



Climate Action Plan 2025

ABOUT

At Fussy, we recognise the importance of environmental sustainability and are committed to integrating responsible practices into our operations and products. We understand that our choices can influence not only our clients and customers, but also the broader industry in pushing sustainability up the agenda. This Climate Action Plan outlines our commitment to supporting the global ambition to limit global warming to 1.5°C.

To ensure transparency and accountability, we have undertaken the process of calculating our organisational carbon footprint. This assessment aligns with industry standards and reflects our dedication to understanding and mitigating our environmental impact. Fussy has calculated greenhouse gas (GHG) emissions in accordance with the GHG Protocol Corporate Accounting and Reporting Standard.



HEADLINE FIGURES

TOTAL CARBON FOOTPRINT: 2,966.06tCO₂e
REPORTING PERIOD: 01/04/2024-31/03/2025

METHODOLOGY: Market-based
ORGANISATIONAL BOUNDARY: Financial control

CATEGORIES MEASURED: Scope 1: Company facilities

Scope 2: Purchased electricity

Scope 3: Purchased goods and services

Scope 3: Fuel- and energy-related activities

Scope 3: Upstream T&D

Scope 3: Waste

Scope 3: Business

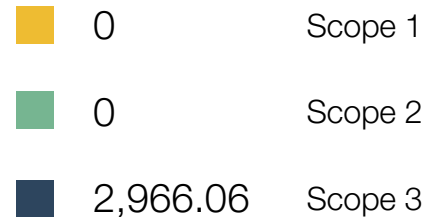
travel

Fussy's 2024/25 carbon footprint reflects all relevant Scope 1, Scope 2, and material Scope 3 emissions for which reliable data is currently available. We estimate the included emissions account for more than 95% of Fussy's total impact.

STAFF NUMBER: 20

CARBON INTENSITY: 141.42tCO₂e/£TE

TOTAL CARBON FOOTPRINT 2024/25 (tCO₂e)



CARBON FOOTPRINT

The table on the right shows the distribution of emissions across Scopes 1, 2, and 3, in our first year of reporting. Fussy will continue to measure and monitor emission year-on-year.

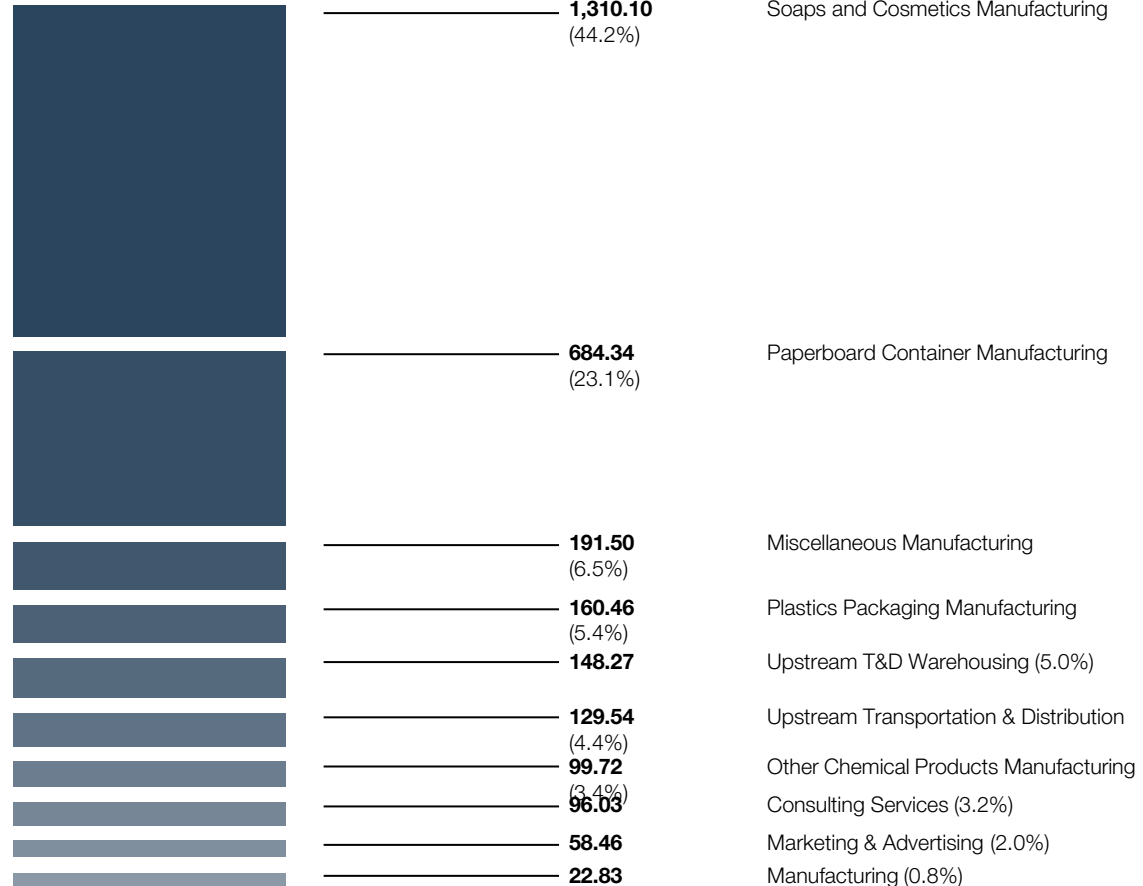
Overall, Fussy's total footprint accounted for 2,966.06tCO₂e, with 99% of emissions in the Purchased Goods & Services category.

Scope	%	Category	2024-25
Scope 1	0%	Gas	0.00
	0%		0.00
Scope 2	0%	Market-based	0.00
	-	Location-based	0.37
	0%		0.00
Scope 3	90%	Purchased Goods & Services	2,681.04
	0%	Capital Goods	0.00
	<1%	Fuel and energy-related activities	0.03
	9%	Upstream T&D	277.81
	<1%	Waste	0.02
	<1%	Business Travel	1.50
	<1%	Employee commuting	5.66
	0%	Upstream leased assets	0.00
	0%	Downstream T&D	0.00
	0%	Processing of sold products	0.00
	0%	Use of sold products	0.00
	0%	End-of-life treatment of sold products	0.00
	0%	Downstream leased assets	0.00
	0%	Franchises	0.00
	0%	Investments	0.00
	100%		2,966.06
		Total (Location-based)	2,966.43
	100%	Total (Market-based)	2,966.06

tCO₂e

EMISSIONS HOTSPOTS

EMISSIONS HOTSPOTS BY SOURCE 2024/25 (tCO₂e)



Given the prominence of Purchased Goods & Services and Upstream Transportation & Distribution, these categories are broken down by subcategory for a more granular look at our emissions hotspots. This will help inform our climate actions and areas of focus.

INFORMED CLIMATE ACTION

In the first year of reporting, Fussy has established an emissions baseline across Scopes 1, 2 and 3 using the best available primary data.

Downstream Transportation & Distribution (T&D) have been excluded due to insufficient activity-level data, where estimated figures based on spend would distort emissions. This is a temporary data quality decision, and Fussy is working obtain primary T&D data for incorporation in future reporting cycles.

CATEGORIES MEASURED 2024/25:

Scope 1: Company Facilities

Scope 2: Purchased Electricity

Scope 3: Purchased Goods and Services

Scope 3: Fuel- and Energy-Related Activities

Scope 3: Upstream Transportation & Distribution

Scope 3: Waste

Scope 3: Business Travel

Scope 3: Employee Commuting

CATEGORIES TO MEASURE FROM 2025/26:

Scope 3: Downstream Transportation & Distribution

CLIMATE ACTION TARGETS

We define our reduction pathway by implementing targets that adhere to the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound). This methodology ensures our climate action plan is practically actionable, translating the ambitious global alignment of limiting warming to 1.5°C into clear, quantifiable steps. Furthermore, our climate action targets will align with the latest B Corp Standards.

Impact Area	Target	Action	Carbon Impact
Materials	Fussy commit to save 1 million kg of single-use plastic by 31st December 2028	Increase market adoption of Fussy’s refillable deodorant to replace single-use plastic packaging and avoid plastic use at scale.	Medium
Renewable Energy	Fussy will maintain zero Scope 1 and market-based Scope 2 emissions every year, against base 2024/2025 levels, including and up to 1st January 2030.	Maintain procurement of a 100% renewable electricity tariff for the office, to ensure zero Scope 2 emissions. Ensure no reliance on gas connection to support business operations.	Medium
Upstream T&D	Fussy will assess upstream Transport and Distribution practices by 31st December 2026. The output will be to clearly determine the use of air vs. sea freight. Note: Additional % targets will be set by 31st March 2027 with the intent reducing reliance on air freight and increasing the % of sea vs air freight used.	Conduct an internal assessment of upstream T&D practices with the aim of transitioning to maritime freight as the primary transport mode, and minimising the use of air freight where feasible.	Medium
Downstream T&D	Fussy will document a robust baseline for Downstream transport and distribution emissions by 31st December 2027, utilising primary data reported through supplier collaboration.	Continued implementation of a logistics data reporting protocol to establish a T&D emissions baseline.	Medium
Supply Chain Sustainability	Fussy commit to creating and embedding sustainability in Fussy’s supply chain and procurement practices by 31st December 2027. This will be done by creating a procurement policy.	Fussy will continue to undertake an annual engagement with core suppliers on their sustainability performance and achievements.	High
		A Sustainable Procurement Policy will further embed sustainability in purchasing decisions within Fussy’s supply chain, with impact in mind.	High

MATERIALS

Fussy commit to save 1 million kg of single-use plastic by 31st December 2028

Increase market adoption of Fussy's refillable deodorant to replace single-use plastic packaging and avoid plastic use at scale.

Fussy calculates plastic saved by comparing the plastic content of its products with that of mainstream deodorant alternatives. Every Fussy product sold represents less plastic entering the system.

Materials	
Resource Allocation	Marketing Manager: Monthly data tracking and reporting of single-use plastic savings to leadership team.
Stakeholder Engagement	Fussy Employees: Quarterly engagement with the team, to update with total plastic savings, and the running total. Plastic savings are also included in the monthly board KPI updates.
Co-Benefits	Positive brand reputation as a sustainable supplier, and sharing of positive impact with customers.

RENEWABLE ENERGY

Fussy will maintain zero Scope 1 and market-based Scope 2 emissions every year, against base 2024/2025 levels, including and up to 1st January 2030.

The procurement of a 100% renewable electricity tariff, and absence of a gas connection, at Fussy's office reports zero absolute Scope 1 and market-based Scope 2 emissions. Fussy will ensure any potential office relocation includes 100% renewable electricity tariff as a prerequisite to selection.

Renewable Energy	
Resource Allocation	<p>Office Manager: Responsible for monitoring energy contracts and ensuring renewable energy certificates (RECs) are verified annually.</p> <p>Green Tariff Premium: Allocation of budget to cover the potential price premium associated with certified 100% renewable energy tariffs.</p>
Stakeholder Engagement	<p>Landlords/Property Managers: Active collaboration during lease negotiations to mandate renewable energy supply and energy-efficient building maintenance (e.g. HVAC upkeep).</p>
Co-Benefits	<p>Improved data accuracy for Scope 2 emissions, enabling more precise carbon reporting</p>

UPSTREAM TRANSPORTATION & DISTRIBUTION

Fussy will assess upstream Transport and Distribution practices by 31st December 2026. The output will be to clearly determine the use of air vs. sea freight.

Note: Additional % targets will be set by 31st March 2027 with the intent reducing reliance on air freight and increasing the % of sea vs air freight used.

Fussy will conduct an internal assessment of upstream T&D practices in 2026, to review current reliance on various freights modes for international upstream transportation and distribution.

Transitioning to a maritime-first default approach aims to reduce absolute emissions associated with Fussy's international upstream transportation and distribution supply chain. Actively avoiding high-impact airline shipping, unless absolutely necessary due to time-critical client requirements, intends to significantly decouple our business growth from our carbon intensity.

Upstream Transportation & Distribution	
Resource Allocation	Supply Chain Manager: Dedicate time to advanced, data-driven demand forecasting, to move beyond reactive logistics and master high-precision inventory planning.
Stakeholder Engagement	Freight Partners: Develop partnerships with forwarders who specialise in sea freight options to reduce impact.
Co-Benefits	Financial benefits of increased uptake of lower-cost upstream T&D transport modes

DOWNSTREAM TRANSPORTATION & DISTRIBUTION

Fussy will document a robust baseline for Downstream transport and distribution emissions by 31st December 2027, utilising primary data reported through supplier collaboration.

At present, Downstream Transportation and Distribution (T&D) emissions have been excluded from the footprint due to insufficient activity data from fulfilment partners. In line with carbon accounting best practice, Fussy prioritised data quality over completeness for this reporting year.

Fussy are implementing processes to collate downstream transportation and distribution data, and once such data is available, T&D emissions will be incorporated into future reporting years.

Downstream Transportation & Distribution	
Resource Allocation	Supply Chain Senior Executive: Lead the development and implementation of the downstream transportation & distribution data collection process.
Stakeholder Engagement	Fulfillment & Logistics Partners: Fussy will work with partners to collate primary shipment data where possible.
Co-Benefits	Improved brand reputation by collaborating with sustainable suppliers. Financial benefits of improved efficiency of downstream T&D.

SUPPLY CHAIN SUSTAINABILITY

Fussy commit to creating and embedding sustainability in Fussy's supply chain and procurement practices by 31st December 2027. This will be done by creating a procurement policy.

Advancing responsible procurement practices will be key to directly influence emissions from Purchased Goods & Services. A Sustainable Procurement Policy will guide purchasing decisions with impact in mind.

In 2026, Fussy will establish a baseline carbon performance of core and high-emitting suppliers, and will look to increase engagement year-on-year for better data and increased accuracy.

Supply Chain Sustainability	
Resource Allocation	<p>Supply Chain Manager: Responsible for the creation and enforcement of the Sustainable Procurement Policy and overseeing the £5k+ PO approval process. Dedicated to annual engagement cycles, conducting supplier audits, and relationship building to extract high-quality primary emissions data.</p>
Stakeholder Engagement	<p>Core & High-Emitting Suppliers: Annual survey distributed to identified suppliers for emissions data request. Internal Training: Workshops on the Sustainable Procurement Policy to ensure all staff spending >£5k understand new supplier vetting.</p>
Co-Benefits	<p>Enhanced supplier relationship to support other business needs/goals. Risk management and resilience to regulatory changes.</p>

SUMMARY

At Fussy, sustainability is at the heart of our values and commitment to meaningful change. Our Climate Action Plan focuses on reducing emissions across key areas, with specific targets set across Scope 1 and 2, as well as supplier-based emissions captured in Scope 3, Category 1: Purchased Goods and Services. Additional targets include an assessment of upstream T&D practices, as well as establishing an emissions baseline for Category 9: Downstream Transportation and Distribution.

We've already made strong progress, with the London office operating on renewable tariffs, and becoming a Certified B Corp. Moving forward, we'll continue to share our progress, engage our team, and refine our approach to ensure measurable, science-based emissions reductions that align with global sustainability goals.

Fussy are committed to this Climate Action plan and will publicly publish an updated plan once each year

