

# perma collective

producers with purpose

6 Month Review

April 2023 - September 2023



**Perma Collective  
6 Month Impact Review  
Apr 23 - Sep 23**

Q1&2 23-24

Gross annual project impact **1.59** tCO2e

Mean average project impact **0.27** tCO2e

Mean average impact per day of shoot **0.18** tCO2e

Mean average impact per day of studio shoot **0.17** tCO2e

Mean average impact per day of location shoot **0.26** tCO2e

Lowest project impact **0.03** tCO2e

Highest project impact **0.46** tCO2e

Number of projects

**06**

We invest in accredited climate projects based on 'offsetting' at least double the emissions generated by our business and projects.

**2.24** tCO2e generated

**12.00** tCO2e 'offset'

Tree Planting **6.00** tCO2e

Carbon Avoidance Projects **2.00** tCO2e

Renewable Energy Projects **2.00** tCO2e

Community Based Projects **2.00** tCO2e

**Performance Measured  
Against External Benchmarks**

AdGreen mean average project impact

**6.10** tCO2e

Perma Q1 & Q2 23-24

**0.27** tCO2e

AdGreen mean average impact per shoot day

**3.30** tCO2e

Perma Q1 & Q2 23-24

**0.18** tCO2e

*We work hard to prioritise sustainable behaviours in all stages of production, and here we can see the results of this, with our mean average shoot impact being just 4% of the industry average.*

# IMPACT GOALS

## 6 Months Progress Statistics

Q1 & Q2  
23-24

Goal

### NON-FILMING SPACES

100% Perma WFH spaces powered by green energy\*

100%

### FILMING SPACES

75% Studio shoot days powered by green energy  
75% Location shoot days powered by green energy

50%  
N/A

### TRAVEL AND TRANSPORT

80% Perma business travel to be green transport

88%

### ACCOMMODATION

75% Shoot accommodation booked powered by green energy

N/A

### MATERIALS

100% Vegan or vegetarian meals for Perma employees while working  
80% Vegan or vegetarian project meals

94%  
87%

### DISPOSAL

100% Projects where Perma controls waste management are zero-to-landfill

100%

### STAKEHOLDER ENGAGEMENT

100% Projects to receive an impact report  
75% Clients more aware of their environmental impact after working with Perma  
75% Average customer satisfaction score

IP  
100%  
98%

### INVESTMENT AND GLOBAL ENGAGEMENT

Investment in tree planting, carbon avoidance, renewable energy and global community projects based on double the annual emissions generated by our business and project activities

Investing based on  
over 5 times more than  
emissions generated

### LOCAL ENGAGEMENT

Perma employees to take part in half a day local engagement per quarter

IP

### SOCIAL AND WELL-BEING

All Perma employees to work together in person at least one day per quarter

✓

### BUSINESS OPERATIONS

Begin a B-Corp application

✓

