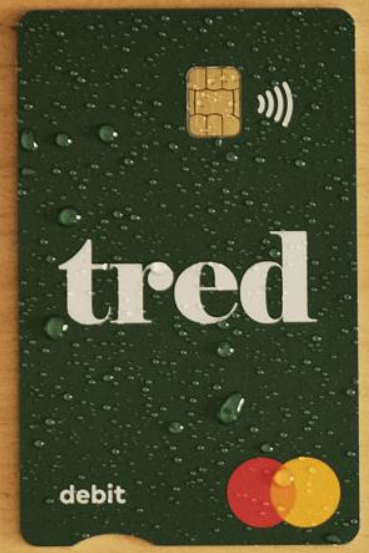
tred

CARBON IMPACT REPORT 2021



Certified B Corporation PENDING

1% FOR THE PLANET

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Who are Tred and how do we operate?

Tred are a green neobank start-up, currently employing 15 people to deliver and develop an app which allows you to obtain a debit card, track your carbon footprint, reduce it with sustainable vendors, and offset the rest.

2021 was predominantly a year of setting up the company such that it could deliver a card programme, affiliate programme, carbon tracking, mobile app and accompanying tools, and tech infrastructure.

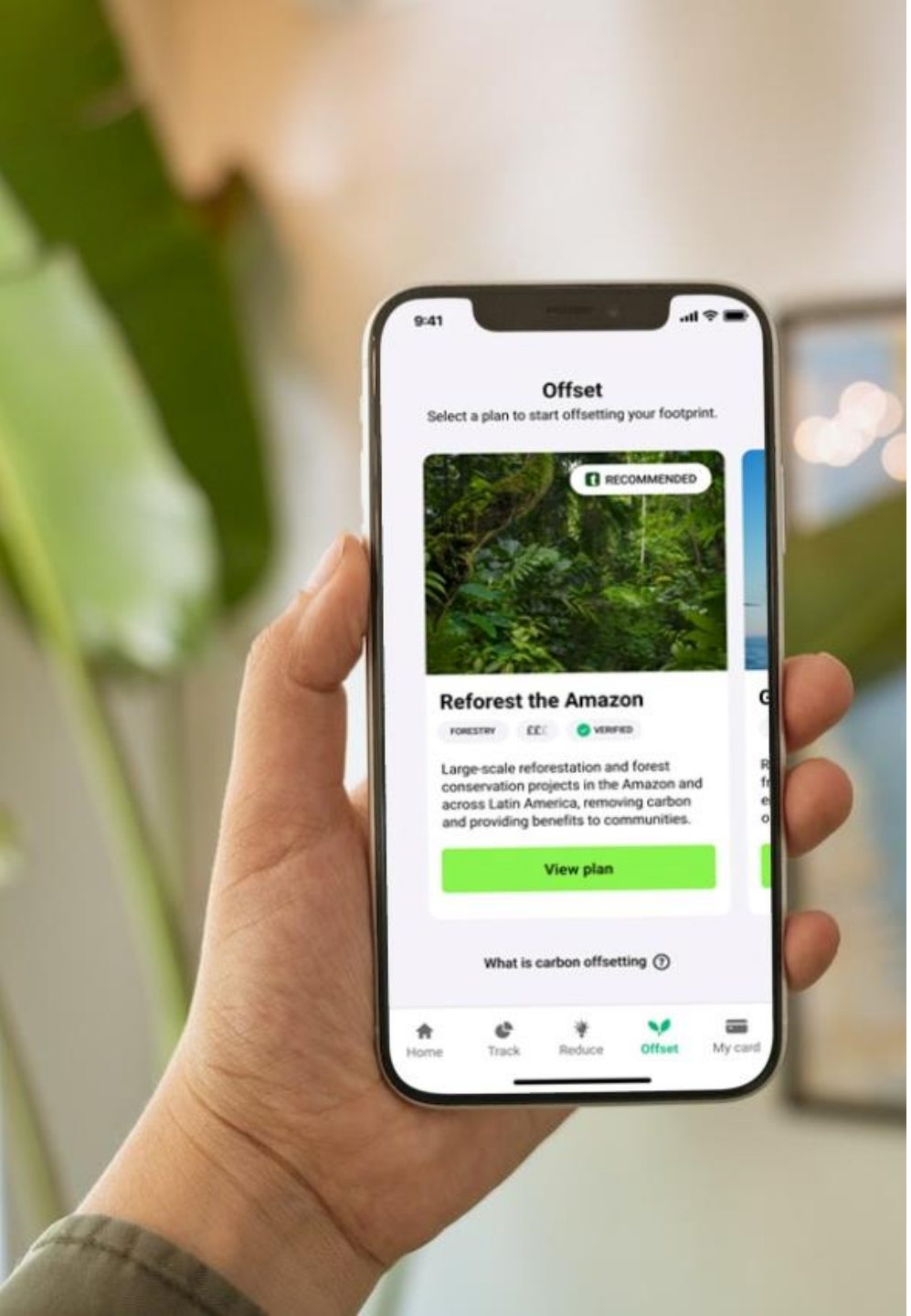
Since 2021 we have made conscious steps to transition from suppliers who were easy to get going with to ones with robust environmental credentials (for example, we use Mailchimp, a carbon neutral email marketing platform). In addition, we made sure that as many decisions regarding our product were as eco as possible, such as using card mailers made from recycled paper, using debit cards printed from recycled plastic and partnering with firms that we feel are making a conscious effort to minimise their carbon footprint.

We also make conscious efforts to make it easier for our own employees to minimise their carbon footprint as a result of working at Tred. We have a single office in Leeds and most of the people who work at Tred work in the office for three days a week, with two days working remotely. Over 80% of our employees take public transport or commute to work by bicycle, further minimising their carbon footprint.

We are also keen to ensure that we are partnering with ethical firms and are proudly a member of 1% for the Planet, a pending B Corp member and a Tech Zero partner.



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Our environmental commitments

At Tred, we think it's really important that every company commits to be carbon neutral as soon as they can. At Tred, we want to aim big and commit to being carbon neutral, now and forever, and advocate to anyone we buy services from or to that reducing your carbon footprint is the critical first step to savings our planet from the climate crisis. We have distilled down our carbon vision to 7 aims:

1. Tred will always be a carbon neutral business by first reducing its footprint and offsetting any emissions it cannot reduce across multiple projects.
2. Tred will never invest in fossil fuels, defence organisations or any organisation which creates excessive air or other pollution.
3. Tred will minimise its carbon footprint by choosing ethical suppliers (where possible) who themselves minimise their footprint.
4. Tred will minimise its users carbon footprints by partnering with firms who can offer services with a lower carbon footprint than the commonly used market alternative.
5. Tred will encourage its staff to use public, electrically or person-powered transport.
6. Tred will minimise its carbon footprint by buying refurbished and second-hand tech (where possible) and use serverless technology.
7. Tred will publish a breakdown of its carbon footprint every year in a report (like this one!).

These commitments will be owned by our co-founder Will Smith who will personally ensure that our carbon emissions are annually measured, the eco-credentials of our suppliers are challenged and that any and all of Tred's carbon emissions are offset.

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Transparency: how do we measure our carbon footprint, how do we plan to meet our goals?

At Tred we aim to report on our carbon footprint as transparently and simply as possible so that our commitments and sustainability goals can be understood by everyone. Using a combination of our non-payroll expenses, Leeds university carbon data, and ONS inflation factors correct as of December 2021, we have been able to calculate our carbon footprint.

Here's the breakdown behind the methodology of calculating our carbon footprint!

- Employee commuting makes up about 10% of Tred's carbon footprint. To understand how our employees travel to work they each filled out a form detailing their transportation method, the cost of the journey and the frequency of their commute each week. With this information we were then able to calculate our yearly commuting carbon footprint.
- Like us, most other companies also issue sustainability reports detailing their scope emissions. Where possible, we gathered data from these reports to collect primary data and directly calculate the carbon footprints of our chosen suppliers and hence our own emissions from using their services.
- Where this data was unavailable we used government data, the very same data that we use to calculate the carbon footprint of a transaction on our debit card, to calculate the emissions of our individual purchases throughout the year.

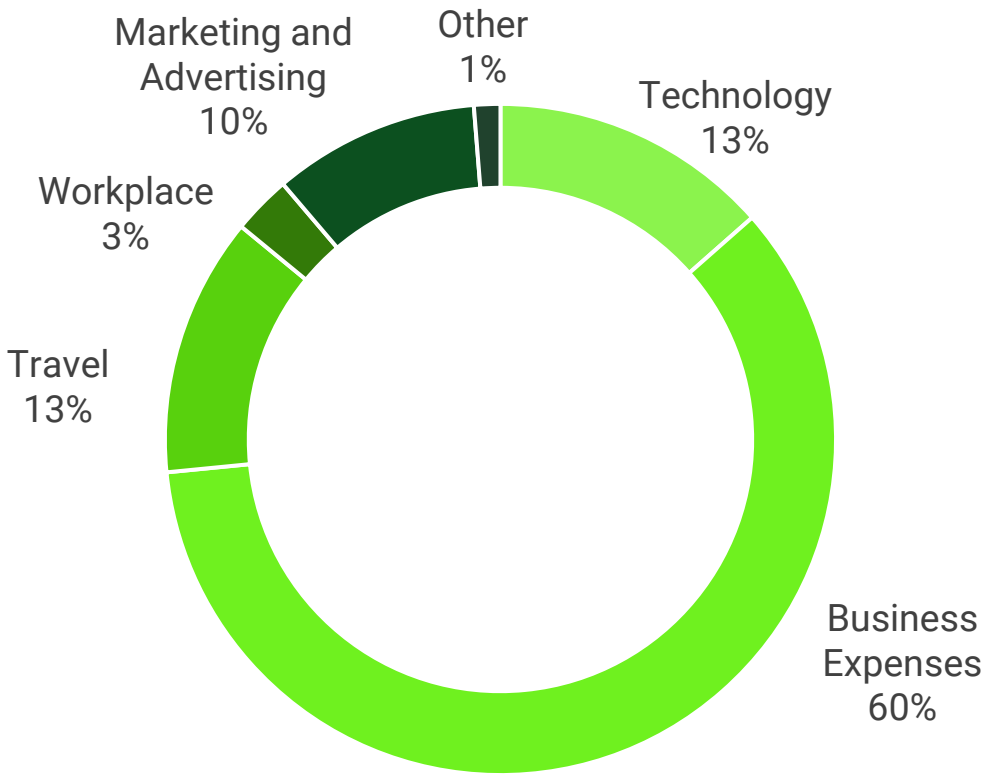


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Baseline emissions

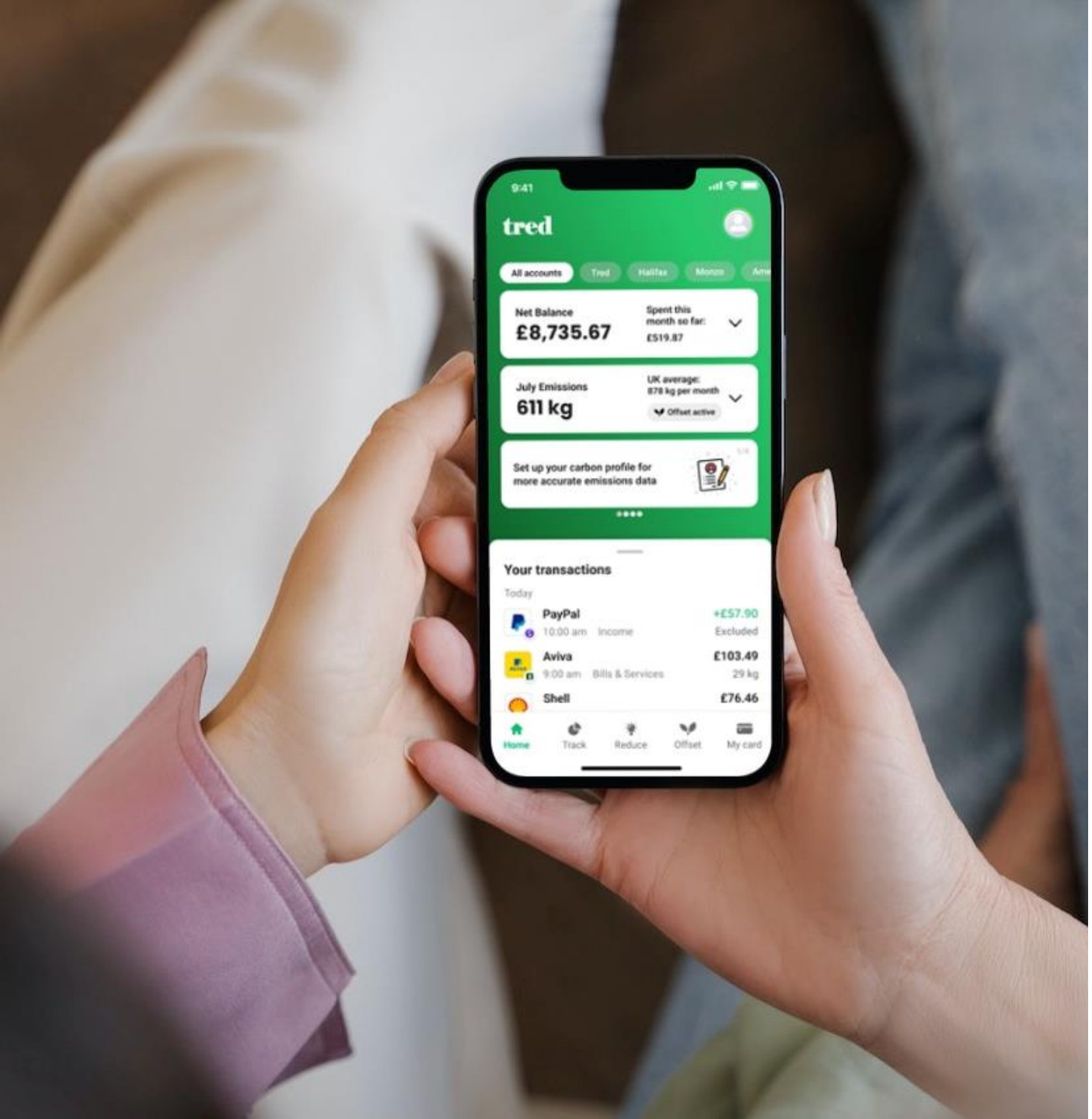
Scope 1 emissions are direct greenhouse gases that occur as a result of operations owned by an organization. Scope 2 accounts for indirect emissions from purchased energy, steam, heat, and cooling, often associated with offices and factories. Due to the nature of our business and our work setup at Eagle Labs, we have no direct scope 1 or 2 market-based emissions. Instead, a category breakdown of our Scope 3 emissions, made up of our supply chains and purchased goods, gives greater insight into our carbon footprint.

Accounting for 60% of our emissions, the business expenses category is made up of a range of things: account subscriptions, taxes, legal fees, PR and consulting advice, data protection, DBS checks, insurance, and payment platforms. This encompasses any purchases which directly relate to security and operations at Tred. The main emissions sources here are initial contractor fees to build the app or provide outside services (approximately 34 tonnes), and one-off set up fees (12.4 tonnes). We expect these to significantly reduce in 2022.



Category	Carbon Emissions	Units
Business Expenses	54,700	Kg CO_2
Marketing and Advertising	9,085	Kg CO_2
Other	1,158	Kg CO_2
Technology	12,319	Kg CO_2
Travel	11,414	Kg CO_2
Workplace	2,582	Kg CO_2
Total	91.3	T CO_2

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Marketing and Advertising is devised from online advertisements on social media platforms such as Facebook, Google or Weare8, emailing services, and filming/editing expenses for promotional videos.

All software and electronic purchases fall into the technology category. This could be laptops or computers for the office, phones used for app testing or general computing software used to build the online app.

13% of our emissions are generated from travel. This category accounts for our employees' weekly commutes into the office, business trip transport, and business trip accommodation.

Since we share a coworking office space in Leeds our workplace emissions are much lower than that of other companies that use buildings for themselves alone. The workplace category includes our rent, office equipment and furniture, and anything purchased to enhance the office itself.

Expenses that fall into the other category mostly account for money spent on our employees, be that external education courses or team activities, peer networking or student-focused events and any extra costs that do not fall into a specific spending category.

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What's next: the future

At Tred, we want to ensure that we practise what we preach. Our carbon credits which show the complete offset of our company emissions (and then some) for 2021 can be reviewed here – totalling 92 Tonnes of carbon avoided or sequestered.

We also think it's worth highlighting that as of this report's publishing, Tred have offset an additional 266.37 Tonnes of carbon on behalf of our customers, for a total of 358.37 Tonnes of carbon. This is a huge amount of good that has been done to support green, climate friendly projects.

This year we made conscious decisions as a business to reduce our carbon footprint, but we have many goals for 2022 that will help reduce our emissions further.

1. We will be a branchless and paperless digital bank so that there is no impact of waste in paper statement or external building operations.
2. Our debit cards will be made from recycled plastic. With over 17 billion plastic cards in circulation in 2021, we look to provide a sustainable way to remain having a physical card without impacting the planet.
3. Our cards will be shipped directly from the manufacturer to the consumer so that there are no extra transportation costs.
4. We will use recyclable packaging to send out our debit cards.
5. We will offset the production of cards and transportation of the cards
6. We have signed up to 1% for the Planet and will commit to donating 1% of our annual sales to environmental causes next year.
7. Since technology is our highest emitting category, we will switch to purchasing second hand or refurbished tech and office equipment where we can.
8. Use more sustainable marketing suppliers such as Mailchimp and Weare8 who are both carbon neutral.
9. Change website host to a sustainable supplier.
10. Encourage more of our employees to walk, cycle, or take public transport into the office.

As well as these active alternations to our business strategy we will commit to measuring our carbon footprint for 2022, using 2021 as a baseline, and look to reduce emissions as best that we can. Where we cannot reduce our footprint, we will offset our emissions.

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