



MEASUREMENT REPORT

YEAR 1

We Clean Ltd

Reporting period:

01 January 2024 to 31 December 2024

Contents

Reporting boundary and key figures

Measured carbon footprint & comparisons

Scope 1 emissions

Scope 2 emissions

Scope 3 emissions

Appendix – supplementary information

Data Quality and boundary assessment

Location-Based

SDG alignment

Caveats

Carbon footprint breakdown

About

Boundary and key figures

Reporting period
01 January 2024 to 31 December 2024

Organisational boundary
We Clean Head Office (Rubery House, 24 The Avenue, Rednal, Rubery, Birmingham, B45 9AL)

Operational boundary

- Scope 1:**
Mobile Fuels
- Scope 2:**
Electricity
- Scope 3:**
Category 3: Fuel- and Energy-related Activities
Category 4: Upstream Transportation and Distribution
Category 5: Waste
Category 6: Business Travel
Category 7: Employee Commuting

We Clean Ltd has been measuring its carbon footprint with Planet Mark for 1 year.

The Planet Mark measurement methodology is fully aligned to the Greenhouse Gas (GHG) Protocol, and all data is checked against evidence provided by We Clean Ltd.

We Clean Ltd’s highest emitting category was Scope 3 Category 7: Employee Commuting at 62.7% of their total market-based footprint, followed by Scope 1 Mobile Fuels at 21.4% of their total market-based footprint.

All Scope 2 emissions are reported using the market-based methodology unless stated otherwise.

Key Figures

-  **326.4 tCO₂e**
Measured carbon footprint (market-based)
-  **0.7 tCO₂e**
Measured carbon footprint per FTE (market-based)
-  **87.3 tCO₂e**
Measured Scope 1 & 2 emissions (market-based)
-  **239.1 tCO₂e**
Measured Scope 3 emissions
-  **80.0 %**
Data Quality Score
-  **100.0 %**
Organisational Boundary Score
-  **41.2 %**
Operational Boundary Score

Greenhouse Gas Protocol

Scopes 1, 2 and 3

KEY

- Measured emissions
- Not yet measured
- Not applicable or de minimis

SCOPE 1

- Stationary Fuels
- Mobile Fuels
- Fugitive emissions

SCOPE 2

- Electricity
- Heat and steam
- Cooling

SCOPE 3 UPSTREAM

- 1 Purchased Goods and Services
- 2 Capital Goods
- 3 Fuel and Energy Related Activities
- 4 Transportation and Distribution
- 5 Waste Generated in Operations
- 6 Business Travel
- 7 Employee Commuting
- 8 Leased Assets

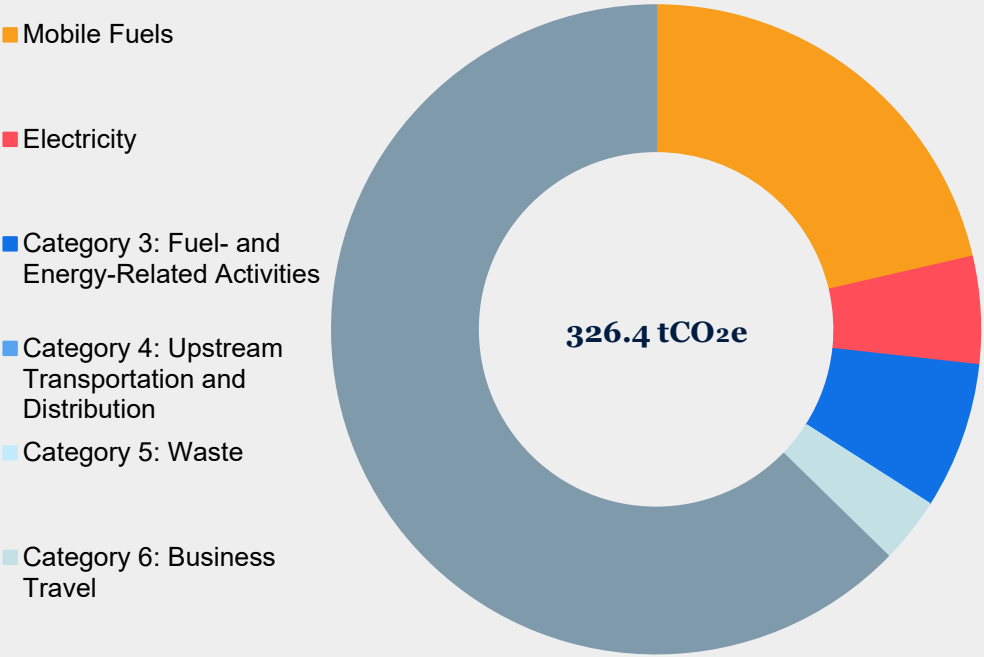
SCOPE 3 DOWNSTREAM

- 9 Transportation and Distribution
- 10 Processing of Sold Products
- 11 Use of Sold Products
- 12 End of life Treatment of Sold Products
- 13 Leased Assets
- 14 Franchises
- 15 Investments

Measured carbon footprint

Scope	Emission Category	YE 2024 tCO ₂ e	YE 2024 Proportion
Scope 1	Mobile Fuels	69.8	21.4%
Scope 2	Electricity (location-based)	19.0	-
	Electricity (market-based)	17.5	5.4%
Scope 3	Category 3: Fuel- and Energy-Related Activities	23.7	7.3%
	Category 4: Upstream Transportation and Distribution	0.1	0.0%
	Category 5: Waste	0.1	0.0%
	Category 6: Business Travel	10.6	3.2%
	Category 7: Employee Commuting	204.6	62.7%
Total (market-based)		326.4	
No. employees		449.5	
Per Employee		0.7	
Turnover £m		14.0	
Per £m turnover		23.3	
Total (location-based)		327.9	
No. employees		449.5	
Per Employee		0.7	
Turnover £m		14.0	
Per £m turnover		23.4	

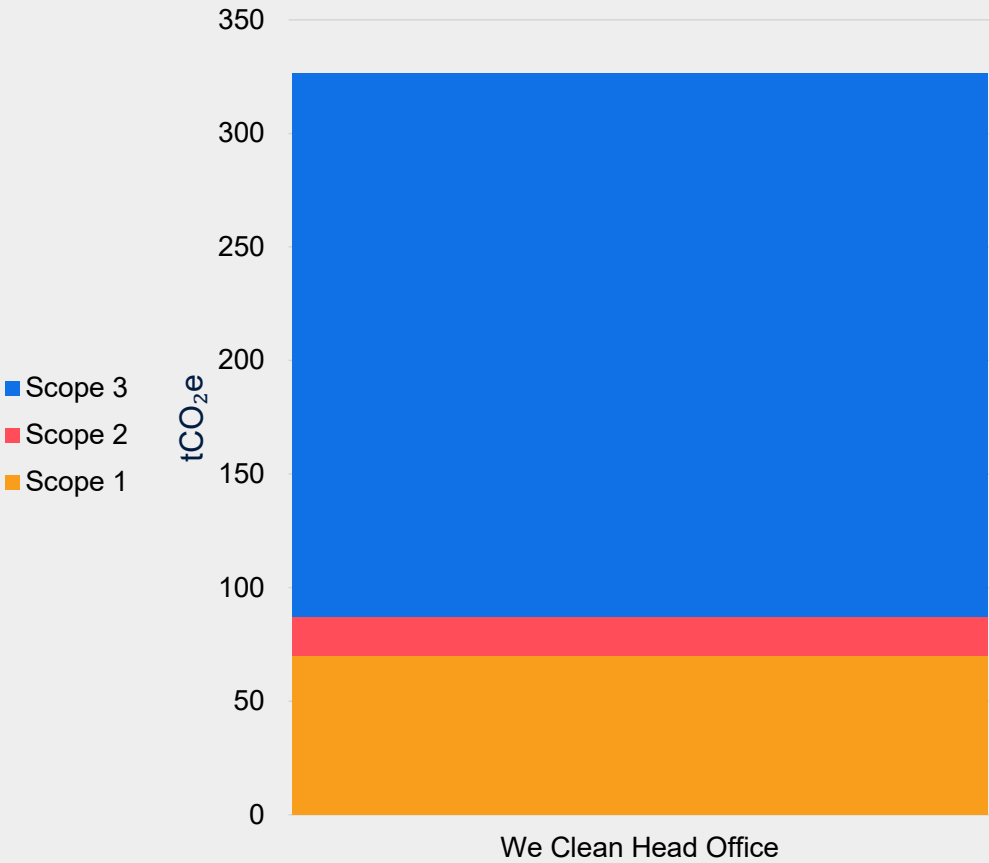
Total carbon footprint by emission source (market-based) for YE 2024



Comparison by location

Site name	YE 2024 tCO ₂ e	YE 2024 Proportion
We Clean Head Office	326.4	100.0%
Total	326.4	100.0%

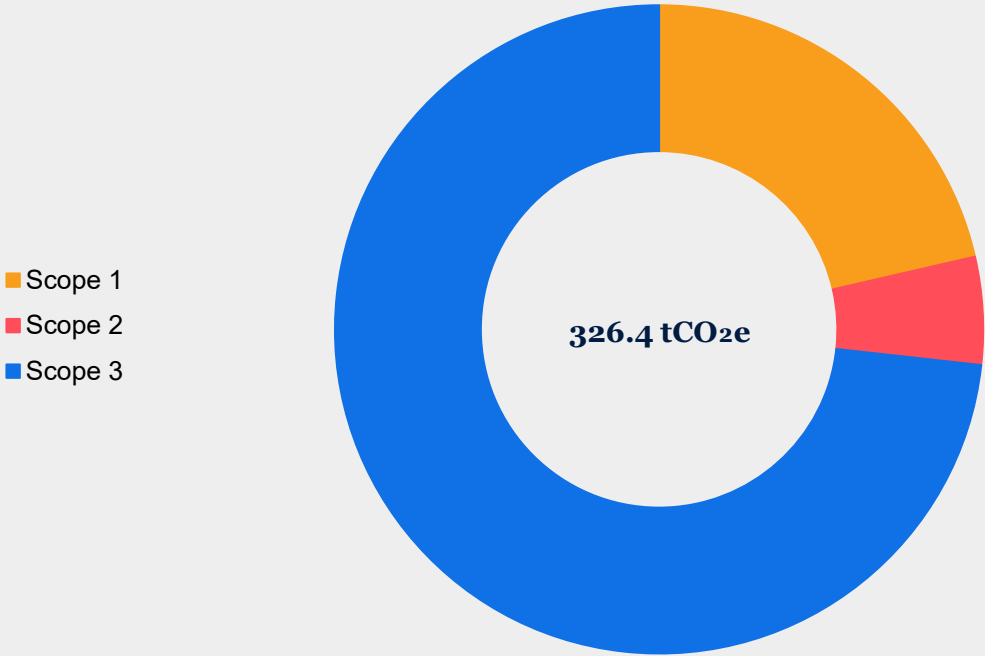
Carbon footprint by Scope 1, 2 & 3 (market-based) per location for YE 2024



Measured carbon footprint by Scope

Emission Scope	YE 2024 tCO ₂ e	YE 2024 Proportion
Scope 1	69.8	21.4%
Scope 2	17.5	5.4%
Scope 3	239.1	73.2%
Total	326.4	100.0%
Total Scope 1 & 2	87.3	26.8%
Total Scope 1 & 2 per FTE	0.2	-
Total Scope 1 & 2 per Turnover	6.2	-

Carbon footprint by Scope 1, 2 & 3 (market-based) for YE 2024



An aerial photograph of a long, curved bridge spanning a body of water with a vibrant turquoise hue. The bridge's structure is visible, with several support pillars. The water's surface shows some darker patches, possibly rocks or coral reefs. The overall scene is serene and scenic.

Scope 1 emissions

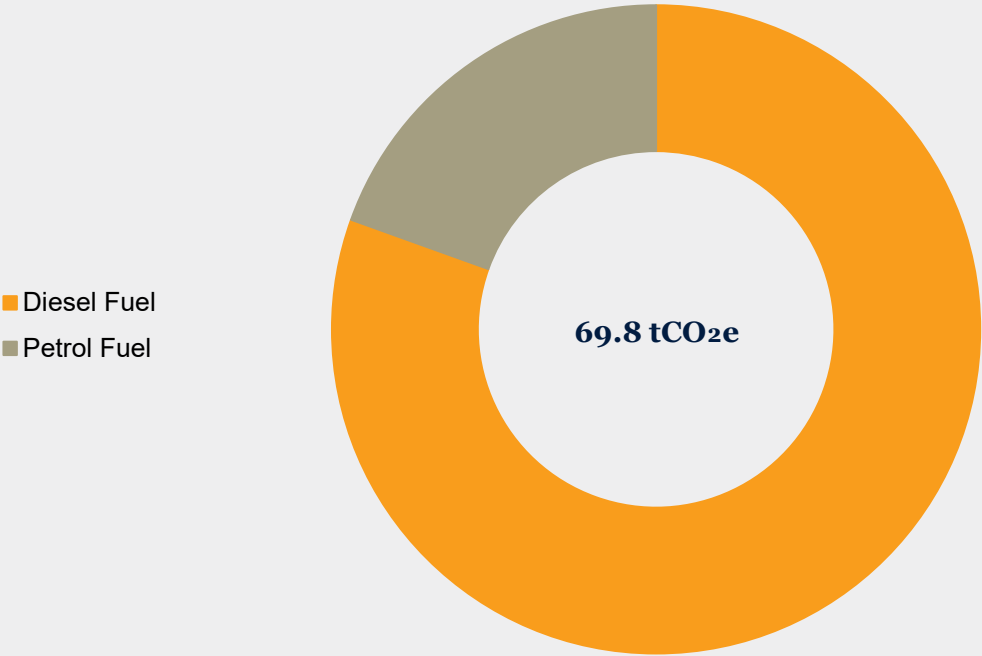
The emissions from sources that a company creates directly (e.g., from burning fuel in gas boilers and in company owned vehicles).

Scope 1 emissions

21.4% of this year’s total carbon footprint.

Emission Source	YE 2024 tCO ₂ e	YE 2024 Proportion
Diesel Fuel	56.2	80.5%
Petrol Fuel	13.6	19.5%
Total	69.8	100.0%

Scope 1 emissions for YE 2024



Scope 2 emissions

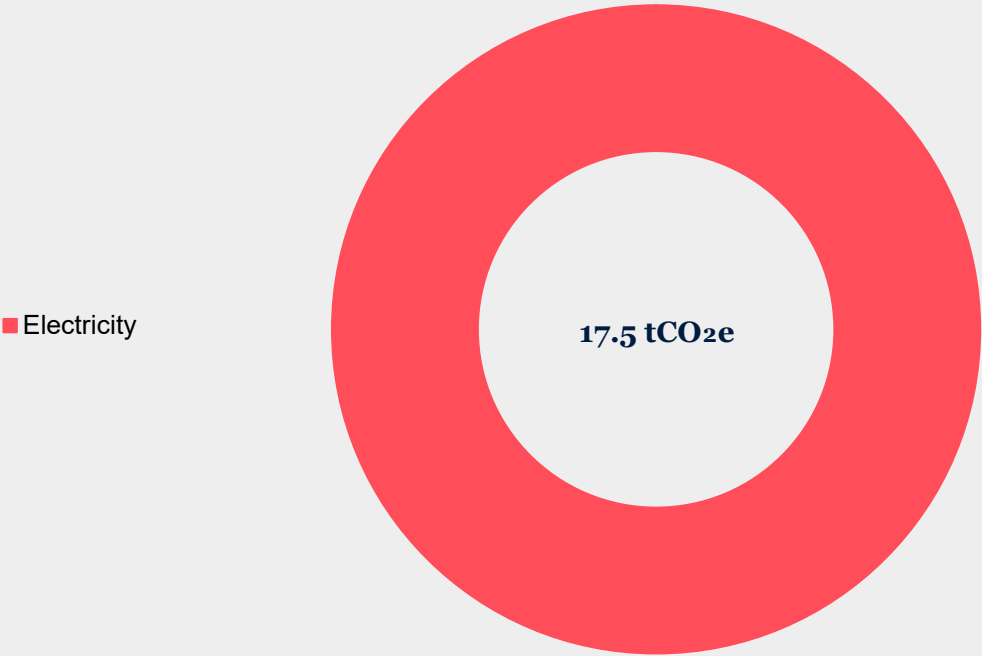
The emissions a company creates indirectly, associated with the energy it purchases (e.g., electricity).

Scope 2 emissions

5.36% of this year’s total carbon footprint.

Emission Source	YE 2024 tCO ₂ e	YE 2024 Proportion
Electricity	17.5	100.0%
Total	17.5	100.0%

Scope 2 emissions (market-based) for YE 2024



Scope 3 emissions

The emissions that are not produced by the company itself, but by those within the company's value chain.

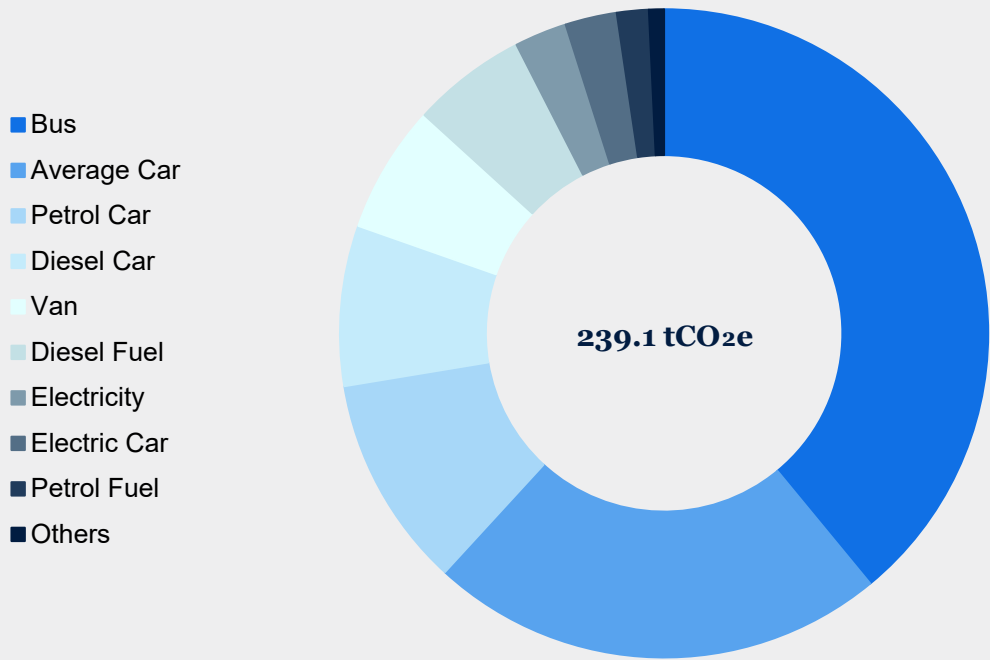
Scope 3 is split into 15 categories.

Scope 3 emissions

73.24% of this year’s total carbon footprint. These are the top 10 sources from all scope 3 categories combined.

Emission Source	Emission Category	YE 2024 tCO ₂ e	YE 2024 Proportion
Bus	Employee Commuting	93.3	39.0%
Average Car	Employee Commuting	54.5	22.8%
Petrol Car	Employee Commuting	24.6	10.3%
Van	Employee Commuting	15.2	6.4%
Diesel Fuel	Fuel- and Energy-Related Activities	13.7	5.7%
Diesel Car	Business Travel	9.7	4.1%
Diesel Car	Employee Commuting	9.4	3.9%
Electricity	Fuel- and Energy-Related Activities	6.2	2.6%
Electric Car	Employee Commuting	6.2	2.6%
Others	Others	6.3	2.6%
Total	Total	239.1	100.0%

Scope 3 emissions for YE 2024



Fuel and Energy Related Activities

This category includes emissions from the extraction, production and transportation of fuels, electricity and other energy purchased and consumed but occurring off-site. Includes emissions from Well to Tank and Transmission and Distribution Losses.

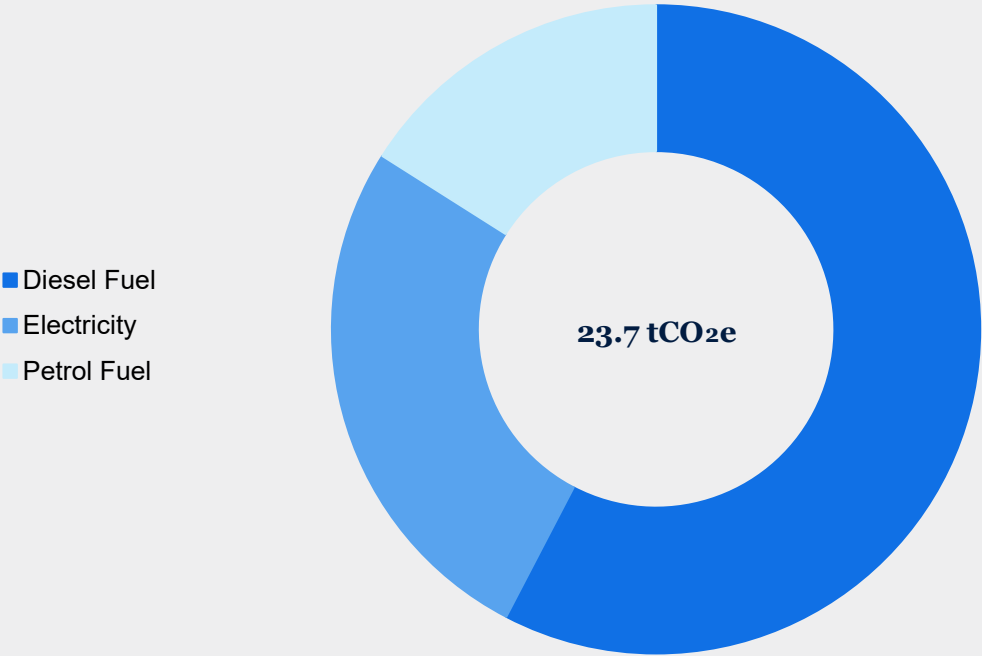
Scope 3 emissions

Category 3: Fuel and Energy Related Activities

7.27% of this year's total carbon footprint.

Emission Source	YE 2024 tCO ₂ e	YE 2024 Proportion
Diesel Fuel	13.7	57.6%
Electricity	6.2	26.3%
Petrol Fuel	3.8	16.0%
Total	23.7	100.0%

Scope 3 Category 3: Fuel and Energy Related Activities emissions for YE 2024



Upstream Transport and Distribution

This category includes emissions from the transportation and distribution of products purchased between a company's tier 1 suppliers and its own operations in vehicles not owned or operated by the reporting company.

Includes third-party transportation and distribution between a company's own facilities.
Excludes fuel and energy products.

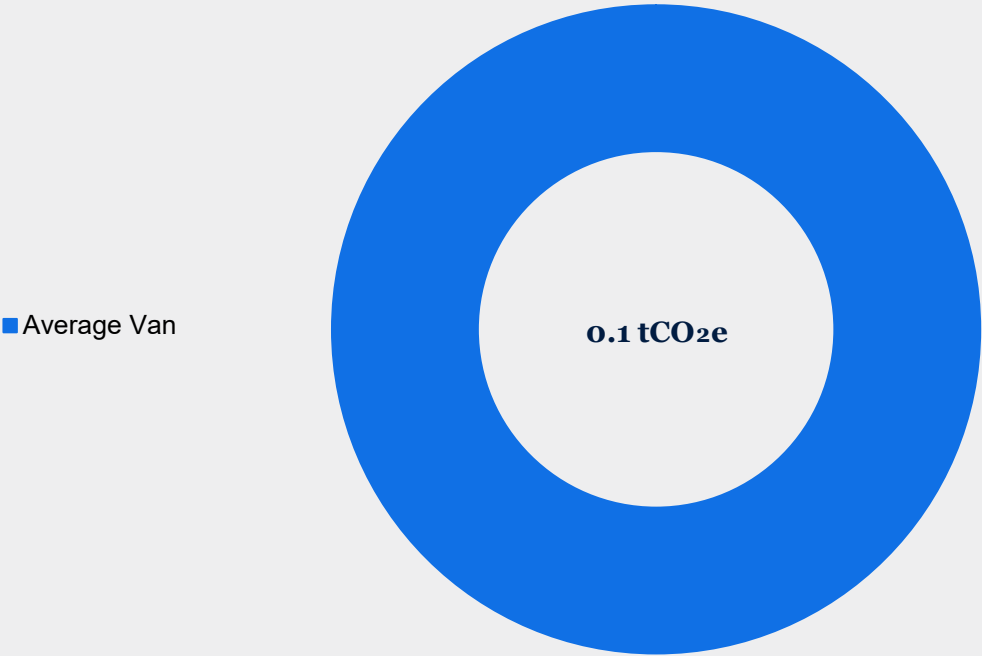
Scope 3 emissions

Category 4: Upstream Transportation & Distribution

0.03% of this year's total carbon footprint.

Emission Source	YE 2024 tCO ₂ e	YE 2024 Proportion
Average Van	0.1	100.0%
Total	0.1	100.0%

Scope 3 Category 4: Upstream Transportation & Distribution emissions for YE 2024



SCOPE 3 CATEGORY 5

Waste

This category includes emissions from third-party disposal and treatment of waste generated. Includes both solid waste and wastewater.

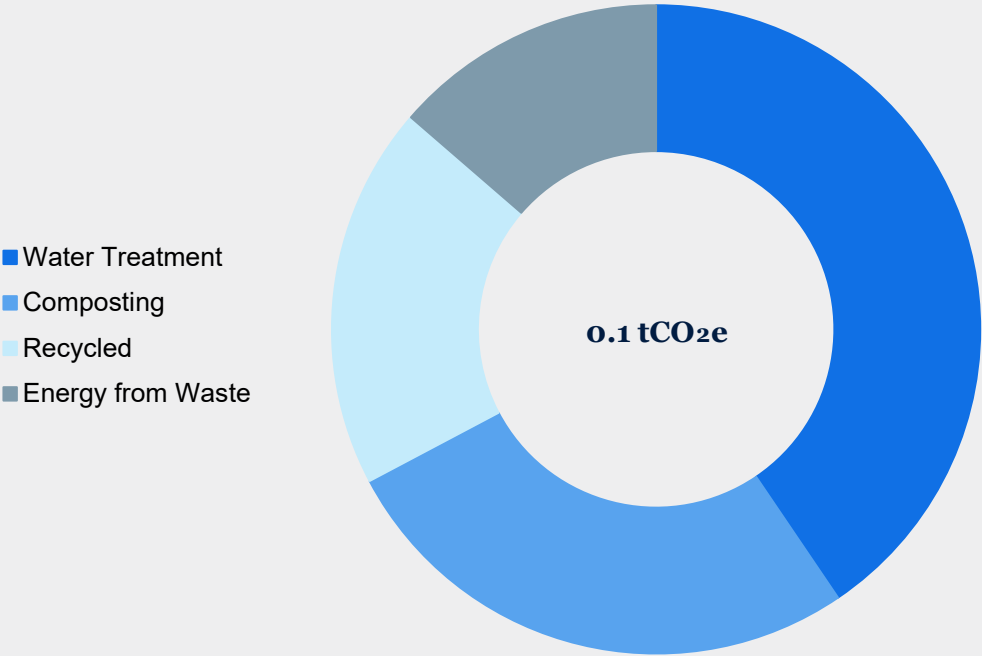
Scope 3 emissions

Category 5: Waste

0.02% of this year's total carbon footprint.

Emission Source	YE 2024 tCO ₂ e	YE 2024 Proportion
Water Treatment	0.03	40.5%
Composting	0.02	26.7%
Recycled	0.02	19.1%
Energy from Waste	0.01	13.7%
Total	0.1	100.0%

Scope 3 Category 5: Waste emissions for YE 2024



Business Travel

This category includes emissions from the transportation of employees for business-related activities in vehicles owned or operated by third parties, such as aircrafts, trains, buses, and passenger cars.

It does not include commuting or travel in company-owned vehicles.

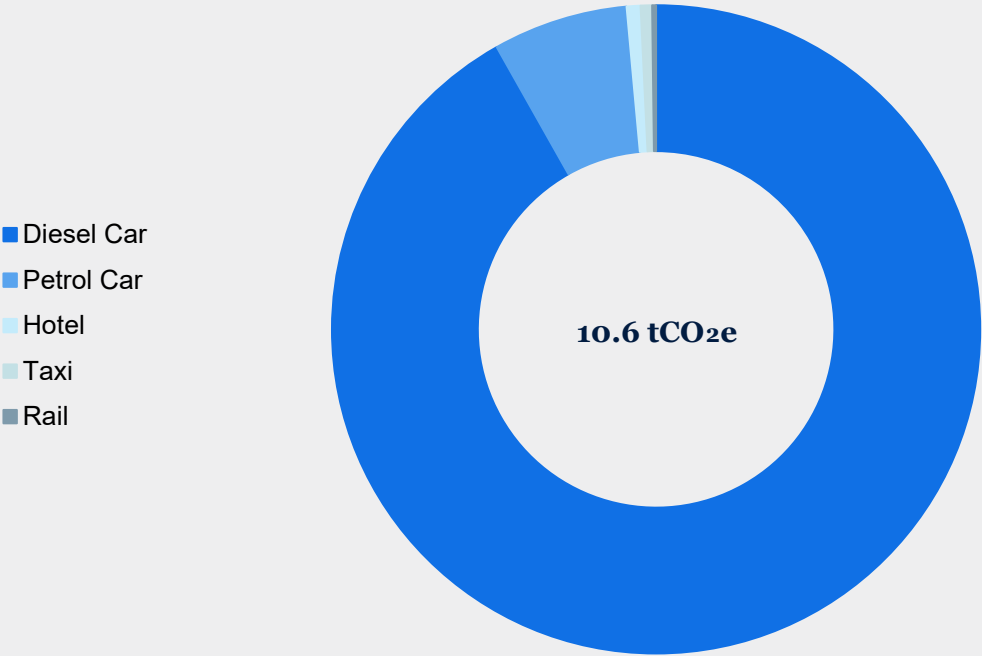
Scope 3 emissions

Category 6: Business Travel

3.24% of this year's total carbon footprint.

Emission Source	YE 2024 tCO ₂ e	YE 2024 Proportion
Diesel Car	9.7	91.8%
Petrol Car	0.7	6.7%
Hotel	0.1	0.7%
Taxi	0.1	0.6%
Rail	0.02	0.2%
Total	10.6	100.0%

Scope 3 Category 6: Business Travel emissions by transport mode for YE 2024



Employee Commuting

This category includes emissions from the transportation of employees between their homes and their place of work. Emissions from employee commuting may arise from car travel, bus travel, rail travel, air travel, and other modes of transportation.

Companies may include emissions from teleworking (i.e., employees working remotely) in this category

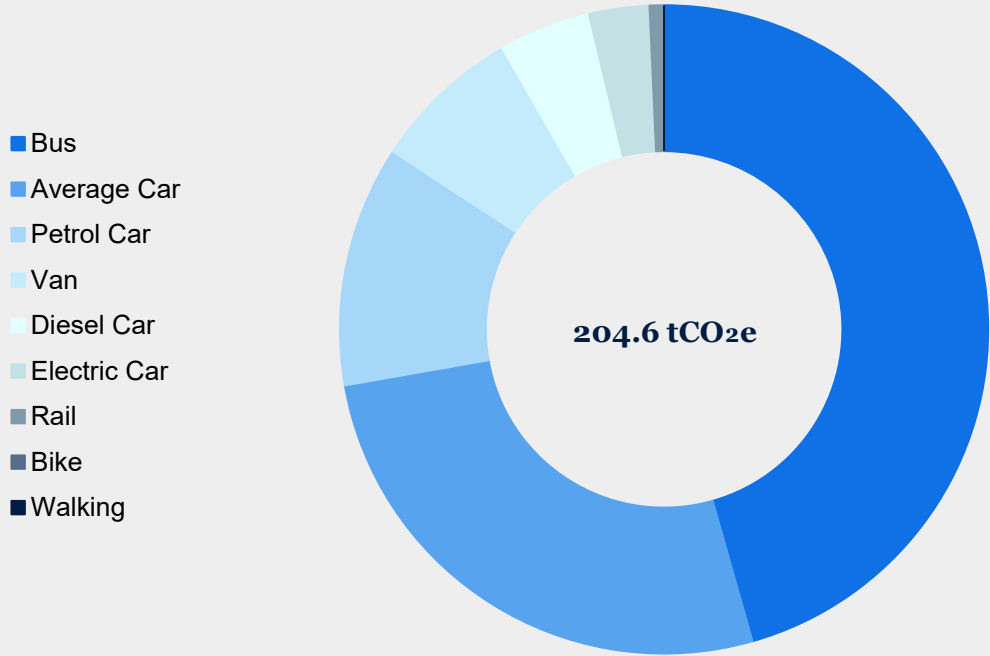
Scope 3 emissions

Category 7: Employee Commuting

62.69% of this year's total carbon footprint.

Emission Source	YE 2024 tCO ₂ e	YE 2024 Proportion
Bus	93.3	45.6%
Average Car	54.5	26.6%
Petrol Car	24.6	12.0%
Van	15.2	7.5%
Diesel Car	9.4	4.6%
Electric Car	6.2	3.0%
Rail	1.5	0.7%
Bike	0	0.0%
Walking	0	0.0%
Total	204.6	100.0%

Scope 3 Category 7: Employee Commuting emissions by transport mode for YE 2024



Appendix – supplementary information

Boundary and quality assessment

Recommendations:

Broaden the coverage of Scope 3 emissions by measuring additional categories, such as purchased goods and services, downstream transportation, and capital goods, to better align with GHG Protocol best practices.

Where possible, submit data for the number of nights spent in hotels for the next reporting period.

Use the Planet Mark commuting survey for the next reporting period for a more accurate measurement.

Attempt to measure water treatment for the next reporting period.

100.0 %

Organisational Boundary Score

We Clean Ltd's carbon footprint for this year represents its full organisational boundary.

To be eligible to move up to Level 2: Planet Mark Certified Net Zero Committed an organisational boundary score of 100% needs to be achieved.

41.2 %

Operational Boundary Score

We Clean Ltd's carbon footprint for this year does not represents its full operational boundary.

To recertify next year as a Planet Mark Certified Business this score needs to improve by a minimum of 6%. To be eligible to move up to Level 2: Planet Mark Certified Net Zero Committed an operational boundary score of 100% needs to be achieved.

80.0 %

Data Quality Score

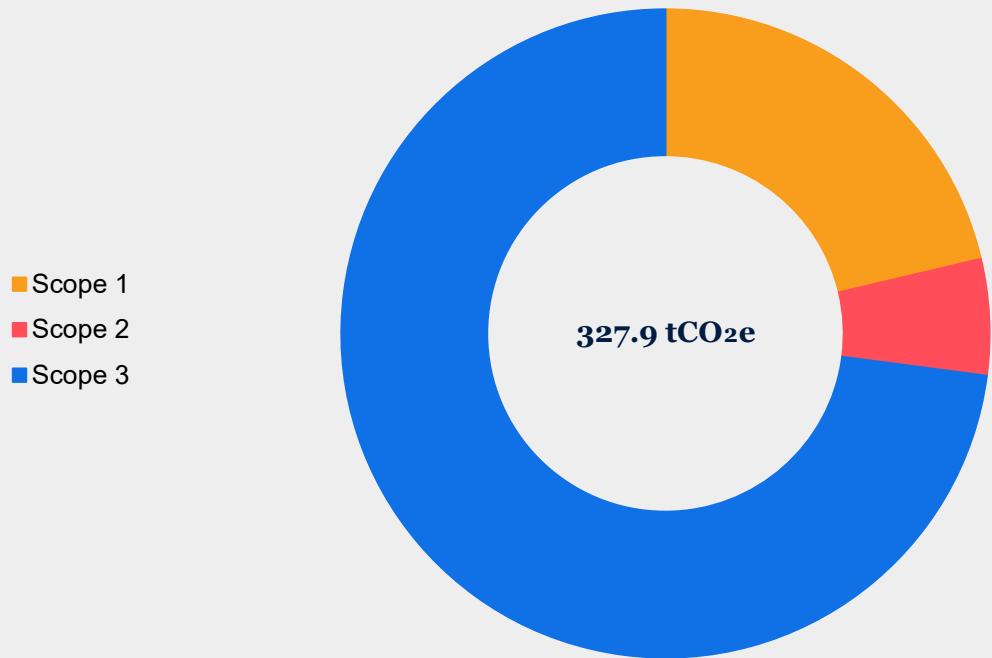
A data quality score in this range is High, meaning the organisation has excellent data quality which is reliable for decision-making and an accurate carbon footprint.

To be eligible for any level of Planet Mark certification a data quality score of at least 30% must be achieved.

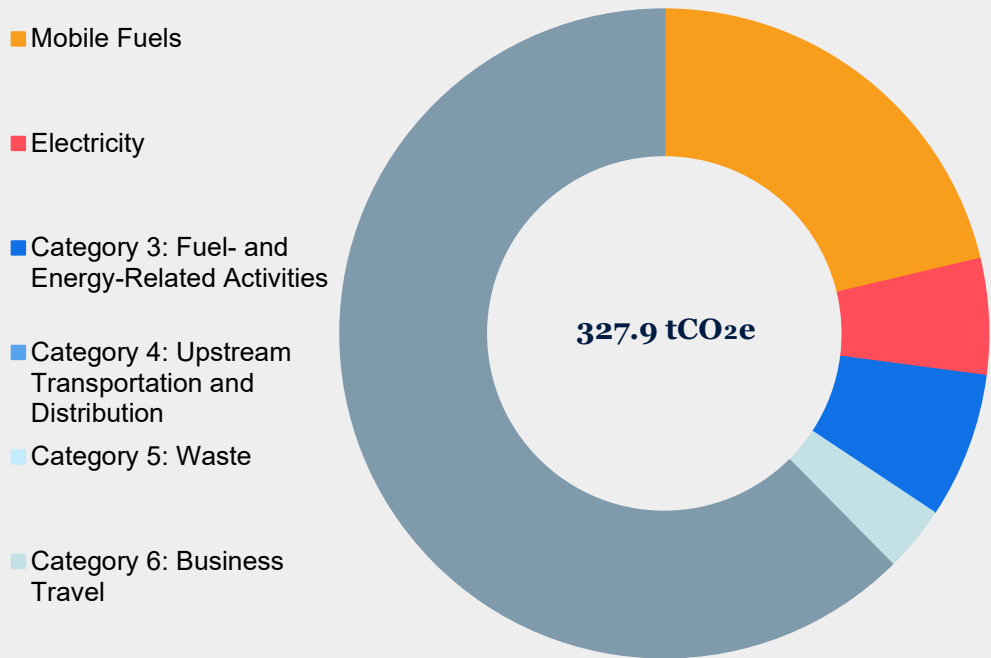
Measured carbon footprint

(Location-based)

Carbon footprint by scope 1, 2 & 3 (location-based) for YE 2024

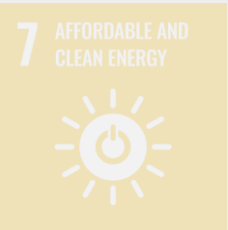


Total carbon footprint by emission source (location-based) for YE 2024



SDG alignment

The Sustainable Development Goals (SDGs), also known as the Global Goals, are a collection of 17 interrelated goals set by the United Nations. They cover a broad range of social and economic development issues. These include poverty, hunger, health, education, climate change, gender, equality, water, sanitation, energy. By measuring and reducing your carbon footprint with the Planet Mark, you can directly and measurably contribute to up to 8 SDGs addressing 15 SDG targets.



13.3 - Donation to the Eden Project



11.6 - Measured carbon emissions
11.6 - 76% of waste recycled and composted
11.4 - Donation to the Eden Project

12.6 - Measured carbon emissions
12.5 - 76% of waste recycled and composted

Caveats (i)

Scope 1

Operational Boundary	Unit	Data Source	Data Accuracy	% estimated	Comments, omissions, estimates or extrapolations	Emission factor source
Mobile Fuels	litres	Fuel Report	Actual fuel consumption	0.0%	No comments	DESNZ 2024

Caveats (i)

Scope 2

Operational Boundary	Unit	Data Source	Data Accuracy	% estimated	Comments, omissions, estimates or extrapolations	Emission factor source
Electricity	kWh	Invoices	Meter readings (Estimated/Actual/Smart)	4.6%	Your scope 2 electricity emissions are reported in two ways: location-based and market-based methods. Location-based electricity emissions have been calculated using carbon emission factors for average national or sub-national grid electricity. Market-based electricity emissions have been calculated using emission factors for your specific electricity supply fuel mix as published on your supplier's website for electricity supplied in the period 1st January 2024 to 31st December 2024.	DESNZ 2024, E.ON Next, EDF

Caveats (i)

Scope 3

Operational Boundary	Unit	Data Source	Data Accuracy	% estimated	Comments, omissions, estimates or extrapolations	Emission factor source
Fuel- and Energy-Related Activities	kWh, litres	Invoices, Fuel Report	Meter readings (Estimated/Actual/Smart), Actual fuel consumption	3.2%	Scope 3 category 3 is calculated using the location-based method.	DESNZ 2024
Upstream Transportation and Distribution	km, tonne.km	Supplier Report	Actual weight, distance (To/from or fuel usage) and mode of transport	0.0%	The distance-based method has been used for 100% Emission factors used include well-to-tank emissions. For air travel, radiative forcing has been included.	DESNZ 2024
Waste	cubic metres, tonnes	Estimated, Invoices	Estimated from benchmarks, Estimated from bin size and assumed mode of disposal	100.0%	Waste emissions have been estimated from size and quantity of containers collected. Source: https://www.wrap.ngo/resources/tool/commercial-and-household-waste-and-recycling-apportionment-tool . Member stated collections were once a week every week. Wastewater was estimated using the waterwise benchmark as no evidence was provided for this reporting period.	DESNZ 2024

Caveats (ii)

Scope 3

Operational Boundary	Unit	Data Source	Data Accuracy	% estimated	Comments, omissions, estimates or extrapolations	Emission factor source
Business Travel	km, passenger.km, Room per night	Travel Report	Calculated from spend and mode of transport, Actual distance (to/from or fuel usage) and actual mode of transport	0.0%	Emission factors used include well-to-tank emissions. For rail travel, where only spend data are available, distance has been estimated using £0.55 per mile for national rail and £0.86 per mile for London underground. Calculations based on 2021 analysis of Planet Mark members' rail journeys. For taxi travel, where only spend data are available, distance has been estimated using £2.53 per mile. Calculations are based on a fixed start price of £2.8 per journey, an average cost of £2.02 per mile and an average taxi journey of 5.36 miles. Sources: UK national average taxi costs, Numbeo and 2019 Passenger journeys per person per year - Taxi and Private Hire Vehicle Statistics: England 2021.	DESNZ 2024
Employee Commuting	passenger.km, km	Supplier Report	Client's own survey (reduced/different questions)	3.1%	Employee survey received 66.6% response rate. 3 responses were excluded, one due to lack of home postcode information and 2 where the home postcode was the same as the site postcode.	DESNZ 2024

Caveats (i)

Information

Operational Boundary	Unit	Data Source	Data Accuracy	Comments, omissions, estimates or extrapolations
Headcount	FTE	Data submission	Assumed actual	We have used the annual average full-time equivalent employees. Part-time employees are assumed to be half of a full-time employee. We assume headcount only includes active employees.
Turnover	£m	Data submission	Assumed actual	no comments
Floor Area	square meters	Data submission	Assumed actual	no comments

Carbon footprint breakdown

01 January 2024 to 31 December 2024					
Source		Unit	Amount	tCO ₂ e	% total carbon footprint
Scope 1					
Mobile Fuels	litres		28,908.8	69.8	21.4%
Scope 2					
Electricity (location-based)	kwh		91,619.8	19.0	-
Electricity (market-based)	kwh		91,619.8	17.5	5.4%
Scope 3					
Category 3: Fuel- and Energy-Related Activities	litres		28,908.8	17.5	5.4%
Category 3: Fuel- and Energy-Related Activities	kwh		274,859.5	6.2	1.9%
Category 4: Upstream Transportation and Distribution	km		355.9	0.1	0.0%
Category 4: Upstream Transportation and Distribution	tonne.km		92.0	0.04	0.0%
Category 5: Waste	cubic metres		175.9	0.03	0.0%
Category 5: Waste	tonnes		6.5	0.05	0.0%
Category 6: Business Travel	passenger.km		922.6	0.02	0.0%
Category 6: Business Travel	km		82,006.8	10.5	3.2%
Category 6: Business Travel	room per night		7.0	0.1	0.0%
Category 7: Employee Commuting	km		1,231,624.3	109.8	33.6%
Category 7: Employee Commuting	passenger.km		1,464,077.8	94.8	29.0%
Market Based					
Total	tCO ₂ e			326.4	
No. employees	Number			449.5	
Total per employee	tCO ₂ e			0.7	
Turnover £m	Number			14.0	
Total per £m	tCO ₂ e			23.3	
Location Based					
Total	tCO ₂ e			327.9	
No. employees	Number			449.5	
Total per employee	tCO ₂ e			0.7	
Turnover £m	Number			14.0	
Total per £m	tCO ₂ e			23.4	

About

Company name	We Clean Ltd
Sector	Cleaning
Reporting period	01 January 2024 to 31 December 2024
Year of measurement	1st
Planet Mark Membership Package	Business Certification (membership package 1a)
Total turnover (£)	14,000,000.0
Total FTE employees (annual average no.)	449.5
Data collection lead	Ben Concannon, benconcannon@wecleanltd.com , Management & Finance Graduate
Significant reporting changes	None
Methodology	We follow the GHG Protocol for Corporate Emission Reporting and The National TOMs Framework for Social Value Reporting. Refer to Planet Mark Net Zero Certification Scheme Rules, Procedures and Management for detailed information on the methodology and standards used in the preparation of this report.
Community project	Contributions to the Eden Project have been made as part of Planet Mark Certification.
Prepared by	Willow Blackburn, Junior Data Analyst, Planet Mark
Checked by	Alex Smith, Technical Consultant, Planet Mark
Date	01 October 2025



PlanetMark