

# perma collective

producers with purpose

Annual Review  
April 2023 - 2024



Gross annual business impact

**1.36** tCO2e

Gross annual project impact

**14.32** tCO2e

Mean average project impact

**1.10** tCO2e

Mean average impact per day of shoot

**0.28** tCO2e

Mean average impact per day of studio shoot

**0.13** tCO2e

Mean average impact per day of location shoot

**1.03** tCO2e

Lowest project impact

**0.03** tCO2e

Highest project impact

**10.74** tCO2e

### Performance Measured Against External Benchmarks

AdGreen produced figures for mean average project impact and mean average impact per day of shoot, based on 515 projects of varying scale, in their recent Annual Review. [2]

**AdGreen** mean average project impact

**6.20** tCO2e

**Perma** mean average project impact

**1.10** tCO2e

**AdGreen** mean average impact per shoot day

**3.00** tCO2e

**Perma** mean average impact per day of shoot

**0.28** tCO2e

*Baseline Year*  
A reference point in time against which impact reductions in the future are measured. [1]

*Mean Average*  
The number you get by dividing the sum of a set of values by the number of values in the set

*Operational Boundaries*  
Business - owned or controlled by Perma  
Project - on our estimate

*Calculation Methodology*  
Activity data recorded using online forms, and converted to emissions data using AdGreen's online calculator

Number of projects

**13**

### Scope

Perma Collective operates remotely so Scope 1 (direct emissions) and Scope 2 (emissions relating to the purchase of energy) are 0. All emissions recorded fall into our Scope 3 (all other indirect emissions).

The GHG Protocol states that 'to develop a fully effective GHG reduction plan, all emissions need to be taken into account'. We measure and work to minimise all of our Scope 3 emissions. [3]

### Performance Statistics

**100%** of Perma team WFH spaces powered by green energy where Perma team have control.

**35%** of days shooting in a studio powered by green energy.

**100%** of Perma business travel was done using green transport options (public transport, or electric or hybrid vehicles).

**60%** of shoot accommodation booked by Perma was powered by green energy.

**100%** of Perma team meals eaten while working were vegan or vegetarian.

**100%** of crew catering booked by Perma was vegan or vegetarian.

**95%** of projects where Perma controlled the waste disposal were zero-to-landfill.

**100%** of projects received an impact report.

**90%** of clients were more aware of their environmental impact having worked with Perma.

**98%** average client satisfaction score.

All Perma employees worked together in person for at least one day per quarter.

Perma began a B-Corp application.

We have committed to achieving beyond the requirements of the global Science Based Targets Initiative [4], aligned with The Paris Agreement [5], The SME Climate Commitment [6] and The United Nations Race to Zero Campaign. We have signed up to the following pledge:

“Recognising that climate change poses a threat to the economy, nature and society at large, our company commits to take action immediately in order to:

→ **Halve Scopes 1 and 2 by 2030**

→ **Reach Net Zero by 2050**

→ **Disclose our progress on an annual basis**

### Offsetting

We focus on minimising emissions based on prevention and reduction, ahead of offsetting.

The SBTi states that having minimised emissions, we should permanently remove an equivalent volume of atmospheric CO2 to reach net-zero. [8]

We Invest in accredited Climate Projects based on 'off setting' at least double the emissions generated by our business and projects. Our investments account for 222% of our total Scope 1, 2 and 3 emissions.

**15.7** tCO2e  
generated

**34.8** tCO2e  
'offset'

Tree Planting

**2.80** tCO2e

Carbon Avoidance Projects

**32.00** tCO2e

## IMPACT GOALS

Our impact goals for 24-25 focus on behaviour change, emissions reduction, maintenance of net zero and encouraging our network to better understand and minimise their own impact.

### ENVIRONMENTAL IMPACT

**5%** reduction in carbon intensity  
**5%** reduction in average daily shoot impact  
**100%** of Perma team road and rail travel & transport to be done using public, green or electric options

### SOCIAL IMPACT

**100** Pro Bono hours worked  
**2** team volunteering trips  
**1** Perma team well-being day per quarter

### OPERATIONS

**100%** Complete B-Corp certification of suppliers and contractors to receive a Code of Conduct  
**100%** of suppliers to be screened using the SSAQ  
**100%** of Perma WFH spaces to be powered by renewables, where in Perma team control

### R&D

**75%** customer satisfaction score  
**75%** of clients to be more aware of their own environmental impact after working with Perma  
**75%** supplier satisfaction score  
**100%** of the Perma team to complete AdGreen sustainable production training

### PROJECTS

**100%** of projects to have Impact Reports  
**100%** of project catering booked by Perma to be vegan or vegetarian  
**100%** of air travel booked by Perma to be economy class

### MARKETING & COMMS

**1** eCard post with sustainable messaging shared PCM  
**1** instagram post with a sustainable message shared PCM  
**3** sustainability events supported

### FINANCE

**5%** revenue growth from purpose-driven projects  
**•** Investment in global environmental projects based on at least double the annual emissions generated

*Impact Goals must be SMART (specific, measurable, achievable, relevant and time bound).*



- [1] [climatecouncil.org.au/what-is-a-baseline-year-and-why-does-it-matter/#:~:text=Well%2C%20a%20baseline%20year%20is,to%20the%20baseline%20year%20chosen](https://climatecouncil.org.au/what-is-a-baseline-year-and-why-does-it-matter/#:~:text=Well%2C%20a%20baseline%20year%20is,to%20the%20baseline%20year%20chosen)
- [2] [weareadgreen.org/wp-content/uploads/2023/03/AdGreen-Annual-Review-2022.pdf](https://weareadgreen.org/wp-content/uploads/2023/03/AdGreen-Annual-Review-2022.pdf)
- [3] [ghgprotocol.org/sites/default/files/standards/Corporate-Value-Chain-Accounting-Reporting-Standard\\_041613\\_2.pdf](https://ghgprotocol.org/sites/default/files/standards/Corporate-Value-Chain-Accounting-Reporting-Standard_041613_2.pdf)
- [4] [sciencebasedtargets.org/how-it-works#:~:text=Science%2Dbased%20targets%20provide%20companies,Read%20our%202021%20progress%20report](https://sciencebasedtargets.org/how-it-works#:~:text=Science%2Dbased%20targets%20provide%20companies,Read%20our%202021%20progress%20report)
- [5] [unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement#:~:text=The%20Paris%20Agreement%20is%20a,compared%20to%20pre-industrial%20levels](https://unfccc.int/process-and-meetings/the-paris-agreement/the-paris-agreement#:~:text=The%20Paris%20Agreement%20is%20a,compared%20to%20pre-industrial%20levels)
- [6] [smeclimatehub.org/sme-climate-commitment/](https://smeclimatehub.org/sme-climate-commitment/)
- [7] [ghgprotocol.org/sites/default/files/standards/Corporate-Value-Chain-Accounting-Reporting-Standard\\_041613\\_2.pdf](https://ghgprotocol.org/sites/default/files/standards/Corporate-Value-Chain-Accounting-Reporting-Standard_041613_2.pdf)
- [8] [form.jotform.com/targets/sme-target-validation](https://form.jotform.com/targets/sme-target-validation) SMEs can only be part of the Business Ambition and Race to Zero campaign if they opt to have a net-zero target

