

CARBON REDUCTION PLAN

1. Carbon Reduction Targets

Pineapple Contracts is committed to achieving Net Zero by 2050.

Table 1: Pineapple Contracts targets to a 56% carbon emission reduction by 2030.

Emission Type	Goal	Target Date
Scope 1	35% Reduction	2030
Scope 2	50% Reduction	2030
Scope 3	57% Reduction	2030
Total Reduction	56% Reduction	2030

Pineapple have established emission targets with the objective to achieve a substantial 56% reduction by 2030 (table 1). The primary focus for impactful emission reduction efforts is anticipated in this initial phase. After 2030, a gradual and sustained approach will be implemented, aiming to achieve net zero by 2050. The greatest reduction planned is for scope 3, where most of the emissions lie.

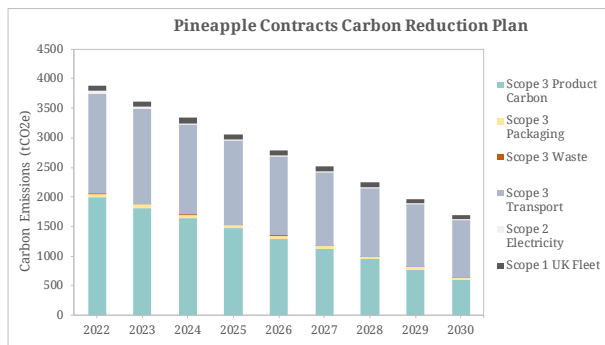


Figure 1: Pineapple Contracts CRP with a 56% reduction by 2030, showing scopes 1-3

2. Baseline Emission Footprint

Baseline year: 2022

Table 2: Pineapple Contracts Baseline Year Emissions

Emission Type	Total (tCO2e)
Scope 1	96
Scope 2	36
Scope 3	3769
Total Reduction	3902

Carbon emissions are reported as metric tons of CO2 equivalent (tCO2e). The baseline year encompasses reporting for all three scopes. Scope 1 covers UK office fleet vehicles, scope 2 covers electricity usage at HQ and scope 3 encompasses other indirect emissions such as product, packaging, waste, and transport. The baseline reporting year aligns with the calendar year.

3. Current Emissions

Current reporting year: 2023

Table 3: Pineapple Contracts Current Reporting Year Emissions

Emission Type	Total (tCO2e)
Scope 1	98
Scope 2	35
Scope 3	3220
Total Reduction	3353

Pineapple Contracts has demonstrated great progress in emission reduction, successfully advancing towards targeted goals. Notably, the reporting year was 8% below the baseline year.

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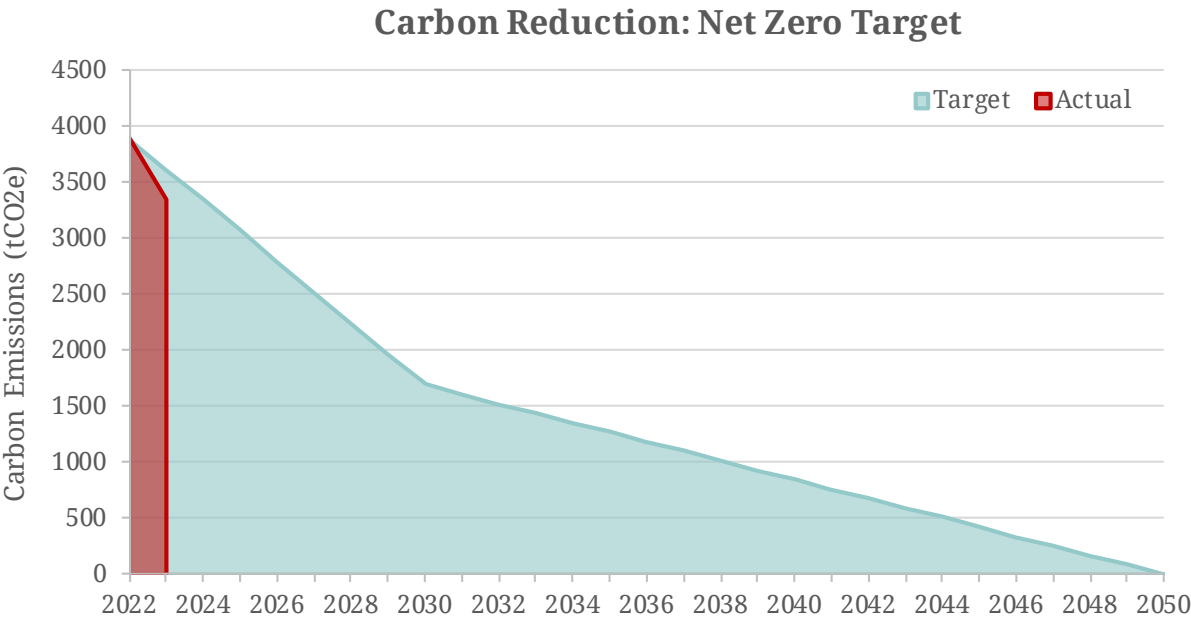


Figure 2: Pineapple Contracts CRP to Net Zero by 2050, with target emissions and actual emissions.

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4. Carbon Reduction Projects

Project	Methodology	Reporting Year Emissions	Target Reduction	Target Date
Solar Panels	To reduce Scope 2 electricity emissions, Pineapple installed solar panels in 2022. This has reduced our consumption from the grid despite a company growth and increased cleaner renewable energy consumption.	35 tonnes CO2	50% reduction	2030
Employee commute	To reduce our employee commute emissions, Pineapple installed 5 electric chargers in the car park to encourage the move to electric cars. The office is also conveniently placed next to a train station to encourage public transport methods to work.	36 tonnes CO2	40% reduction	2030
Product emissions	Product emissions stand out as a significant contributor to Pineapple's overall footprint. Many initiatives have taken place to address these emissions including launching ultra-low carbon products, focusing on reducing the CO2 of current products. Pineapple have also improved products by adding recycled content to them e.g. the Boden beanbags. Finally, to reduce product carbon, Pineapple are launching products with recycled content (e.g. Ocean Green Ryno Dining chair and Ryno Rocker).	1462 tonnes CO2	75% reduction	2030
Packaging reduction	Pineapple have made packaging more efficient, reducing the need to repackage already packaged items. Pineapple is also sourcing recycled content packaging materials and moving away from virgin materials.	36 tonnes CO2	50% reduction	2030
Waste reduction	To reduce the emissions of waste generated onsite at Pineapple HQ, an implementation of different recycling waste streams has been introduced to reduce the amount of waste going in general waste to then be burnt for energy reclaim. Recycling has increased significantly since implementing these different streams.	4 tonnes CO2	50% reduction	2030

Signature: 

Position: Chief Executive Officer, Pineapple Contracts