



LUCKY GENERALS

CARBON REDUCTION PLAN JULY 2025

REVIEW FREQUENCY:
Annually or sooner, to include the most recent audited emissions data

DATE OF NEXT REVIEW:
August 2026

CLASSIFICATION:
Public



COMMITMENT TO ACHIEVING NET ZERO

Lucky Generals is part-owned by Omnicom Inc. In line with Omnicom, Lucky Generals is committed to achieving Net Zero by 2050.

BASELINES EMISSIONS FOOTPRINT

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions.

Baseline emissions are the reference point against which emissions reduction can be measured.

BASELINE YEAR: 2019

Our 2019 baseline year has been formally verified by the *Science Based Targets initiative (SBTi)*, in line with the *Greenhouse Gas (GHG) Protocol Corporate Standard*.

BASELINE YEAR: 2019	
EMISSIONS ¹	TOTAL (MTCO ₂ e): 568,132
Scope 1	44,756
Scope 2	49,821
Scope 3 ²	Scope 3 Category 1: 167,597 mtCO ₂ e Scope 3 Category 2: 26,275 mtCO ₂ e Scope 3 Category 3: 24,431 mtCO ₂ e Scope 3 Category 5: 13,244 mtCO ₂ e Scope 3 Category 6: 139,463 mtCO ₂ e Scope 3 Category 7: 102,400 mtCO ₂ e Scope 3 Category 8: 144 mtCO ₂ e Total Scope 3: 473,555
Total GHG Emissions	568,132

¹ All values are shown in terms of tons(t) of carbon dioxide (CO₂) equivalent(e) and rounded up/down.

² Scope 3 emissions include the indirect emissions of our supply chain partners that are not under our direct control. They are comprised of seven categories that are related to Omnicom's business: Category 1: Purchased Goods and Services; Category 2: Capital Goods; Category 3: Fuel and Energy-Related Activities; Category 5: Waste Generated Operations; Category 6: Business Travel; Category 7: Employee Commuting; and Category 8: Upstream Leased Assets.



CURRENT EMISSIONS REPORTING:

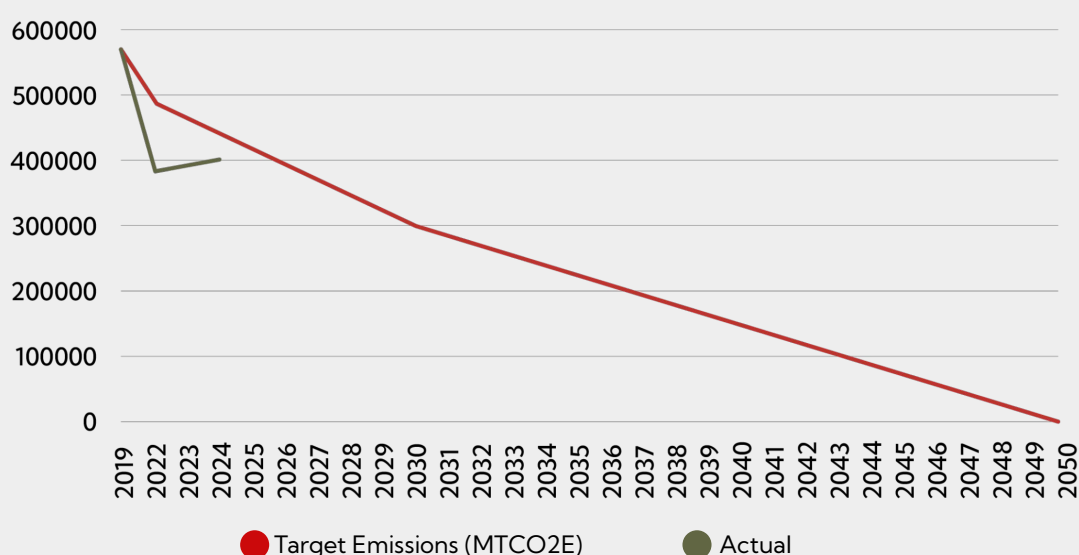
REPORTING YEAR: 2024	
EMISSIONS ¹	TOTAL (MTCO ₂ e):
Scope 1	32,733
Scope 2	35,512
Scope 3 ²	Scope 3 Category 1: 125,422 mtCO ₂ e Scope 3 Category 2: 21,635 mtCO ₂ e Scope 3 Category 3: 20,110 mtCO ₂ e Scope 3 Category 5: 7,289 mtCO ₂ e Scope 3 Category 6: 90,026 mtCO ₂ e Scope 3 Category 7: 71,451 mtCO ₂ e Scope 3 Category 8: 174 mtCO ₂ e Total Scope 3: 336,108
Total GHG Emissions	404,353

EMISSIONS REDUCTION TARGETS

As part of Omnicom Group, Lucky General's is fully aligned with the Group's commitment to achieving Net Zero. Together, we are working toward reducing global emissions to 305,655 mtCO₂e by 2030 – a 46.2% reduction from our 2019 baseline.

This near-term target has been independently verified by the Science Based Targets initiative (SBTi), in line with internationally recognised standards.

CARBON REDUCTION VS ACTUAL



1. All values are shown in terms of tons(t) of carbon dioxide (CO₂) equivalent(e) and rounded up/down.

2. Scope 3 emissions include the indirect emissions of our supply chain partners that are not under our direct control. They are comprised of seven categories that are related to Omnicom's business: Category 1: Purchased Goods and Services; Category 2: Capital Goods; Category 3: Fuel and Energy-Related Activities; Category 5: Waste Generated Operations; Category 6: Business Travel; Category 7: Employee Commuting; and Category 8: Upstream Leased Assets.



CARBON REDUCTION PROJECTS

Science Based Targets Commitment:

Our aim to cut emissions by nearly one half has been validated by SBTi and is aligned with the Paris Agreement and a 1.5 degrees Celsius trajectory.

Completed Carbon Reduction Initiatives:

The following environmental management measures and projects have been completed or implemented since the 2019 baseline.

The carbon emission reduction achieved by these schemes equates to 163,779 mtCO₂e, a 28.8% reduction compared to the 2019 baseline.

The measures will be in effect when performing the contract.

LEADING BY EXAMPLE IN THE CREATIVE SECTOR

As a leading creative agency within Omnicom, Lucky Generals is committed to embedding sustainability into every part of our work.

We are proud to take an active leadership role in shaping climate ambition across advertising and communications:

We recognise that climate action is a long-term commitment, not a quick fix, and we're dedicated to doing what we can to accelerate our impact.

That means lowering our own emissions, supporting our clients to do the same, and helping to shape the future of a cleaner, more responsible creative industry.

— **Clean Creatives:** We stand alongside fellow agencies in refusing to work with fossil fuel companies and others driving environmental degradation. In 2024, we hosted the Clean Creatives event in London at Lucky Generals HQ, helping spark vital conversations between agency leaders and clients.

By aligning with this movement, we are championing a future where creativity is sustainable, ethical, and clean.

— **Creatives for Climate:** As an advisor and part of this 50,000-strong global network of ethical agencies, entrepreneurs, and industry professionals, we support a vision where advertising and creativity actively drive climate solutions.

— **Ethical Agency Alliance:** We are a founding member of this coalition of progressive agencies working to raise standards across the industry. Our shared mission: to place climate accountability at the heart of creative excellence.

PUTTING ETHICS INTO PRACTICE

Our internal policies and processes reflect these values:

— We've invested and rolled out Creatives for Climate Greenwashing Awareness Training across our London and New York teams, helping our staff—and now our clients—recognise and avoid misleading sustainability claims.

— We are members of the #ChangeTheBrief Alliance, offering guidance at the briefing stage to help clients shift consumer behaviour toward more sustainable choices.

— We conduct supplier audits across our research, production, and post-production networks, prioritising those with clear sustainability credentials.



REDUCING CARBON ACROSS OUR OPERATIONS

At Lucky Generals, we are actively working to reduce carbon emissions across every stage of our operations, from research and strategy to production and delivery.

— In production, we are proud partners of AdGreen and use the Greenshoots tool to measure and reduce emissions related to energy, transport, and materials. Every shoot is designed to deliver standout creative work with a lighter environmental footprint.

— In strategy and insight, we prioritise low-impact methods by partnering with digital-first platforms such as Toluna. This approach reduces the environmental cost of fieldwork while ensuring our insights remain rigorous, actionable, and climate conscious.

By embedding sustainability into both our thinking and our making, we ensure that creative excellence goes hand in hand with environmental responsibility.

DRIVING SUSTAINABLE IMPACT THROUGH CLIENT WORK

While our first responsibility is to ensure our own operations are low-carbon and ethical, we believe agencies like ours have a wider duty: to help brands become part of the climate solution.

Over the past decade, we've worked closely with clients to shape campaigns that not only communicate sustainability, but embed it.

We guide our partners to elevate their climate ambition, helping them make creative choices that are good for business and better for the planet.

Highlights include:

— Partnering with Virgin Atlantic on the landmark 100% SAF-powered transatlantic flight, a key aviation milestone.

— Supporting Yorkshire Tea in communicating its carbon neutral certification.

— Creating the multi-award-winning Make My Money Matter campaign, featuring Olivia Colman as "Oblivia Coalmine," which:

- Educated the public on the climate impact of pension funds
- Highlighted that switching to a green pension is 21x more impactful than other eco-friendly actions
- Boosted pension-switching intent by 50%
- Won multiple Purpose Awards, including Best Environmental Cause Campaign and Best Use of a Celebrity

ADVOCACY AND GLOBAL ENGAGEMENT

We don't just act; we advocate.

Our Head of Social Impact, Lameya Chaudhury, regularly represents Lucky Generals across leading global platforms including NY Climate Week, London SXSW, London Climate Week and the ACT Climate Pledge, where she shares practical strategies for embedding climate-positive thinking across the entire creative value chain.

Through this work, we help shape not just what sustainable creativity looks like but how industry gets there.



WORKING SMARTER ACROSS THE OMNICOM NETWORK

We might be a proudly independent-thinking agency, but we're also part of something bigger. Being part of Omnicom gives us access to a global network that's moving in the same direction on sustainability with shared tools, training, and a commitment to doing better.

Omnicom's Environmental Sustainability Core Team brings together leaders from across the business to share what's working and raise the bar. From office energy use to commuting habits, the network sets out clear guidance — and each agency applies it in a way that makes sense locally. It's not top-down. It's about everyone pulling in the same direction.

Since 2023, we have taken part in Omnicom Academy's Environmental Sustainability Training which taps into LinkedIn Learning and other platforms to improve carbon literacy across our team. That's on top of the work we're already doing inside Lucky Generals, where we make sure sustainability shows up in the decisions we make.

CHANGING THE INDUSTRY FROM THE INSIDE

We know creative agencies don't just reflect culture we help shape it. That's why we're not waiting around for someone else to fix the climate crisis. We're rolling up our sleeves and helping change the system we're part of.

As part of Omnicom, we're connected to a group that helped launch Ad Net Zero — the global initiative to reduce the carbon impact of advertising. It's about changing the way our industry thinks, makes and measures, from pitch to production.

At Lucky Generals, we bring this to life in the way we work every day. We don't just look at the carbon footprint of a campaign, we think about the brief behind it, the strategy underneath it, and the impact it has once it's live. And we share what we learn, helping others in our industry raise their game too.

MAKING OFFICE SPACE WORK HARDER

Omnicom continues to reduce its real estate footprint — cutting over 1.1 million square feet between 2022 and 2023. That means less energy use, less waste, and more flexible spaces for how people actually want to work. Offices are kitted out with top-notch video conferencing so we can cut back on unnecessary travel.

We also use a shared data and benchmarking tool across the group to track how sustainable our buildings are by looking at five key areas:

1. Energy and carbon efficiency
2. Air quality
3. Water conservation
4. Waste reduction
5. Responsible materials and operations

It helps us make smarter choices about our spaces, share best practice across teams, and keep improving over time.

FUTURE CARBON REDUCTION INITIATIVES

At Lucky Generals, we believe carbon reduction starts with the everyday. We have already made practical, measurable changes across our operations to reduce our footprint, and we are building on them all the time.

In the office:

— We have made good progress on reducing operational emissions by:

- Eliminating single-use plastics
- Switching to sustainable cleaning products (chemical-free where possible)
- Stocking greener alternatives *including green cola, free eco-period products, and reduced-waste supplies



In our supply chain:

We are actively assessing our supplier partnerships to ensure those we work with are also reducing their own carbon impact — through cleaner energy, better materials, and low-waste operations. If they don't meet the mark, we look elsewhere.

In travel:

We have launched CycleSaver, a salary sacrifice subscription scheme for the UK's most popular bike-share providers. It makes greener commuting more accessible and supports low-carbon travel choices without the cost of buying a bike outright.

DECLARATION AND SIGN OFF

This Carbon Reduction Plan has been completed in accordance with PPN 006 and associated guidance and reporting standards 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 standard¹ and uses the appropriate Government emission conversion factors for greenhouse gas company reporting².

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard³.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

Signed on behalf of the Supplier,


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Cressida Holmes Smith, CEO, Lucky Generals

Date:17 / 07 / 2025.....