



Carbon Reduction Plan

Geeky Medics Ltd

Prepared in accordance with PPN 06/21 and the accompanying Technical Standard

Geeky Medics Ltd

Company registration: 09523980 (England and Wales)

Registered office: Lytchett House, 13 Freeland Park, Wareham Road, Poole, Dorset, BH16 6FA

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1. Commitment to achieving Net Zero

Geeky Medics Ltd is committed to achieving Net Zero greenhouse gas emissions across our UK operations by 2050, in line with the UK's legally binding target under the Climate Change Act 2008 (as amended). This commitment covers our Scope 1, Scope 2, and the required subset of Scope 3 emissions, and applies to all contracts we deliver, including those awarded through NHS and wider public sector procurement.

As a fully remote, digital-first micro-enterprise that also distributes a small volume of printed educational books, our baseline emissions footprint is small. We recognise that meaningful climate action requires every organisation, regardless of size, to measure, report, and reduce its emissions. This Plan sets out our baseline, reduction targets, completed initiatives, and planned future measures.

2. Organisational scope and reporting boundary

This Plan is prepared on an operational control basis and covers Geeky Medics Ltd in its entirety. The company has subsidiaries. All staff work remotely from UK-based home offices; there is no dedicated company premises, company vehicle fleet, or directly-operated data centre.

Emissions have been calculated in accordance with the GHG Protocol Corporate Standard and the published Technical Standard for PPN 06/21 Carbon Reduction Plans. UK Government Greenhouse Gas (GHG) Conversion Factors for company reporting (DESNZ, 2025) have been used.

3. Baseline emissions footprint

Baseline emissions are a record of the greenhouse gases produced prior to the introduction of strategies to reduce emissions. They form the reference point against which future reductions are measured.

This is Geeky Medics Ltd's first formal greenhouse gas inventory. In line with the Technical Standard, the first reporting period has been adopted as the baseline. The baseline year is calendar year 2025.

3.1 Additional detail relating to baseline calculations

Geeky Medics has not previously assessed or reported its greenhouse gas emissions. The 2025 baseline has been established using a combination of direct records (financial transactions, travel expenses, distributor shipping records) and recognised estimation methods, applied to UK DESNZ 2025 conversion factors. The baseline will be re-stated if material errors are identified or if the organisation undergoes structural change (for example a significant change in headcount, the introduction of office premises, or material changes in product mix).

3.2 Baseline year emissions (2025)

Figures are rounded to two decimal places. Totals may not sum exactly due to rounding.

Reporting Year: 2025 (Baseline)	Total (tCO ₂ e)
Scope 1	0.00
Scope 2	0.00
Scope 3 (included sources)	1.57
Total emissions	1.57

3.3 Basis of calculation by scope

Scope 1 (direct emissions): Nil. Geeky Medics Ltd owns no buildings, no vehicle fleet, no fuel-burning equipment, and holds no refrigerant-containing assets.

Scope 2 (purchased electricity for own operations): Nil. The company has no office premises and does not purchase electricity under any company-held utility contract. Electricity consumed by staff working from home is reported under Scope 3, Category 7 (Employee commuting, including homeworking) in line with the GHG Protocol Scope 3 Guidance. The company does not contribute to staff home energy bills.

Scope 3 (indirect emissions, required subset): Reported for the five categories required under PPN 06/21. Figures are set out below.

3.4 Scope 3 breakdown

Scope 3 category (included sources)	Baseline 2025 (tCO ₂ e)	Notes
Category 4: Upstream transportation and distribution	0.03	Printer to distributor (estimated)
Category 5: Waste generated in operations	0.02	Estimated, household-equivalent
Category 6: Business travel	0.21	Conference travel (rail, car) and hotels
Category 7: Employee commuting (incl. homeworking)	1.17	Homeworking, 4.5 FTE, no office

Category 9: Downstream transportation and distribution	0.14	Distributor to customer via Royal Mail Tracked 48
Total Scope 3 (reported subset)	1.57	

Methodology notes:

- Homeworking emissions (Category 7) estimated using the EcoAct Homeworking methodology (Anthesis EcoAct White Paper, 2020, updated 2022), working hours method. 4.5 FTE x combined heating, lighting, and equipment kWh per working day x DESNZ 2025 electricity and natural gas conversion factors.
- Business travel (Category 6) calculated from expense records covering rail, taxi, car mileage, and hotel nights associated with attendance at 2 to 3 medical education conferences during the year (2 to 3 attendees per event, with overnight stays).
- Upstream transportation and distribution (Category 4) estimated from the road-freight movement of printed books from the printer to our fulfilment partner. Baseline volume: approximately 1850 Clinical Examination Textbooks (1.4 kg) and 600 OSCE checklist books (0.8 kg), totalling approximately 3070 kg of printed product in 2025.
- Downstream transportation and distribution (Category 9) estimated from Royal Mail Tracked 48 Small Parcel shipments by our fulfilment partner to end customers (UK and international). Per-parcel emissions estimated using Royal Mail's published average of 165 g CO₂e per parcel (Royal Mail Annual Report and Sustainability Disclosures, 2024-25), with an uplift applied to international consignments.
- Waste generated in operations (Category 5) estimated based on very low household-equivalent waste from homeworking; the company has no office waste stream.
- Cloud hosting is provided by DigitalOcean. Their London (LON1) region runs from the Equinix LD5 data centre, which Equinix reports is operated on a market-based 100% renewable electricity basis. The residual supplier-reported emissions attributable to Geeky Medics' hosting usage in 2025 are considered immaterial and are not separately recognised in this baseline; this is a conservative treatment and will be revisited as supplier disclosures mature.
- Spend on the Anthropic API for Claude (used in product development) is acknowledged as a Category 1 (Purchased goods and services) input. Category 1 is not required under PPN 06/21 and is not included in the reported subset above; we plan to introduce a spend-based estimate for Category 1 in a future iteration of this Plan.
- Categories 4 and 9 figures are based on shipment counts and product weights; they will be refined once carrier-supplied per-shipment carbon data is available from Alpaca Parcel Ltd and Royal Mail.

4. Current emissions reporting

This is Geeky Medics Ltd's first Carbon Reduction Plan. Current year emissions therefore equal the baseline year emissions set out in Section 3. Future iterations of this Plan will show current year emissions alongside the baseline.

Reporting Year: 2025 (Current Reporting Year)	Total (tCO ₂ e)
Scope 1	0.00
Scope 2	0.00

Scope 3 (included sources)	1.57
Total emissions	1.57

5. Emissions reduction targets

Geeky Medics Ltd commits to reducing total greenhouse gas emissions from the 2025 baseline of 1.57 tCO₂e to net zero by 2050. The trajectory below is indicative and will be reviewed annually as the business grows and as emissions data matures.

Because absolute emissions are already low, the primary risk to our trajectory is business growth (more staff, more business travel, larger print runs). Our targets are therefore framed both in absolute terms (reducing or holding overall tCO₂e) and, from 2026 onwards, in intensity terms (tCO₂e per FTE), so that reductions are maintained as the company scales. Where business growth causes absolute emissions to rise in a given year, the Plan will explain the cause and set out compensating reduction measures.

Achieving Net Zero by 2050 will depend in part on the decarbonisation of the UK electricity grid and the postal and freight networks we rely on. Residual emissions that cannot be eliminated at source will be addressed through verified carbon offsetting.

Year	Projected emissions (tCO ₂ e)	Reduction vs 2025 baseline
2025 (Baseline)	1.57	-
2026	1.54	2%
2027	1.46	7%
2028	1.40	11%
2029	1.32	16%
2030	1.26	20%
2050	0.00 (Net Zero)	100%

6. Carbon reduction projects

6.1 Completed initiatives since 2025 baseline

The following measures were already in place at the 2025 baseline:

- Fully remote operating model. No company office is maintained, avoiding office heating, lighting, on-premises servers, and staff commuting emissions.
- Digital-first product delivery for SimChat and our online educational resources. These are delivered via the public internet, with no physical media, no courier despatch, and no on-premises installation required.
- Outsourced print and fulfilment for our small range of printed textbooks, consolidating shipments and using a single UK-based fulfilment partner (Alpaca Parcel Ltd) to minimise unnecessary transport movements.
- Public cloud hosting with renewable-powered infrastructure. Primary hosting on DigitalOcean's London region (Equinix LD5), reported by Equinix as operated on a market-based 100% renewable electricity basis.

- Remote-by-default supplier and customer engagement. Meetings, demonstrations, onboarding, and governance are conducted by video conference unless in-person attendance offers clear value.
- Low-carbon conference travel. Where staff attend medical education conferences, travel is by rail or shared car rather than air, and trips are consolidated where practical.
- Efficient AI and compute usage. Where generative AI is used to power product features, prompts and workflows are designed to avoid redundant token consumption and to cache or re-use outputs where it does not compromise educational quality.

6.2 Planned future initiatives

Over the next reporting period we expect to implement the following measures. These are subject to annual review and refinement:

- Review our printing and distribution strategy for our physician books, explore lower-carbon paper stocks, and consolidated dispatch schedules.
- Introduce a low-carbon travel policy: rail over air for UK domestic travel, economy class by default for any future international travel, pooled ground transport where practical, and a zero-flights-for-UK-domestic-travel commitment.
- Offer staff guidance for lower-carbon home working setups (energy-efficient laptops, LED lighting, smart metering, tariff advice).
- Assess the feasibility of moving business banking, payroll, and pensions to providers with published, verified net zero commitments.
- Review cloud hosting configurations annually to eliminate idle compute and unnecessary storage; right-size instances and retire dormant environments. Apply the same review to AI/LLM API usage.
- Expand Scope 3 reporting in future iterations to include purchased goods and services (Category 1, including Anthropic API spend and other SaaS) and capital goods (Category 2) once a reliable spend-based method is in place.
- Join or align with the SME Climate Hub to benchmark progress externally and demonstrate ongoing commitment to credible reduction targets.

7. Governance and sign-off

This Carbon Reduction Plan has been approved by Dr Lewis Potter (director) and will be reviewed at least annually. It is published on the Geeky Medics Ltd UK website and clearly signposted.

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and the associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol Corporate Standard, using the appropriate UK Government emission conversion factors for greenhouse gas company reporting (2025 DESNZ factors).

Scope 1 and Scope 2 emissions have been reported voluntarily in line with the principles of SECR (noting that statutory SECR reporting requirements do not apply to micro-entities), and the required subset of Scope 3 emissions has been reported in accordance with the published Technical Standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard.

8. Declaration

Signed on behalf of Geeky Medics Ltd:



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Dr Lewis Potter BEM

Director, Geeky Medics Ltd

Date: 15/04/26