

Sonographers Medical Ltd

(Prepared on behalf of Sonographers Medical by The Clean Tech Business Group Ltd in September 2024)

Net Zero Carbon communications plan and strategy

The road to Net Zero Carbon for Sonographers Medical involves all of its key stakeholders in some way or other. This communications plan describes how, and provides the language which might be used in order to gain stakeholder commitment and engagement in the process.

1. Employees

These are the key stakeholder group, as they are responsible for the lion's share of the business's carbon emissions.

In approaching and communicating to employees, it is vital to remember that we're not trying to change how people *think*, but change what they *do*. It's also important to gain their ownership of the process by engaging them in the identification of specific carbon reduction tactics. It has been proven that people take most ownership of a concept when their opinions and input have been sought.

Suggested statement to employees:

"Sonographers Medical have made a commitment to reduce our Net Carbon Emissions to zero by the year 2035. The reasons for this are:

- 1. In reducing our carbon emissions, we also reduce our costs for energy, water, materials input and waste disposal. This will make Sonographers Medical more profitable and therefore helps ensure a strong future for the business.*
- 2. Many of our high value customers are requiring us to have in place carbon reduction targets, and specific plans describing how we will reach them.*
- 3. Even where not mandated, companies which make ambitious and credible commitments to carbon reduction have a competitive edge over those that don't.*
- 4. We want to be and be seen as a leader in our market rather than a follower.*
- 5. A growing sector of the workforce are making active choices in favour of engaging with companies with strong carbon and sustainability commitments and actions. Such companies are attracting the best talent.*

6. *Lastly, of course, the Sonographers Medical Management and Ownership unanimously recognise the threat that Climate Change brings and understand that we all have a part to play in addressing it.*

We have developed a strategy of how we can achieve Net Zero carbon, and doing so involves action from all employees. These actions will not involve major change to working practice. They mainly require employees to simply be mindful of how we individually use energy, resources and generate waste, and how they travel, such that collectively we can achieve these ambitions, and realise all the benefits stated above.

We want your input on how we can achieve this. If you have any suggestions or ideas on how we might reduce our use of energy, fuel, water, resources and generation of waste, please send them to Tamanna Sultana, our Carbon Reduction Lead.

We will be reporting our progress against our Net Zero Carbon targets to you, every 12 months”

2. Customers and Public Facing

Even where not mandated, stating to our customers and more generally that we have made these commitments sends a very positive message. It demonstrates that the company is progressive and forward thinking, and that it's owners and managers are sensitive to global challenges and risks.

Sonographers Medical may elect to make public an edited version with less detail around and commentary around the specific recommendations.

The following statement of intent may be used to introduce and publicise the action it has taken, for use in general press releases, and as a Web Site statement. Note that the Government procurement requirements mandate that the Carbon Reduction strategy be published.

“Sonographers Medical are pleased to announce that we have made a commitment to achieving Net Zero Carbon by 2035, well ahead of the UK’s national 2050 target.

We have done this because we recognise that Climate Change represents the most significant threat to the environment, to humanity and to the national and global economy. We are a progressive, forward thinking company, and because we can take action now, we are compelled to do so.

Behind this target sits a well considered and fully developed Carbon Action Plan. This plan describes the specific actions we will take within our own operations relating to travel, energy, fuel, water, resource use and waste. We will also seek to eliminate our supply chain emissions.

Our approach is to reduce our emissions as far as we can directly, and to only offset those emissions which we can’t mitigate.

We have also set interim carbon reduction targets, and will report our progress against them to all of our stakeholders annually.

Our Carbon Accounting and Reporting procedures are compliant with the PAS 2060 Carbon Neutrality Standard, and are externally verified.

We look forward to sharing our Net Zero journey with all of our stakeholders.”