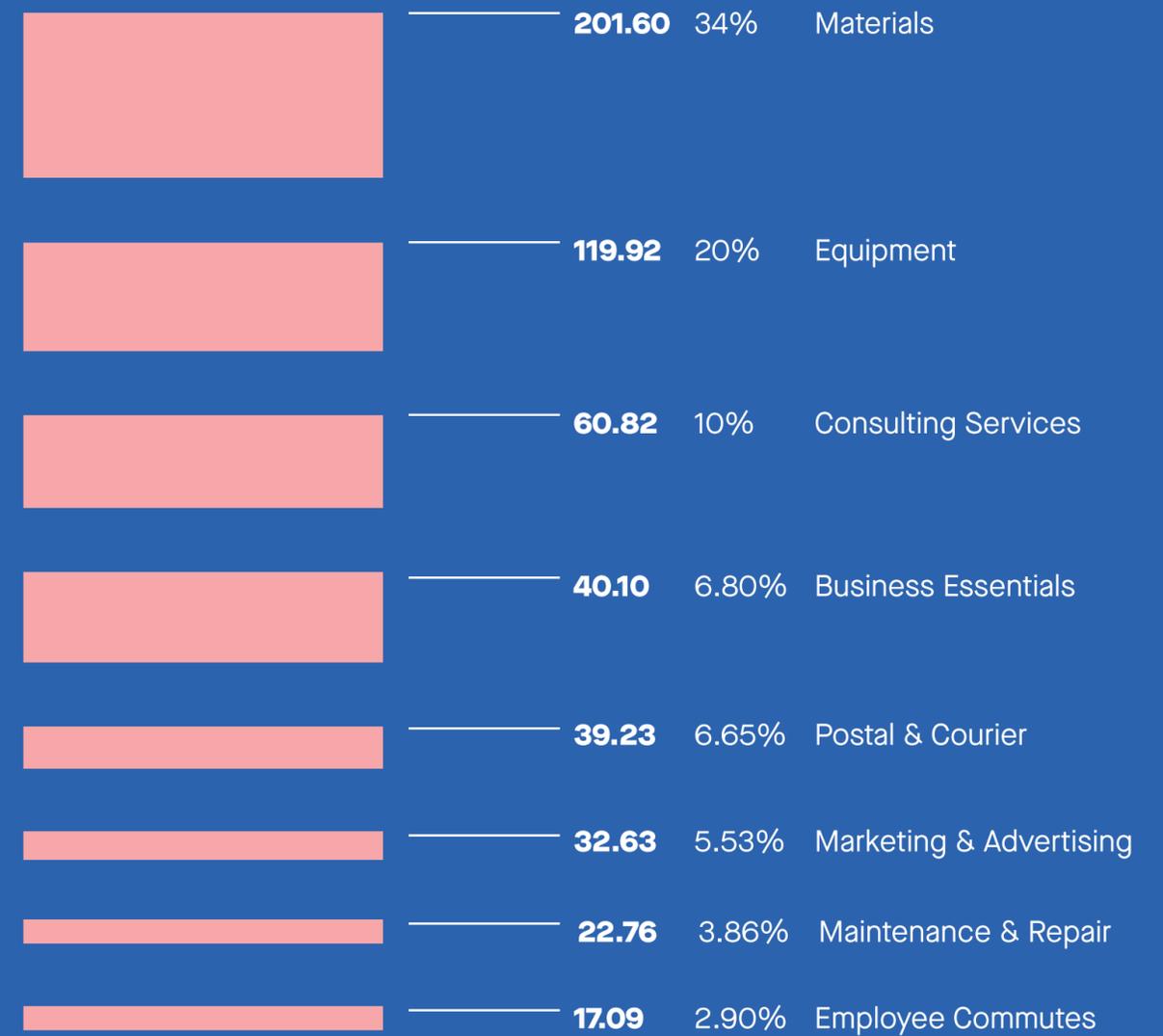
Carbon footprint by scope and emission source (tCO₂e)

SCOPE	%	CATEGORY	BASELINE 2022
Scope 01	1%	Direct emissions from combustion of natural gas	4.75
	0%	Fugitive emissions	0
	1%		4.75
Scope 02	1%	Market based	6.78
	N/A	Location based	7.06
	1%		6.78
Scope 03	91%	Purchased goods and services	544.74
	0%	Capital goods	0
	0%	Fuel and energy related activities	0
	0%	Upstream T&D	0
	<1%	Waste	0.8
	3%	Business travel	15.83
	3%	Employee commuting	17.09
	0%	Upstream leased assets	0
	0%	Downstream T&D	0
	0%	Processing of sold products	0
	0%	Use of sold products	0
	0%	End of life treatment of sold products	0
	0%	Downstream leased assets	0
	0%	Franchises	0
	0%	Investments	0
	96%		578.46
Total (market-based)	100%		589.99

Emissions Hotspots

Materials top the list of our highest emissions category, which is normal given the nature of our business. Workshop equipment emissions follow closely behind.

2022 Emissions hotspots - Top 90% (tCO₂e)



Science-Based Targets

Setting a credible carbon target is important. At StudioXAG we believe that any carbon target should be aligned with cutting edge science to provide a meaningful goal within the context of the climate emergency.

We've set an ambitious science-based target that will ensure our annual carbon output is inline with a 1.5 degree world. A target which is reflective of the necessary global effort to address climate change and limit the rise in global temperatures.



Our target

OBJECTIVES

In order to fulfil our climate targets StudioXAG will immediately set both near-term and net-zero targets in following the Science Based Targets Initiative (SBTi) SME guidance. We are clear on our carbon commitments, so aligning with SBTi ensures robust and credible targets that are in line with climate science.

NEAR-TERM TARGET

StudioXAG commits to reduce absolute scope 1 and scope 2 GHG emissions 42% by 2030 from a 2022 base year, and to measure and reduce its scope 3 emissions.

NET-ZERO TARGET

We are committed to reducing our carbon emissions by 90% by 2035, as part of our commitment to environmental sustainability and climate action. Our net-zero target is inclusive of at least 95% of our scope 1, 2 and 3 GHG emissions.

OUR GOAL IS TO
ULTIMATELY TRANSFORM
OUR INDUSTRY
FOR THE BETTER

Areas Of Impact

We are committed to identifying and reducing emissions hotspots across the entire value chain. This includes reduction commitments from not only us, but our suppliers, partners and key stakeholders as well.

We have carefully assessed the 'hotspots' within our base-year carbon calculation to assess where the business can perform more efficiently.

Impact areas and actions

IMPACT AREAS	REF	ACTIONS	IMPACT
01 Purchased goods & services	PG1	Procurement Policy	High
	PG2	Supplier Pledges	Medium
	PG3	Supply Chain Optimisation	Medium
02 Employees	EM1	Staff Training	Low
	EM2	Sustainable Commute Incentives	Low
	EM3	Home Energy Help	Low
03 Materials	MA1	XAGzero Implementation	High
	MA2	Material Selection & Procurement	High
04 Travel	TR1	Travel Policy	Medium
05 Buildings	BU1	Office Energy	Medium

01 PURCHASED GOODS & SERVICES

PG1 Procurement Poicy	From January 2024, the studio will implement a sustainable procurement policy, outlining supplier carbon requirements and low impact business procurement practices. The policy will outline the overall target to reduce supply chain emissions by 95% by 2035.	High
PG2 Supplier Pledges	<p>A three phase supplier carbon pledge programme will be in operation.</p> <ul style="list-style-type: none"> • 2024: Suppliers will be asked to make voluntary carbon pledges to provide a scope 1 and 2 carbon measurement. • 2027: Suppliers will provide pledges as part of contractual agreements. • 2030: All suppliers will provide pledges as part of contractual agreements and demonstrate carbon reductions. 	Medium
PG3 Supply Chain Optimisation	From January 2024, any supplier with a significant supply chain impact will be reviewed for alternative suppliers with a lower impact.	Medium

02 EMPLOYEE

EM1 Staff Training	StudioXAG will implement a staff climate training programme focussed around individual carbon reduction activities, carbon literacy and climate change impacts.	Low
EM2 Sustainable Commutes	From January 2025, we will incentivise cycling and walking to work through dedicated schemes.	Low
EM3 Home Energy	<p>We will offer assistance to staff to decarbonise home offices. Action will include:</p> <ul style="list-style-type: none"> • Provide low energy home office equipment • Incentivise change to 100% renewables 	Low

03 MATERIALS

MA1 XAGzero Implementation	Implementation of XAGzero across the majority of build-projects to calculate and reduce carbon emissions in 2024.	High
MA2 Material Selection & Procurement	From the start of 2024, materials specification and procurement will be informed by XAGzero and a material procurement policy.	High

04 TRAVEL

TR1 Travel Policy	Implementation of a comprehensive travel policy based-upon anticipated business travel requirements in the near-term. The travel policy will be reviewed and updated every 3-years.	Medium
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05 BUILDINGS

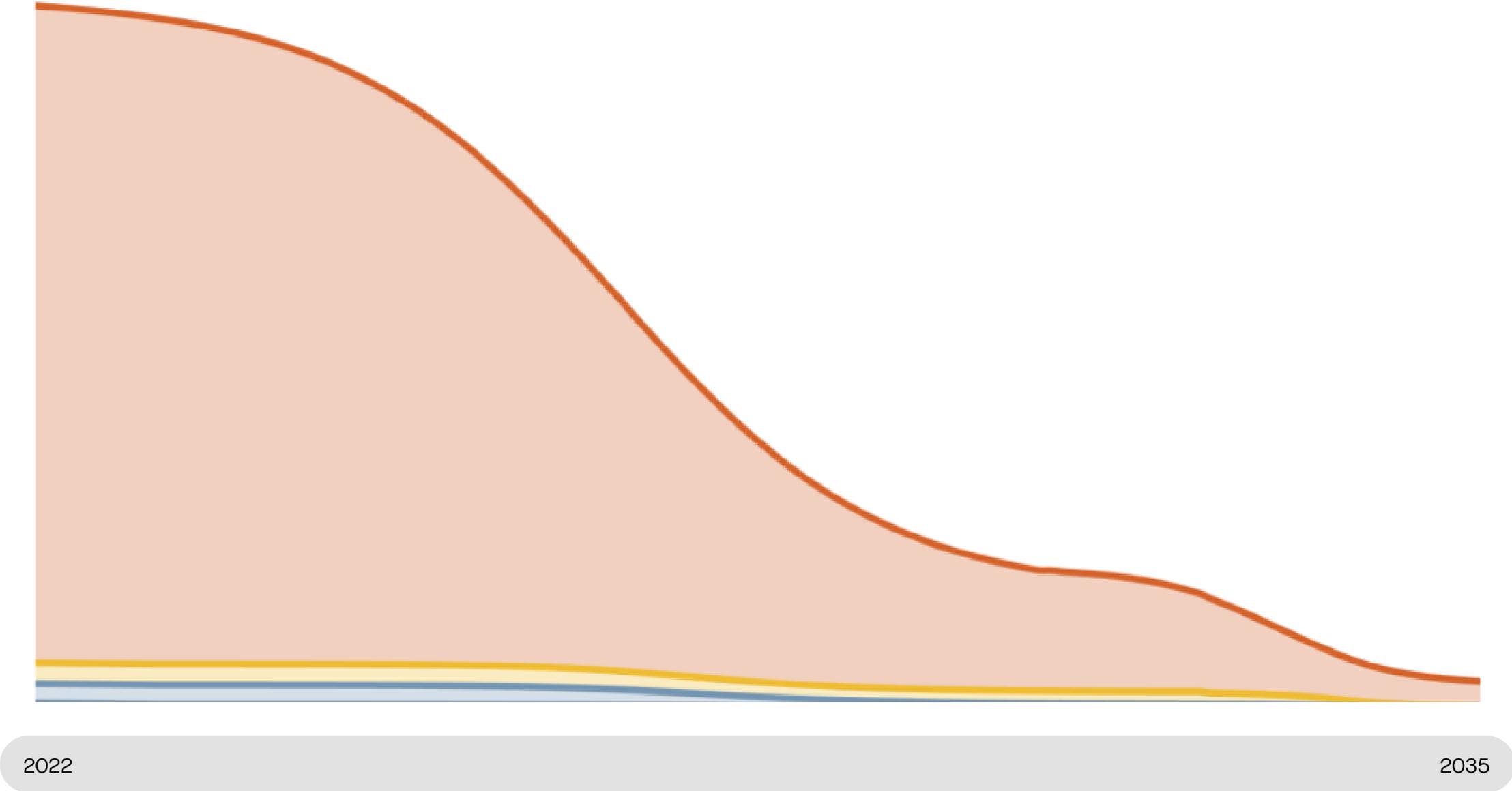
BU1 Office Energy	Continuing 100% procurement of renewable energy, the studio will aim to reduce carbon emissions via energy efficiency actions (staff-based and office move).	Medium
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Net-Zero Pathway

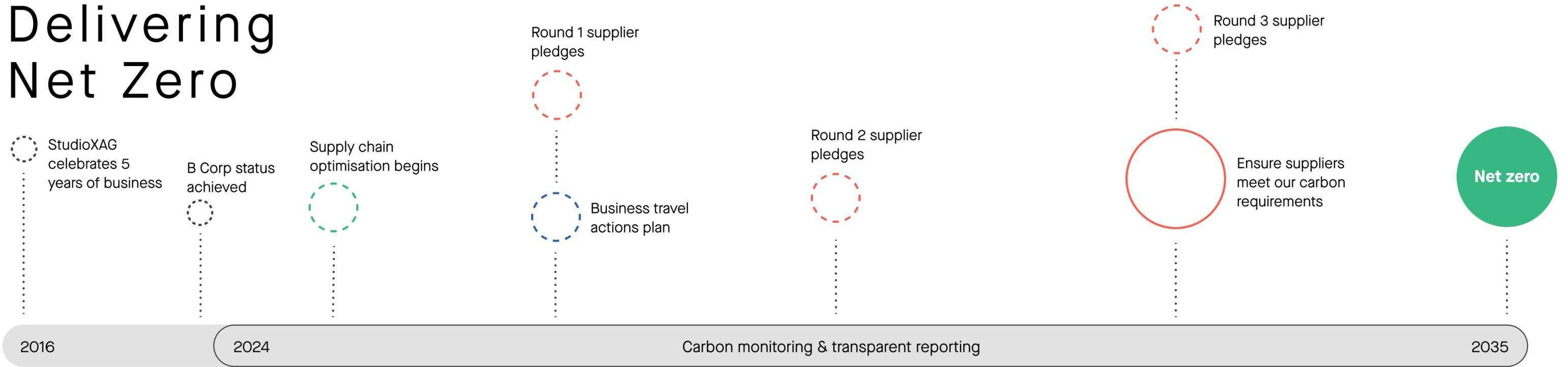
If we complete the actions outlined in the Areas of Impact by our target dates, our annual emissions will be in line with our 2035 net-zero target.

Key

- Scope 03
- Scope 02
- Scope 01



Delivering Net Zero



Delivering Decarbonisation

At StudioXAG, we believe that good governance leads to positive outcomes for carbon reductions. That's why we are dedicated to implementing best practices in accountability throughout our strategy. We will continue to monitor and improve as our business evolves.

01 MONITORING

Monitoring our carbon emissions is essential to track progress towards net-zero. We will ensure that each year we will measure, report, and verify our emissions data.

02 ASSURANCE

Our annual carbon measurements will be quality assured internally and verified against ISO 14064-1 standard to ensure our tracking is transparent, credible and reliable. Oversight of this process will be undertaken by the c-suite and will require sign-off from the CEO prior to publication.

03 REVIEW & IMPROVE

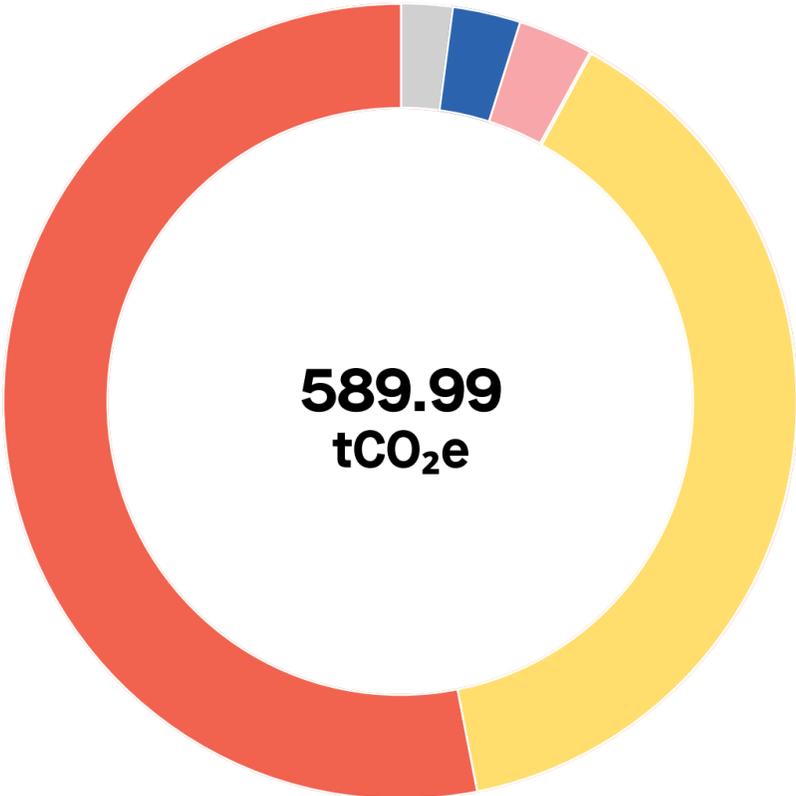
We are aware that our strategy is likely to change over time, our current plans may deepen and mature as we deliver and iterate on our net-zero strategy. That is why we are committed to continual improvement of our strategy in order to achieve our goals.

Therefore, every three years we will:

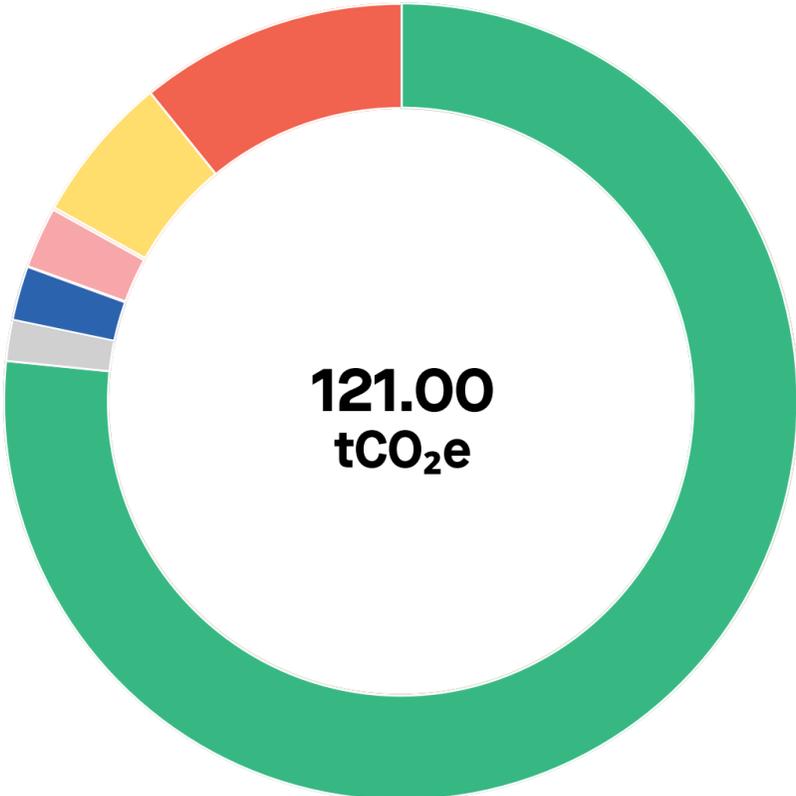
- Revise targets against delivery
- Identify and mitigate data gaps
- Update our strategy

How Do We Get To Net-Zero?

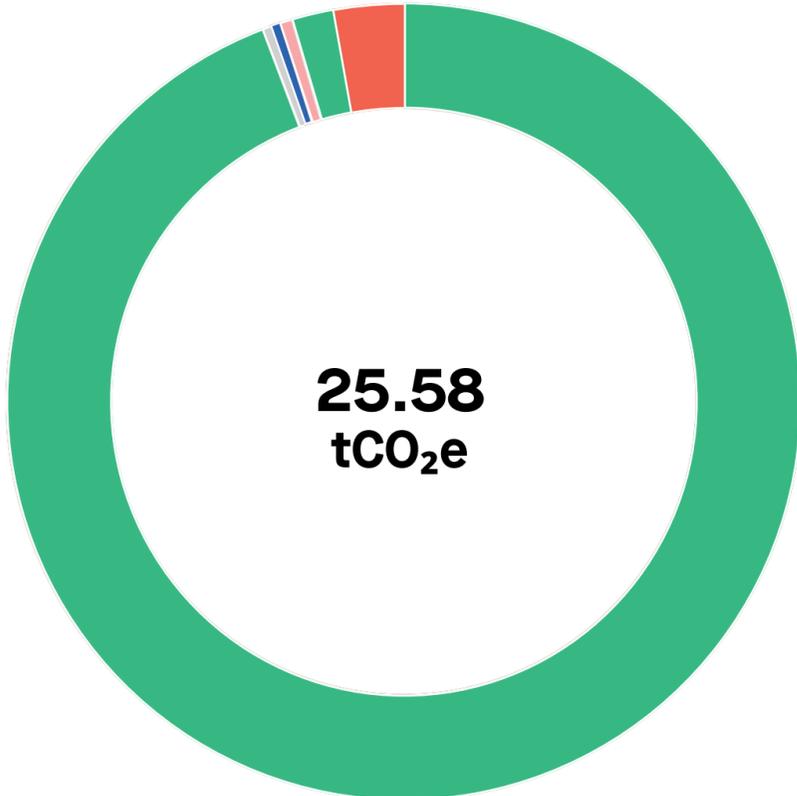
Our net-zero plan, like our business, is ambitious. We need to prioritise rapid, deep cuts to emissions to reach our 2030 near-term target.



BASELINE



2030



2035

Key



WE WILL:

REVISE TARGETS
AGAINST DELIVERY

IDENTIFY & MITIGATE
DATA GAPS

UPDATE OUR STRATEGY



At StudioXAG, we're committed to achieving net zero by 2035, well ahead of the 2050 guidelines. It's our mission to create experiences that benefit both people and the planet. We understand our role in both mitigating our own impact, and the impact of our clients' projects.

To reach this goal, we are constantly seeking innovative ways to reduce our climate impact, from using sustainable materials for our installations to optimising our operations for greater energy efficiency. This journey is a continuous one, and we are committed to learning, adapting and improving as we go along.

- Xavier Sheriff + Gemma Ruse, StudioXAG Co-Founders

Developed by **Inhabit**

STUDIO
xag

WE'RE BUILDING A BRIGHTER FUTURE FOR OUR INDUSTRY **JOIN US**