



# JHP VISUALS

## Sustainability Report

### 2024



GLASGOW  
CHAMBER OF COMMERCE

Step Up   
to Net Zero



# Key Stats for 2024



25 projects delivered



22,000 vehicle miles travelled



3.89 full-time equivalent number of employees



2,228 train miles travelled



6.72 tonnes CO2e Scope 1 and 2 emissions



1.07 tonnes CO2e Scope 3 emissions from business travel, commuting and digital



93% of employee travel to work journeys made by active or public transport



Started measuring carbon impact of projects with Ad Green carbon calculator



1 donated project to Wash House community garden in Glasgow



JHP Visuals is a narrative led digital content studio based in Glasgow. It was founded by Jimmy Hyland in 2020 following five years as a freelance photographer and cinematographer. The company has now grown to a 5 person team.



JHP Visuals has strong environmental principles, and a dedicated sustainability coordinator. We are committed to monitoring and reducing our impact on the environment.

We believe in honesty, transparency, and the power of storytelling to communicate the effects that climate change has on Scotland and around the world. One of the key pillars of our business is to share stories from organisations taking action, and influence and engage audiences on environmental issues.



# What we do?

We create engaging films for a whole range of clients, from schools to councils, charities and brands.

We work with charities and organisations influencing environmental change and sustainability.

Sustainability and environmental awareness has been ingrained in the company from the start.

We have started measuring our impact and formalising our sustainability and decarbonisation plans.

While there are many things we are already doing, we recognise there is a lot that can still be done. This report will recommend future actions.





**FOR THE  
PLANET.**



We are a Living Wage Foundation Accredited employer

We are a member of 1% For The Planet and have been since 2021

We are ADGREEN trained and provide carbon reports for every project



## Scope 1 Emissions- Company Van



Methodology:

- Had total spend figure for diesel for 2024.
- Using average Supermarket UK diesel price for March 2024, converted spend figure into litres of diesel used.
- Used UK GHG 2024 Emission Factor for Diesel (average biofuel blend).
- Calculated kg CO<sub>2</sub>e.

= **6324 kgCo<sub>2</sub>e**

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## Scope 2 Emissions- Electricity Used In Office



Methodology:

- Had monthly kWh electricity use from May to November.
- Calculated the average monthly kWh.
- Multiplied this figure by 5 and added to the total for May- November (7 months).
- Used UK GHG 2024 Emission Factor for UK Electricity.
- Calculated kg CO<sub>2</sub>e.

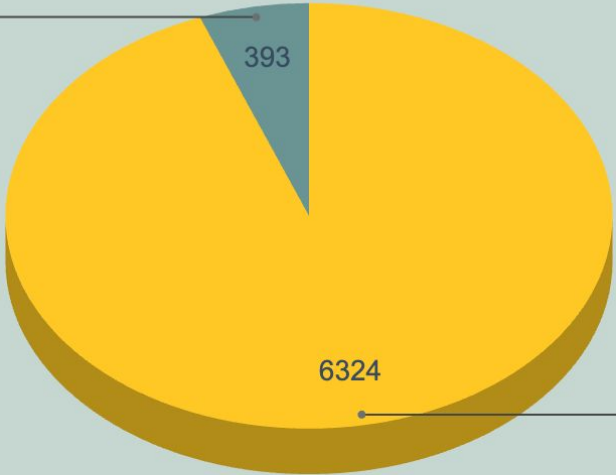
= **393 kgCo<sub>2</sub>e**



# Scope 1 and 2 Emissions

Carbon Footprint in kgCO<sub>2</sub>e

Scope 2  
5.9%



Scope 1  
94.1%

**6.72**  
tonnes CO<sub>2</sub>e





# Scope 3 Emissions- Other Business Travel

## Vehicle Travel Methodology:

- Had mileage from expenses data for employee and freelance travel.
- Used UK GHG 2024 Emission Factor for Cars (by size).
- Calculated kg CO<sub>2</sub>e

**= 568 kgCo<sub>2</sub>e**

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## Train Travel Methodology:

- Had train receipts with origin and destination stations, for employee and freelance travel.
- Using [RailMiles Mileage Engine](#), obtained train mileage.
- Converted figure to Km.
- Used UK GHG 2024 Emission Factor for National Rail Passenger Km.
- Calculated kg CO<sub>2</sub>e

**= 127 kgCo<sub>2</sub>e**



# Scope 3 Emissions- Commuting

## Methodology:

- Did a travel to work survey to gauge frequency of different commuting methods.
- 1 person cycles most days, 3 people get the train most days and 1 person works from home most days.
- Using RailMiles Mileage Engine, obtained train mileage.
- Converted figure to Km.
- Used figure of 48 working weeks in the year.
- Used UK GHG 2024 Emission Factor for National Rail Passenger Km.
- Added on 1 employees one-off train and driving trips, and used UK GHG 2024 Emission Factors.
- Calculated kg CO<sub>2</sub>e

= **310 kg CO<sub>2</sub>e \***

\*Will likely be an overestimation as 2 employees only started working in October and calculations were made based on the full year.



# Scope 3 Emissions- Digital Footprint

Methodology:

- Using Small 99 [Digital Emissions Calculator](#), estimated kg CO<sub>2</sub>e.

= **64 kg CO<sub>2</sub>e**



# Scope 3 Emissions- Water Use

## Methodology:

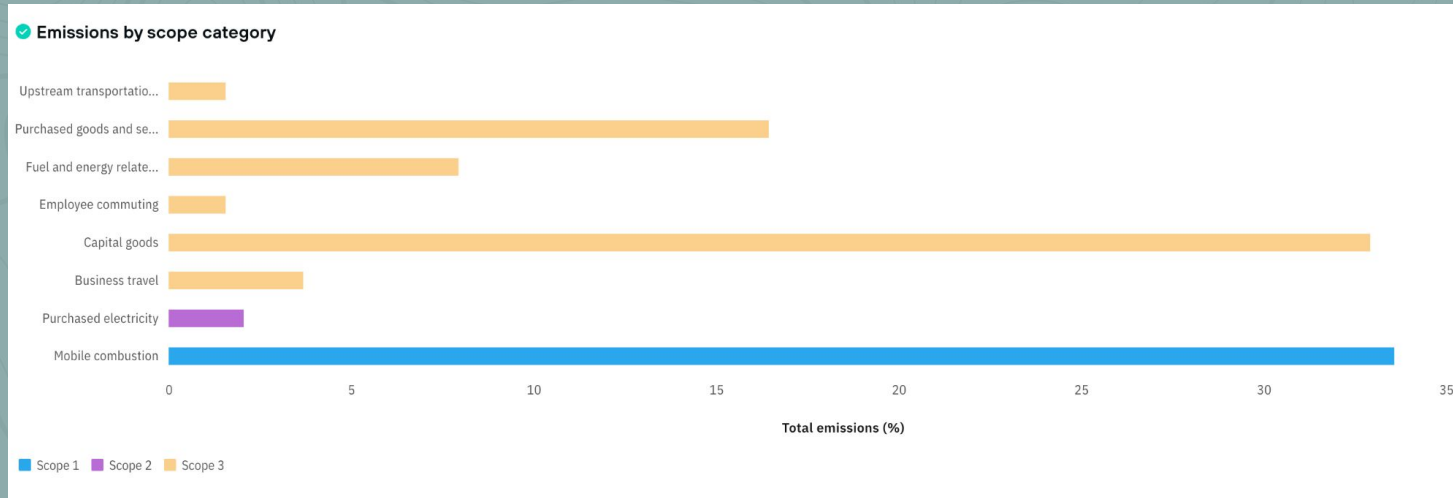
- Didn't have any data on water usage.
- According to South Staffs Water, on average each employee working in an office building uses around 50 litres of water a day.
- Used figure of 48 working weeks in a year.
- Calculated total amount of water usage in cubic metres (based on 50L per person per day).
- Used UK GHG 2024 Emission Factor for Water Supply.
- Calculated kg CO<sub>2</sub>e

**= 5 kg CO<sub>2</sub>e**



# SME Climate Hub Scope 3 Calculator

- Using spend data, the SME Climate Hub Scope 3 calculator estimated total Scope 3 emissions to be **10 tCO<sub>2</sub>e**
- The biggest category of scope 3 emissions was capital goods which is the full lifecycle emissions associated with any long-term assets purchased by the business such as computer or camera equipment



# Waste



In terms of both frequency and volume, the company's primary waste streams consist of food waste and food packaging. A significant portion of the waste generated in the communal kitchen comes from paper towels used for hand and dish drying.

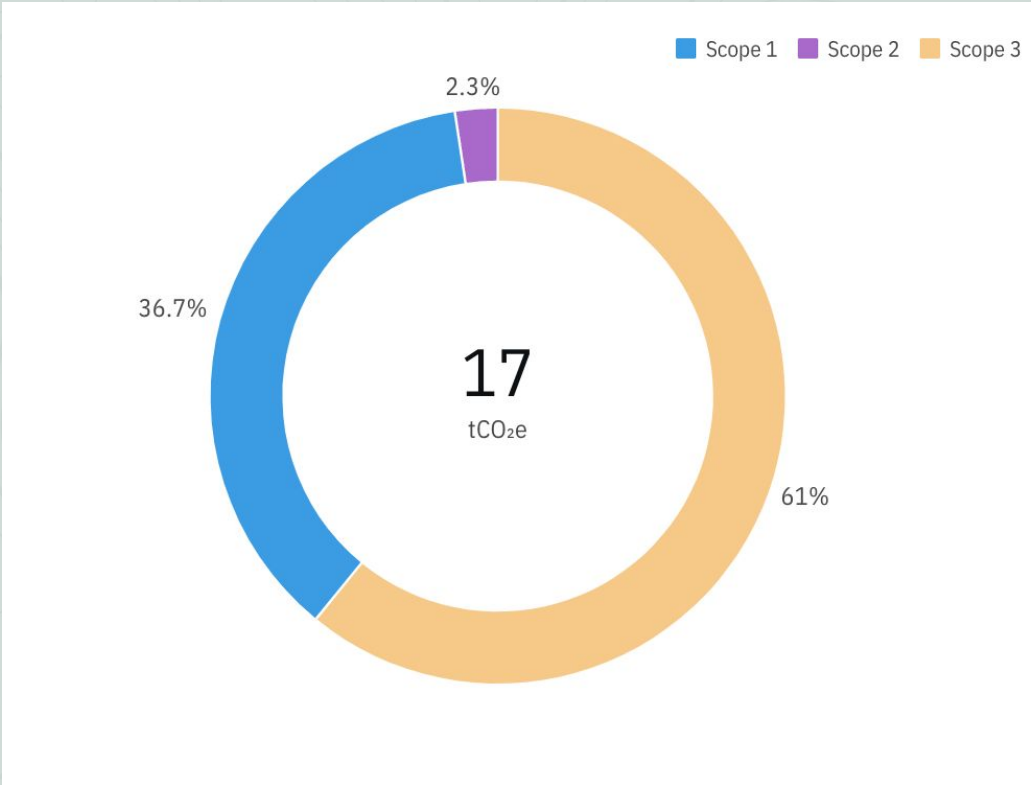
The company's most frequently purchased items include hard drives, as well as tea and coffee for office use. Other things purchased, less frequently, include computer and camera equipment.

To minimise digital waste, JHP Visuals uses a stock footage platform where charities and educational organisations can use their footage for free and businesses can pay for it. We also encourage clients to get the most impact and value out of the footage when delivered.

We have also developed a subscription model to maximise use of client footage captured on shoots.



# Total Footprint



# Total Footprint

**Total footprint- 17 tCO<sub>2</sub>e**  
**Overall footprint per FTE employee- 5.6 tCO<sub>2</sub>e**  
**Scope 1 and 2 per FTE employee- 2.2 tCO<sub>2</sub>e**

**JHP Visuals' carbon footprint is average**

- According to data from the Carbon Trust, the average small-to-medium enterprise (SME) in the UK generates around 15 tonnes of CO<sub>2</sub> equivalent (tCO<sub>2</sub>e) annually.
- According to the EPA, an SME office-based business with around 10 employees emits an average of 3.7 metric tons of carbon dioxide equivalent (tCO<sub>2</sub>e) per employee annually.
- Data from SME Climate Hub for small media companies in the UK and Ireland shows that on average, overall carbon footprint per employee is 5.7 tCO<sub>2</sub>e, and Scope 1 and 2 emissions per employee is 2.1 tCO<sub>2</sub>e. JHP Visuals' figures match these averages.
- Small99 cites a figure of 4 tonnes per employee for small businesses.
- In the UK, the average person's annual footprint is 12.7 tonnes CO<sub>2</sub>e





# Giving Back

## **1% for the Planet:**

Each year we donate a minimum of 1% of our annual turnover to Scottish environmental organisations through 1% for the Planet. This is a split of monetary and in-kind donations. To date, we have donated £13,459 to environmental projects through 1% for the Planet. 89% of this has been in kind and 11% monetary.

In 2024 we created a free donated film for the Wash House community garden in Glasgow. They grow fresh local fruit and veg for local people, run volunteer sessions and workshops, provide free community meals and events, and provide a safe space for the LGBTQ+ community. Tackling many environmental and social issues.

## **Film Grant:**

In 2024 we part subsidised a film for an environmental rights charity in Scotland.



# Recommendations



## Short Term:

- Consider putting a couple tea towels in communal kitchen to reduce paper towel waste.
- Continue using train travel where feasible and car sharing when not.
- Collect food waste in the office.
- Continue building freelance database and use local freelancers where possible.
- Look into offsetting options.

## Longer term:

- Rent an electric vehicle.
- Move into a more environmentally friendly office space.
- Find funding for energy efficiency and renewable energy for the office.
- Where possible, only purchase from sustainably minded suppliers.

