Brandwatch GHG Emissions Report 2021

Table of Contents:

1. Executive Summary

This Greenhouse Gas Inventory ("Inventory") describes the Brandwatch impact on the environment as measured in greenhouse gases (GHG) emitted in units of equivalent tons of carbon dioxide for 2021. The purpose of this inventory is to benchmark Brandwatch's GHG emissions and to provide a consistent methodology for documenting the emissions inventory on an ongoing basis. Furthermore, this report provides a detailed breakdown of Brandwatch's 2021 GHG emissions.

GreenFeet compiled the inventory with support from Brandwatch's team, who provided activity data from relevant business activities.

In summary the Brandwatch estimated carbon footprint for 2021 is 1,021 mtCO2e. A breakdown by emission category for 2021 is detailed in section 3 below.

Furthermore, Brandwatch has committed to a climate emergency strategy and is taking the following related actions:

- Completed baseline year emissions measurement as per the Greenhouse Gas Protocol
- Committed to emissions measurement and tracking using the GreenFeet sustainability emissions management platform to be measured and updated quarterly going forward
- Committed to annual reporting of GHG emissions for stakeholders
- Committed to setting sustainability goals and will endeavor to work with partners and suppliers with strong sustainability programs and goals to reduce emissions where possible
- Has taken steps to measure its employees' 'Work From Home' emissions and has noted these emissions in this report's appendix

2. Methodology

This inventory is developed in accordance with the revised GHG Protocol Corporate Standard and the Corporate Value Chain Accounting and Reporting Standard. Inventory development involves the collection and examination of documentation, testimony and data from internal and external sources. Development also includes a determination of completeness and accuracy of the data provided and calculations completed using this data.

a. Primary vs Secondary Data

Primary Data refers to activity data taken directly from meter readings, i.e., the "raw" utility bill data. Primary Data are generally considered to be the most accurate, and preferable to estimated data.

Secondary Data, or estimated data, refers to the development and use of intensity factors and/or energy consumption models. Estimates are important for understanding and developing emissions control strategies, ascertaining the effects of sources and appropriate collection approaches, and prioritizing data sources to transition from Secondary to Primary (i.e. estimated to actual). In the development of an emissions inventory, trade offs must be made between data accuracy and effort required to collect Primary Data over Secondary Data. Where risks of adverse environmental effects or adverse regulatory outcomes are high, more sophisticated and more costly Primary Data collection methods may be necessary. Where the risks of using Secondary Data are low, and the costs of more extensive methods are unattractive, less expensive estimation methods, such as energy intensity factors and energy consumption models, may be both satisfactory and appropriate. Selecting the method to be used to estimate source-specific activity data warrants a case-by-case analysis considering the costs and risks in the specific situation.

b. Emissions Methodology Components

Below the emissions methodology components are listed which are used to outline the calculation methodology and assumptions applied to each emission source.

Emissions Methodology Components:

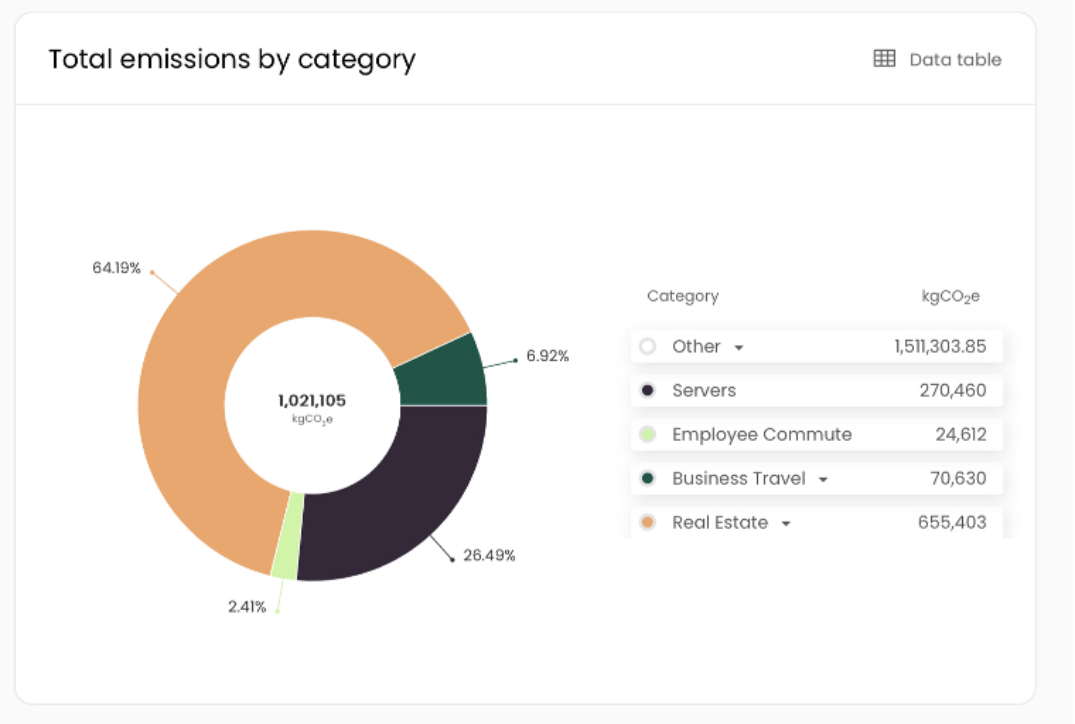
- Emissions scope: Classification of emissions source as scope 1, 2 or 3.
- Activity data: Source of reported raw activity data used in the inventory.
- Key assumptions: Assumptions made in the process of cleaning raw reported data, filling data gaps, and calculating emissions.
- Data manipulations: Required alterations made to the reported raw activity data to enable emissions calculations.

· Estimation parameters: The estimation approach and factors used to fill data gaps in reported raw activity data.
· Emissions factor source(s): Original publication source information for applied emissions factors.
· Calculation details: Description of calculations to compute emissions.
· Additional details: Relevant info.

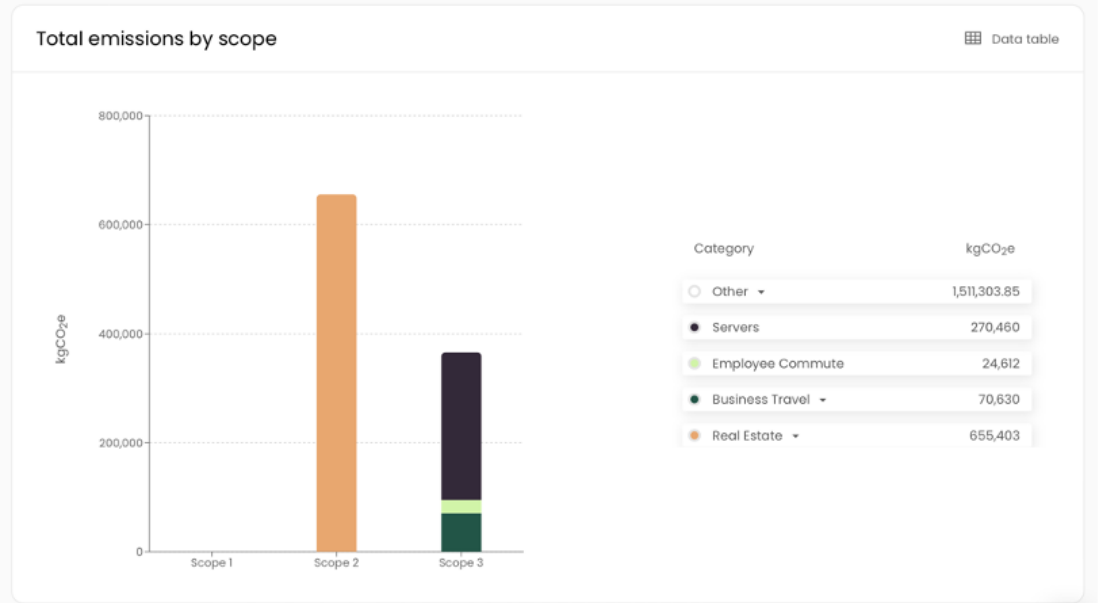
3. Key Findings

The following tables and charts summarizes Brandwatch's 2021 emissions.

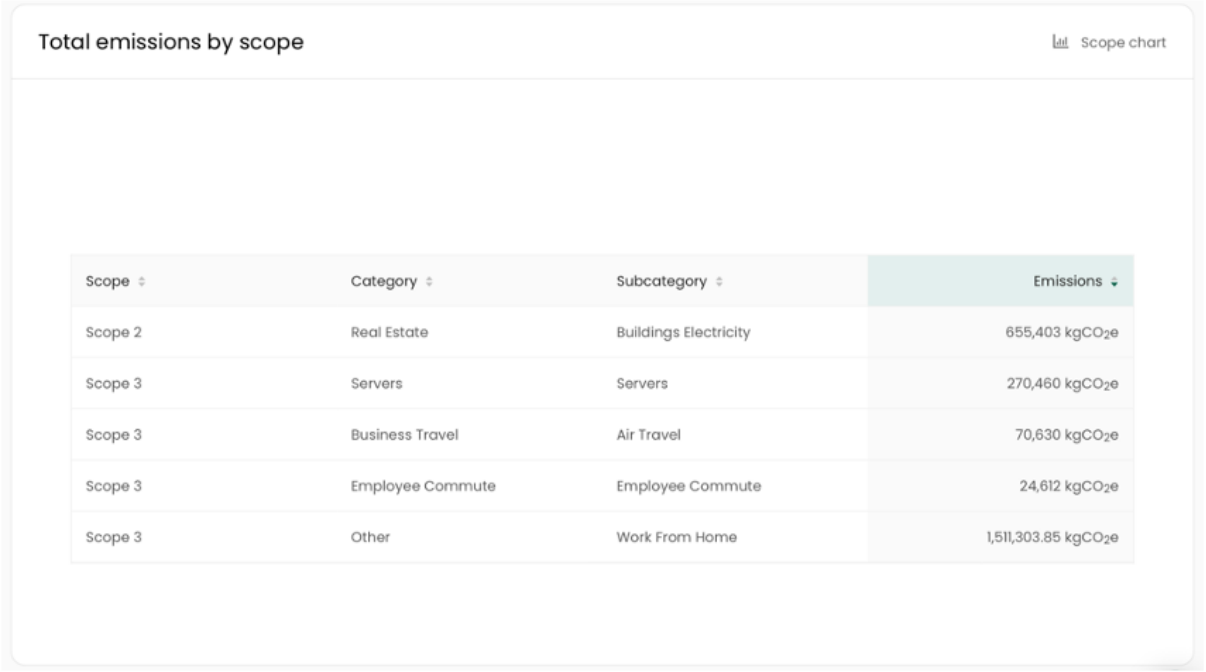
a. Brandwatch Emissions by Category 2021



b. Brandwatch Emissions by Scope 2021



c. Brandwatch Emissions by Scope and Category 2021



Total emissions by scope

Scope chart

Scope	Category	Subcategory	Emissions
Scope 2	Real Estate	Buildings Electricity	655,403 $kgCO_2e$
Scope 3	Servers	Servers	270,460 $kgCO_2e$
Scope 3	Business Travel	Air Travel	70,630 $kgCO_2e$
Scope 3	Employee Commute	Employee Commute	24,612 $kgCO_2e$
Scope 3	Other	Work From Home	1,511,303.85 $kgCO_2e$

4. Brandwatch GHG Inventory Development Approach

The report includes scope 2 emissions from Brandwatch's offices in the following locations:

Location: APAC, Singapore
Location: APAC, Sydney
Location: APAC, Melbourne
Location: APAC, Chennai
Location: EMEA, Brighton
Location: EMEA, Berlin
Location: EMEA, Copenhagen
Location: EMEA, Paris
Location: EMEA, Budapest
Location: EMEA, Sofia
Location: EMEA, Stuttgart
Location: EMEA, London
Location: US, New York
Location: US, Boston

Note, all office locations were heated using electricity as a heat source and thus no scope 1 emissions were recorded in the inventory.

a. *Boundary Conditions, Inclusions & Exclusions*

The basis for reporting resource consumption and emissions data from Brandwatch's partially owned or controlled assets is based on a Control Approach: operational control criterion.

An organization has operational control over a facility if the organization (or one of its subsidiaries) has the full authority to introduce and implement its operating policies (e.g. operating schedule, design, technologies, etc.). For Brandwatch, this includes all spaces & offices in which the organization operates.

In addition to considering scope 1 and scope 2 emissions from Brandwatch's office locations, development of the Brandwatch 2021 GHG Inventory included an emissions screen of all 15 scope 3 categories. The results of this screen, in conjunction with conversations with Brandwatch, identified the following scope 3 categories that are applicable to the project and were included in the Inventory.

Scope 3 Categories:

- Business Travel (category 6)

- Employee Commuting (category 7)
- Fuel and energy related activities/Work From Home (category 3)
- Servers/Purchased Good and Services (category 1)

Exclusions:

Work From Home (WFH) emissions were calculated but were not included in the baseline year total emissions as they were not deemed representative of a 'normal' year. See Appendix figure i. & ii. for a breakdown of emissions by category and scope respectively including WFH emissions.

Emissions from other scope 3 services beyond those listed above were deemed not to be material and while they may be included in the inventory calculations the were excluded from this report and the related calculations were not discussed in detail. For more guidance on materiality see chapter 10 of the GHG protocol here: https://ghgprotocol.org/sites/default/files/standards/ghg-protocol-revised.pdf

5. Calculations

a. Emissions Methodology by Source: Scope 2 – Electricity Usage

Emissions Scope	Scope 2
Activity Data	Electricity usage values reported by Brandwatch via GHG Inventory Data Request collection template.
Key Assumptions	Assumed electricity also accounted for cooling and heat related energy.
Emission Factor Sources	Emission Factors by Location
Calculation Details	KWH to CO2e using location based emissions factors accounting for local electricity grid mix
Additional Details	Detailed calculations and a full list of data sources/activity data available, documented and uploaded to GreenFeet sustainability platform.

b. Emissions Methodology by Source: Scope 3 – Employee Commute

Emissions Scope	Scope 3
Activity Data	Employee commute patterns reported by Brandwatch via GHG Inventory Data Request collection template.
Key Assumptions	Utilized Brandwatch data on distance to office (to calculate average distance per employee).
Emission Factor Sources	DEFRA Emission factors

Calculation Details	Distance per KM to Co2e coefficient was utilized for the various transport modes
Additional Details	Detailed calculations and a full list of data sources/activity data available, documented and uploaded to GreenFeet sustainability platform.

c. Emissions Methodology by Source: Scope 3 – Business Travel

Emissions Scope	**Scope 3**
Activity Data	Business Travel reported by Brandwatch via GHG Inventory Data Request collection template.
Emission Factor Sources	DEFRA 2021 Emissions Factors (June 2021)
Calculation Details	Distance per flight type (haul) and class coefficient utilized
Additional Details	Detailed calculations and a full list of data sources/activity data available, documented and uploaded to GreenFeet sustainability platform.

d. Emissions Methodology by Source: Scope 3 – Work From Home

Emissions Scope	**Scope 3**
Activity Data	Number of employees working from home reported by Brandwatch via GHG Inventory Data Request collection template. Employees were reported by state/country to take into account local emission factors.
Emission Factor Sources	Location based

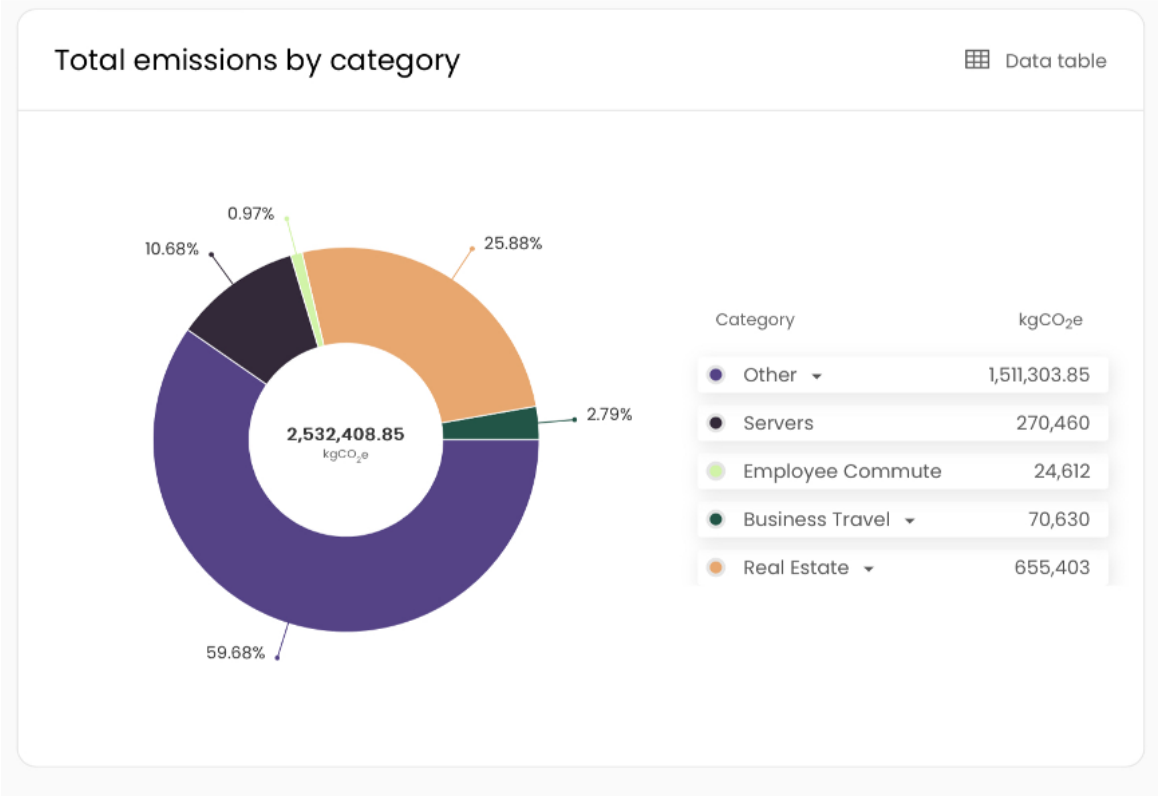
Calculation Details	Utilised the 'Homeworking emissions whitepaper' calculator produced by EcoAct, Lloyds Banking Group & NatWest Group.
Additional Details	Detailed calculations and a full list of data sources/activity data available, documented and uploaded to GreenFeet sustainability platform.

e. Emissions Methodology by Source: Scope 3 – Servers

Emissions Scope	**Scope 3**
Activity Data	Server activity data reported by Brandwatch from server providers.
Emission Factor Sources	N/A as emissions were calculated by providers
Calculation Details	Emissions calculated by providers
Additional Details	Detailed calculations and a full list of data sources/activity data available, documented and uploaded to GreenFeet sustainability platform.

Appendix:

i. Emissions by Category 2021 (incl. WFH)



ii. Emissions by Scope 2021 (incl. WFH)