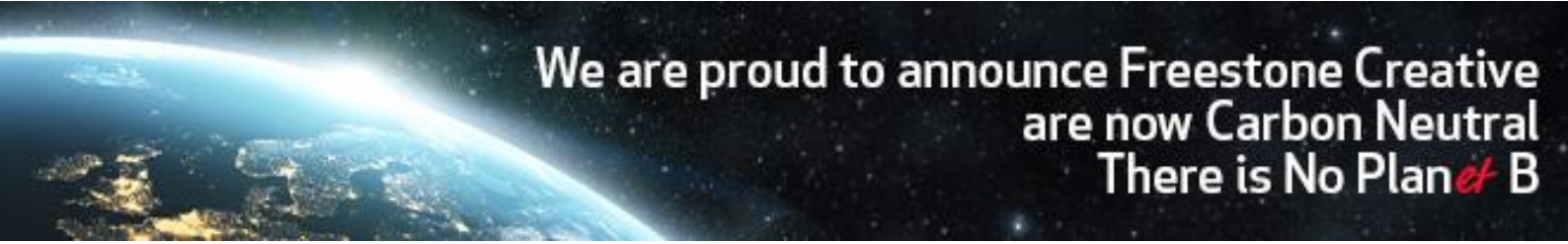




Carbon Neutrality Report
In line with ISO 14068-1:2023

Reporting Period: April 1st 2024 – 31st March 2025



We are proud to announce Freestone Creative
are now Carbon Neutral
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Carbon Neutrality Status Report for Freestone Creative.

Executive Summary

Climate change is recognized as one of the most critical global challenges of our time, requiring urgent and sustained action to mitigate its impacts. To contribute to the global effort of limiting temperature rise to 1.5°C, Freestone Creative has committed to achieving carbon neutrality.

This report provides an overview of Freestone Creative's progress towards achieving carbon neutrality. It highlights the key measures taken, the results achieved, and future plans are to maintain and enhance carbon neutrality. This report is prepared in alignment with the ISO 14068-1:2023 standard, which provides a robust framework for managing and reporting carbon emissions and neutrality efforts.

This report serves the dual purpose of providing transparency to stakeholders and documenting the progress Freestone Creative has made toward achieving carbon neutrality. It outlines the steps taken to reduce GHG emissions, including energy efficiency measures, the adoption of renewable energy, and the use of carbon offsets to offset residual GHG emissions.

The scope of this report covers the entirety of Freestone Creative operations within the organisational boundary, including the provision of digital products, predominantly to the public, healthcare and safeguarding sectors.

The boundaries are set to include both direct (Scope 1) and indirect emissions (Scope 2 and relevant Scope 3 categories). These emissions are categorized and calculated following the guidelines outlined in ISO 14068-1.

The objectives of this report are:

- To measure and disclose the GHG emissions of Freestone Creative during the reporting period of 1st April 2024 to 31st March 2025 .
- To detail the steps taken by Freestone Creative to reduce its carbon footprint.
- To demonstrate compliance with ISO 14068-1:2023.
- To outline the company's plans for achieving and maintaining carbon neutrality.

Through a combination of operational GHG reductions and the use of verified carbon credits, Freestone Creative aims to achieve its climate target of being a carbon neutral business while maintaining transparency and accountability to stakeholders. This report outlines the progress made during the reporting period from 1st April 2024 to 31st March 2025.

The responsibility for achieving and reporting on carbon neutrality rests with the Managing Director, Stuart Freestone. The Managing Director oversees the collection of emissions data, the development of GHG reduction strategies, and the implementation of carbon offset measures in line with ISO 14068-1.

The internal team collaborates with second party verifiers Robinson Management Services Ltd. to ensure all data is accurate and aligned with international standards.

Double counting / claiming of emissions has been avoided wherever possible.

Introduction

Freestone has a wealth of experience in design and marketing in a variety of industries and beyond. In fact, clients include some of the world's leading companies and brands from right across the business spectrum – Mercedes-Benz, smart, Volkswagen Group, Aston Martin, Santander, Audi and so many more.

As a team of committed experts we deliver all we can for these clients, from the underlying strategic thinking that sits at the heart of any successful brand to effective tactical communications that truly bring that brand to life. Online and offline, print and press, events and exhibitions.

We strongly believe that protecting our client's and partners information and intellectual property is key to building trust and long term relationships and work to continually improve our performance with regard to information security.

We also take an interest in doing business in an environmentally responsible manner and work to reduce the environmental impact of our activities and those of our clients and partners where we are able to influence this.

You name it, we do it. And the good thing to know is that we've been doing it very successfully for years now.

Key Company Information: Freestone Creative Design Subject and Boundary

Country	Location	Facility Size	No. Of Staff	Activities	included in scope of GHG Report
United Kingdom	Stony Stratford	750 m ²	10	The provision of design and strategic marketing services to public and private sector companies.	Yes

Freestone Creative has developed a comprehensive strategy for achieving carbon neutrality, in line with the requirements of ISO 14068-1. The key components of this strategy include:

- **Reduction Strategy for removing GHG Emissions:** The primary focus is on reducing emissions through energy efficiency measures and operational improvements. Efforts include transitioning to renewable energy sources, optimizing processes, and reducing wastes arising from our activities.
- **Carbon Offsetting:** For emissions that cannot be eliminated, Freestone Creative uses high-quality carbon credits that meet ISO standards for additionality, permanence, and measurability. These credits are used only after all reduction options have been exhausted, following the hierarchy established in ISO 14068-1.

This dual approach ensures that the company's carbon neutrality is achieved with a focus on real emissions reductions first, supplemented by carbon credits where necessary.

Exclusions

In this report, Freestone Creative has excluded the following activities from its emissions inventory due to lack of data and immaterial impact. All exclusions are fully justified in line with ISO 14068-1 principles in the table below.

Direct and indirect GHG emissions categorisation Summary (From ISO14064-1 Annex B)	Emissions Scope	Included / Excluded
Direct GHG emissions and removals	1	Excluded – Rented Office with utilities provided by landlord as part of service charges
Direct emissions in tonnes of Co2 from biomass	1	Excluded – No biomass is used
Indirect GHG emissions from imported energy	2	Included – Estimated for electricity use in offices based on electricity used in lights, water heating and IT equipment.
Indirect GHG emissions from transportation	3	Included – For sales and operations-based business travel and employee commuting
Indirect GHG emissions from products used by an organization	3	Included – For disk usage in data centres / hosting of client data
Indirect GHG emissions from services used by organization	3	Excluded – No external services used
Examples of subcategorization and identification of associated sources and sinks	3	Included – Emissions from waste generation at the offices are included.
Indirect GHG emissions associated with the use of products from the organization	3	Excluded – Organisation operates as a service-based company and does not sell physical products, emissions associated with the use of sold products are not applicable
Indirect GHG emissions from other sources	3	Included – Emissions from work from home working and water use and treatment are included.

Methodology

The carbon footprint of Freestone Creative was assessed using internationally recognized standards (ISO14064-1) and methodologies. The GHG emissions were quantified based on direct emissions (Scope 1), indirect emissions from energy consumption (Scope 2), and other indirect emissions (Scope 3).

The company employed a combination of reduction, removal, and offsetting strategies to achieve carbon neutrality.

The base year for GHG emissions calculations is April 1st 2022 to March 31st 2023, and it provides the baseline against which reductions are measured. The baseline includes all relevant emissions sources, such as fossil fuel combustion, grid electricity consumption, and indirect emissions from purchased goods.

The baseline includes all relevant sources of emissions across the organization's value chain:

- **Scope 1 (Direct Emissions):** Emissions from on-site fuel combustion, company-owned vehicles, and other direct sources.
- **Scope 2 (Indirect Emissions):** Emissions from purchased electricity and other energy sources used in operations.
- **Scope 3 (Selected Indirect Emissions):** Emissions associated with upstream and downstream activities, such as transportation and purchased goods.

All emissions data has been calculated according to ISO 14068-1 standards, ensuring accuracy and consistency. The baseline is a crucial metric, providing the foundation for monitoring future emissions reductions.

All documents related to the carbon neutrality management plan, including GHG emissions data, reduction activities, and carbon credit certificates, are securely stored in the company IMS. Regular reviews are conducted to ensure ongoing compliance with ISO 14068-1 and that all information remains current and accurate.

In compliance with ISO 14068-1, Freestone Creative engaged Robinson Management Services to independently verify the GHG emissions data and carbon neutrality claim. The verification process followed the guidelines outlined in both ISO 14068-1 and ISO 14064-3, ensuring that the company's emissions data is reliable and that its carbon neutrality declaration is credible.

To ensure continuous progress toward carbon neutrality, Freestone Creative has established a robust performance monitoring system. This includes:

- **Regular Audits:** Internal audits are conducted quarterly to assess the effectiveness of reduction measures and to ensure that all data is accurate and up to date.
- **Recycling E-waste:** Freestone Creative already has a strong focus on reducing energy consumption, changes include the fine-tuning of heating control timers for air-conditioning units and the decommissioning of server room IT equipment following the migration of the Synergist project management software to a cloud-based system.

These audits and performance reports are submitted to senior management and made available to stakeholders to maintain transparency in the company's carbon neutrality efforts.

Carbon Footprint Assessment

The company has undertaken to measure its carbon footprint using the ISO14064-1 methodology. The total GHG emissions for the reporting period were **23.15 metric tons** of CO₂ equivalent. This includes:

- **Scope 1:** Direct emissions from company-owned vehicles and facilities.

For the reporting period, Freestone Creative produced **0 tonnes of CO₂e** from Scope 1 emissions.

- **Scope 2:** Indirect emissions from purchased electricity, heat, and steam.

For the reporting period, Freestone Creative produced a total of **7.73 tonnes of CO₂e** from Scope 2 emissions.

- **Scope 3:** Other indirect emissions from activities such as business travel, supply chain operations, and waste management.

For the reporting period, Freestone Creative produced a total of **15.42 tonnes of CO₂e** from Scope 3 emissions.

Reduction Measures Implemented

Freestone Creative has implemented several initiatives to reduce its greenhouse gas emissions during the reporting period:

- **Energy Efficiency Programs:** A significant reduction in energy consumption was achieved by upgrading to more energy-efficient air conditioning equipment and improving energy management systems across the company premises.

- **Renewable Energy:** The company purchases electricity from renewable sources.

The remaining unavoidable emissions have been offset using carbon credits verified against internationally recognized standards. These credits ensure that the company's carbon footprint is neutralized, with full traceability and transparency provided for stakeholders.

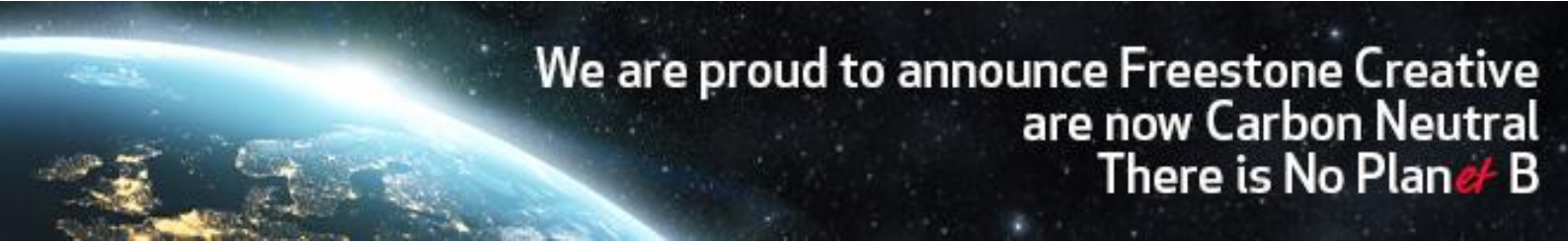
Continuous monitoring of emissions and carbon neutrality progress is carried out through a combination of real-time tracking and internal audits.

Regular performance reports are generated to track the effectiveness of reduction measures and ensure the ongoing achievement of carbon neutrality.

Removal Enhancements

To further enhance carbon neutrality, Freestone Creative have invested in carbon removal projects such as:

- Reforestation and afforestation initiatives.
- Carbon capture and storage (CCS) technologies.
- Soil carbon sequestration projects.



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Freestone Creative has implemented a range of GHG reduction initiatives, including energy efficiency improvements and renewable energy installations. The remaining emissions are offset using carbon credits verified against international standards. These credits ensure that the carbon footprint is effectively neutralised.

Offsetting Activities

The strategy for achieving carbon neutrality includes reducing emissions as much as possible through operational changes and offsetting any remaining emissions with high-quality carbon credits. ISO 14068-1 emphasises that reduction efforts must come first, with carbon credits used only for the remaining footprint.

Freestone Creative has purchased 25 tonnes of carbon credits to offset any remaining emissions after reductions. These credits have been verified according to the ISO 14068-1 guidelines, ensuring they are real, additional, measurable, and permanent.

In addition to reduction and removal efforts, Freestone Creative purchased verified carbon offsets to neutralize remaining emissions. The offsets were sourced from certified projects that meet international standards, ensuring their credibility and effectiveness. Examples of offset projects include renewable energy installations and methane capture from landfills.

The credits are sourced from the [Nii Kaniti Community Forest Management & REDD+](#) focusing on protecting rainforest and avoiding deforestation on community land through scaling up sustainable community forest management. It integrates conservation activities that put a value on indigenous-led development with FSC certified timber extraction and cacao agroforestry.

The project is located in Ucayali, a region in the central part of Eastern Peru, on the edge of the Amazon Rainforest. By protecting 119,837 hectares of critical rainforest ecosystem, the project will reduce global emissions by 2.7 million tonnes of CO₂ by 2021. The project area is comprised of community land from seven indigenous communities located around the Ucayali River. Native communities are the second largest managers of forest land in Peru and are key actors in the success of forest, biodiversity, culture and climate protection at the world scale. The project addresses the local, economic drivers of deforestation and forest degradation by supporting the development of socially inclusive businesses.

All offset activities are transparently reported to stakeholders. By following this rigorous offsetting process, Freestone Creative ensures the integrity of its carbon neutrality claim.

There are no unabated GHG emissions in excess of residual GHG emissions at the time of reporting.

Progress and Achievements

Freestone Creative Ltd has developed the following policies/strategies/programmes in order to manage its emissions.

- Review and replacement of air conditioning systems utilised for heating and cooling the office premises.
- Annual maintenance of key energy consuming equipment.
- Encourage virtual meetings where possible, promote the use of public transport or carpooling for visitors, and explore offsetting programs for travel emissions.

- Development of methodologies to improve the accuracy of data reporting and analysis relating to:
 - The upstream delivery of product to the office and downstream distribution to clients.
 - The monitoring of business travel by Freestone employees.
 - The monitoring of travel by clients and visitors to the office.

Achievement of ISO14001:2015 Certification

- The company has achieved and continues to maintain ISO14001:2015 certification for Environmental management Systems (EMS) with a UKAS accredited certification body (ISOQAR)

Following ISO 14068-1 principles, Freestone Creative prioritizes reducing emissions through internal operational strategies before utilizing offsetting measures.

Challenges and Opportunities

Despite the progress made, Freestone Creative has faced several challenges, such as:

- Technical and financial barriers to implementing advanced carbon reduction technologies.
- Ensuring the accuracy and reliability of GHG emissions data.
- Engaging stakeholders and fostering a culture of sustainability within the organization. However, these challenges also present opportunities for innovation and improvement. The company is exploring new technologies, partnerships, and strategies to overcome these obstacles and enhance its carbon neutrality efforts.
- Several assumptions were made in the development of this report. Any uncertainties, such as data availability or the accuracy of carbon credit calculations, have been noted and will be addressed in future reporting periods
- Uncertainties in data collection, particularly for Scope 3 emissions, may affect the precision of certain estimates. Additionally, the accuracy of carbon credit calculations is subject to the verification standards of the credit providers. These assumptions and uncertainties will be re-evaluated and refined in future reporting periods as more precise data becomes available.

Future Plans

Future plans include further reductions in Scope 3 emissions and exploring additional carbon removal technologies to achieve this. The company's future plans include:

- **Further Reductions in Scope 3 Emissions:** Collaborating with suppliers and logistics partners to reduce upstream and downstream emissions from delivery vehicles.
- **Exploration of Carbon Removal Technologies:** Investigating emerging carbon removal technologies, such as direct air capture and bioenergy with carbon capture and storage (BECCS), to enhance future carbon offsetting capabilities.

In addition, the company aims to continue investing in energy efficiency and renewable energy projects to further minimize reliance on carbon credits. A detailed roadmap will be developed to outline the specific steps toward achieving net zero.

Conclusion

Freestone Creative has made significant strides towards achieving carbon neutrality, as demonstrated by the measures taken and the results achieved. The company remains committed to continuous improvement and innovation in its sustainability efforts. This report underscores the importance of collective action in addressing climate change and highlights Freestone Creative's role as a responsible corporate citizen.

Independent second-party verification has been undertaken to confirm the accuracy of the GHG emissions data and the carbon neutrality claim. The verification follows the guidelines of ISO 14068-1 and ISO 14064-3, ensuring that the reported data is reliable.

Appendices

Relevant data tables, certificates of carbon credit purchases, and verification documents are included in these appendices. This section supports the transparency and credibility of the carbon neutrality claim

- Supporting documents, data tables, and charts.
- References to relevant standards and guidelines, including ISO 14068-1:2023.

The carbon credits purchased by Freestone Creative for the period 2024 have been approved by [Verra Registry](#) through [Forest Carbon](#). The verification ensures that the GHG emissions data and carbon credits meet the requirements of ISO 14068-1.

The carbon neutrality of Freestone Creative for the period 2024/5 has been independently verified by Robinson Management Services Ltd through second party verification. This has been undertaken in accordance with the standards set forth by ISO 14068-1 and ISO 14064-3. The verification ensures that:

- All GHG emissions data reported is accurate and complete.
- Carbon credits used for offsetting meet the required standards of quality, including real, measurable, additional, and permanent reductions.

To support transparency and validate the carbon neutrality claim, the following documents and data are included in the following sections:

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Emissions Data Tables

Detailed GHG emissions for Scope 1, 2, and relevant Scope 3 categories as detailed in the Freestone Creative GHG Report FY 2024-2025, in accordance with ISO14064-1:2019.

Reporting Company		Freestone Creative Ltd.								freestone	
Person Responsible for the report		Stuart Freestone									
Reporting Period Covered		1st April 2024 to 31st March 2025									
Organisational Boundaries		See attached GHG Report and Appendix									
Reporting Boundaries		See attached GHG Report									
Emissions (All data is presented in Tonnes)	Significant (S) / Not Significant (NS)	Carbon Dioxide		Methane	Nitrous Oxide	Nitrogen Trifluoride	Sulphur Hexafluoride	Perfluorocarbons tonnes (Weighted average)	Hydrofluorocarbons (Weighted Average)	Quantitative Uncertainty	Qualitative Uncertainty
		CO2e	CO2	CH4	N2O	NF3	SF6	PFC	HFC		
Global Warming Potentials (IPCC Fourth Assessment Report) 100 Years											
			1	25	298	17200	22800	4000	5000		
1.0 Category 1: Direct GHG emissions and removals											
1.1	Direct emissions from stationary combustion										
1.2	Direct emissions from mobile combustion										
1.3	Direct process emissions and removals arising from industrial processes										
1.4	Direct fugitive emissions from the release of greenhouse gases in anthropogenic systems										
1.5	Direct emissions and removals from land use change and forestry										
Direct emissions in tonnes of Co2 from biomass		0	0	0	0	0	0	0	0		
Indirect emissions in tonnes CO2e (2)											
2.0 Category 2: Indirect GHG emissions from imported energy (3)											
2.1	Indirect emissions from imported electricity	5	7.73	8	0	0				2%	A
2.2	Indirect emissions from imported energy										
3.0 Category 3: Indirect GHG emissions from transportation											
3.1	Emissions from upstream transport and distribution of goods										
3.2	Emissions from downstream transport and distribution of goods	N/A	2.78	3	0	0				10%	B
3.3	Emissions from employee commuting	S	11.01	11	0	0				10%	B
3.4	Emissions from client and visitor transport	N/S	0.37	0	0	0				10%	B
3.5	Emissions from business travel	NS	1.21	1	0	0				35%	D
4.0 Category 4: Indirect GHG emissions from products used by the organisation											
4.1	Emissions from purchased goods										
4.2	Emissions from capital goods										
Emissions from Services											
4.3	Emissions from the disposal of solid and liquid waste	NS	0.05							20%	C
4.4	Emissions from the use of assets										
4.5	Emissions from the use of services that are not described in the above sub categories										
5.0 Category 5: Indirect GHG emissions associated with the use of Freestone Creative products											
5.1	Emissions or removals from the use stage of the product										
5.2	Emissions from downstream leased assets										
5.3	Emissions from end of life stage of the product										
5.4	Emissions from investments										
6.0 Category 6: Indirect GHG emissions from other sources			0								
Removals (4)											
Direct removals in Tonnes CO2e								0		Tonnes CO2e	
Storage (5), (6), (7)											
Total storage as of end of year in Tonnes CO2e								0		Tonnes CO2e	
Carbon Financial Instruments (8)											
Total Renewable electricity purchased in kWh								0		kWh	
Renewable electricity purchased in kWh with contractual instruments compliant with ISO14064-1 annex E								0		kWh	
Renewable electricity purchased in kWh with contractual instruments compliant with ISO14064-1 annex E								0		kWh	
Renewable electricity purchased in kWh with contractual instruments NQI compliant with ISO14064-1 annex E								0		kWh	
Offsets from any GHG schemes in Tonnes CO2e								0		Tonnes CO2e	
Other Related Information											
Performance tracking (Emissions and removals by metric, e.g. Tonnes CO2e per annual revenue)								See body of GHG Report			
Base year GHG emission, removals and stocks; and adjustments to base year								See body of GHG Report			
Disclosure of most significant sources, sinks and reservoirs								See body of GHG Report			
Statement of emission (CO2e) per unit of relevant units								See body of GHG Report			
Statement of emission reduction initiatives								See body of GHG Report			
Significance criteria								See body of GHG Report			
Uncertainty assessment								See body of GHG Report			
Notes											

Carbon Credit Certificates

Documentation of all carbon credits purchased, including verification details.

Freestone Creative has purchased carbon credits equivalent to 25 tonnes of CO₂e. These credits meet the requirements outlined in ISO 14068-1, ensuring they are real, additional, measurable, and permanent. The credits are verified by Verra Registry.

Certificate

of commitment



Verified Carbon
Standard
A VERRA STANDARD

This certificate is issued to

Freestone Creative

This certificate recognises the contribution made by Freestone Creative, which will support the Nii Kaniti project in Peru. This project is validated and verified under the Verified Carbon Standard.

Nii Kaniti has been acknowledged for its role not only in mitigating the impacts of climate change but also in providing benefits both for the communities in which it operates and for biodiversity in the region.

Date of Purchase

07/10/2025

CO₂e captured

25 tonnes



Stephen Prior
Stephen Prior | Co-founder & Director

Verification Opinion Statement (VOS)

Second party verification statement from Robinson Management Services Ltd. confirming the accuracy of the emissions data and carbon credits used.

Second Party Verification Opinion Statement

RMS Ltd have undertaken to provide independent and impartial consultancy for carbon verification and validation services to Freestone Creative. for the purposes of conformity to ISO14068-1:2023.

In undertaking these services RMS Ltd have applied the requirements of ISO14064-3 and the requirements contained within ISO14068-1. for other party assessment and have satisfied themselves through independent verification that Freestone Creative's carbon neutrality status is in accordance with the ISO14068-1 requirements.

In concluding the verification and validation activities for the period, RMS are able to provide the following declaration statement:

Carbon neutrality of Freestone Creative Ltd. validated to ISO 14068-1:2023.

Carbon neutrality of Freestone Creative achieved by Freestone Creative. in accordance with ISO14068-1:2023. at 17th November 2025 for the period commencing 1st April 2023 to 31st March 2024. RMS Ltd declared."

This statement is valid for a period of 12 months only from the date of issue and in line with the reporting period contained in this report. After this period the qualifying conditions and actions shall be revalidated and the qualifying date(s) renewed, accordingly.

Freestone Creative. may publish this validation statement and make it available to interested parties via their external communication mechanisms.



Paul Robinson

Managing Director, Robinson Management Services Ltd.

17th November 2025.

