



MAXWELL VIRTUAL SOLUTIONS

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# Carbon Reduction Plan

Maxwell Virtual Solutions Limited

[Virtual Assistants | Business Consultant Solutions - Maxwell Virtual Solutions](#)

Company number **13301256**

**Registered Address:**

**C/O Rmc Accountancy Ltd, One Elmfield Park, Bromley, England, BR1 1LU**

## Introduction

Maxwell Virtual Solutions Limited (MVS) was founded in 2018 by Robert and Megan Maxwell. The company, originally a one-woman operation led by Megan, has grown into a thriving team of virtual business consultants. What started as a one-woman show, with Megan Maxwell at the helm, quickly evolved into a thriving business, thanks to the dedication and vision shared by the founding duo. MVS provides versatile, multiskilled virtual assistant and business consulting services, supporting professionals, entrepreneurs, and small business owners. This plan outlines MVS's commitment to achieving Net Zero by 2045 and the steps the company will take to reduce its carbon footprint. This **Carbon Reduction Plan** outlines the steps MVS will take to reduce its greenhouse gas emissions systematically and responsibly, ensuring that it meets this ambitious target while continuing to deliver exceptional value to its clients.

This plan details our baseline emissions, reduction targets, and the initiatives we will implement to lower our environmental impact. As we move forward, we are committed to maintaining transparency in our progress and aligning our efforts with recognised standards such as ISO 14001, ISO 50001, ISO 14064, and PAS 2060, to ensure that our journey to Net Zero is both credible and effective.

## Commitment to achieving Net Zero

Maxwell Virtual Solutions Limited is dedicated to achieving Net Zero emissions by 2045. This commitment involves reducing greenhouse gas emissions across all aspects of our operations, including business travel and employee commuting, and offsetting any remaining emissions through verified carbon offset projects.



## Baseline Emissions Footprint

The baseline emissions for MVS have been calculated for the period of **1<sup>st</sup> January to 31<sup>st</sup> December 2023**, which will serve as a benchmark for future reductions.

Scopes and categories <sup>1</sup>	Metric tons CO <sub>2</sub> e
<b>Scope 1:</b> Direct emissions from owned/controlled operations	0.00
<b>Scope 2:</b> Indirect emissions from the use of purchased electricity, steam, heating, and cooling	0.00
<b>Scope 3: emissions</b>	
Category 1: Purchased goods and services	0.00
Category 2: Capital goods	0.00
Category 3: Fuel- and energy-related activities (not included in scope 1 or scope 2)	0.00
Category 4: Upstream transportation and distribution	0.00
Category 5: Waste generated in operations	0.00
Category 6: Business travel	2.2325
Work From Home	5.5542
Category 7: Employee commuting	
Category 8: Upstream leased assets	0.00
Category 9: Downstream transportation and distribution	0.00
Total	<b>7.7867</b>

### Explanation for zero emissions:

In the baseline emissions footprint, several categories within Scope 1, Scope 2, and Scope 3 are reported as having zero emissions. This is not uncommon, especially for businesses like Maxwell Virtual Solutions Limited, which primarily operates as a virtual assistant and business consulting provider. Here's why:

<sup>1</sup> Further disaggregation of certain categories may be necessary. Additionally, if categorization of scope 3 activities is not followed as prescribed in the standard, we have indicated where they are included.



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### 1. Scope 1: Direct Emissions from Owned/Controlled Operations (0.00 tCO<sub>2</sub>e)

Scope 1 emissions cover direct greenhouse gas emissions from sources that are owned or controlled by the company, such as emissions from company-owned vehicles or on-site fuel combustion. For Maxwell Virtual Solutions:

- **Reason for Zero Emissions:** MVS does not own or operate any vehicles, machinery, or equipment that combusts fuel or emits greenhouse gases. The business operates entirely virtually, eliminating the need for company-owned transportation or on-site operations that would generate Scope 1 emissions.

### 2. Scope 2: Indirect Emissions from Purchased Electricity, Steam, Heating, and Cooling (0.00 tCO<sub>2</sub>e)

Scope 2 emissions result from the generation of purchased electricity, steam, heating, and cooling consumed by the company. For Maxwell Virtual Solutions:

- **Reason for Zero Emissions:** The company operates virtually, with employees working from home, and does not lease or own any office space that would require purchased electricity, heating, or cooling. Any energy consumption is associated with individual employees' homes, which is covered under Scope 3 emissions (Work From Home).

### 3. Scope 3: Indirect Emissions from Value Chain Activities

Scope 3 emissions encompass a wide range of indirect emissions from the company's value chain. Certain categories within Scope 3 are reported as having zero emissions for the following reasons:

- **Category 1: Purchased Goods and Services (0.00 tCO<sub>2</sub>e):**
  - MVS does not engage in activities that involve the significant purchase of goods or services that would contribute to carbon emissions. Most of the company's operations are service-based, relying on digital tools that do not generate substantial carbon footprints.
- **Category 2: Capital Goods (0.00 tCO<sub>2</sub>e):**
  - MVS does not invest in or use capital goods, such as heavy machinery, office equipment, or infrastructure, that would lead to carbon emissions. The virtual nature of the business eliminates the need for such investments.



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- **Category 3: Fuel- and Energy-Related Activities (0.00 tCO<sub>2</sub>e):**
  - Since MVS does not own any physical assets requiring fuel or energy beyond what is already captured under Scope 2 (which is zero), this category naturally reflects zero emissions.
- **Category 4: Upstream Transportation and Distribution (0.00 tCO<sub>2</sub>e):**
  - The company's services are delivered digitally, with no physical goods being transported. Therefore, there are no emissions from transportation and distribution.
- **Category 5: Waste Generated in Operations (0.00 tCO<sub>2</sub>e):**
  - Operating virtually, MVS generates negligible physical waste. Any waste from the business activities (e.g., paper, packaging) is likely to be minimal and managed individually by employees, not by the company itself.
- **Category 8: Upstream Leased Assets (0.00 tCO<sub>2</sub>e):**
  - MVS does not lease any assets (e.g., office buildings, vehicles) that would generate emissions. The absence of physical office space and company-owned assets results in zero emissions in this category.
- **Category 9: Downstream Transportation and Distribution (0.00 tCO<sub>2</sub>e):**
  - Similar to upstream transportation, MVS has no downstream distribution of physical goods. Their services are provided virtually, meaning there are no emissions associated with the delivery of products.

The zero emissions in these categories are primarily due to the nature of Maxwell Virtual Solutions Limited's operations as a virtual, service-based company. The company's business model, which relies on remote work and digital tools, naturally minimises its carbon footprint in areas where other companies might typically generate emissions.



## Current Emissions Reporting

1<sup>st</sup> January to 31<sup>st</sup> December 2023 as this is our first year of reporting.

## Emissions reduction targets

### Net Zero Target (2045): 100% Reduction

- **Target Date:** By 31st December 2045
- **Reduction Goal:** Achieve Net Zero emissions, with all unavoidable emissions being fully offset.
- **Key Actions:**
  - **Final Optimisation of Operations:** Ensure that all remaining emissions sources are as minimal as possible, focusing on innovative solutions and continued reduction strategies.
  - **Complete Carbon Neutrality:** Offset any residual emissions through high-quality, verified carbon offset projects, ensuring that the company achieves true Net Zero status.
  - **Continuous Monitoring and Improvement:** Establish a framework for continuous monitoring and improvement of sustainability practices, ensuring that the company maintains its Net Zero status in the years beyond 2045.

Maxwell Virtual Solutions Limited's emissions reduction targets are structured to ensure a steady and strategic reduction in carbon emissions over the next two decades. By setting clear interim targets, the company can monitor progress, adjust strategies as needed, and ensure that it stays on course to achieve Net Zero by 2045. Each phase of the plan builds on the last, driving continuous improvement and innovation in the company's approach to sustainability.

## Carbon Reduction Projects and initiatives

To meet its emissions reduction targets, MVS will implement the following projects and initiatives:

- **Transition to Virtual Meetings:** Minimising business travel by utilising virtual communication platforms.
- **Energy Efficiency at Home:** Encouraging remote employees to adopt energy-efficient practices at home.



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- **Sustainable Commuting Incentives:** Offering incentives for employees to use public transport or carpooling when commuting is necessary.

### Methodologies used

MVS has used the following methodologies to calculate and report its carbon emissions:

- **GHG Protocol Corporate Standard:** For quantifying and managing greenhouse gas emissions.  
<sup>1</sup><https://ghgprotocol.org/corporate-standard>
- **UK Government Conversion Factors:** For consistent carbon reporting.  
<sup>1</sup><https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>  
<sup>1</sup><https://ghgprotocol.org/standards/scope-3-standard>
- **ISO Standards and PAS Aligning:** Ensuring compliance with international standards for environmental management.

### ISO standards and PAS aligning

#### Integration of Standards into the Carbon Reduction Plan

- **Holistic Approach:**
  - MVS will integrate these ISO standards and PAS 2060 into its overall Carbon Reduction Plan to create a comprehensive and systematic approach to sustainability. This includes setting specific, measurable goals for emissions reduction, energy management, and environmental impact, all while adhering to internationally recognised frameworks.
- **Documentation and Record-Keeping:**
  - We will maintain thorough documentation of all environmental and energy management activities, emissions data, and carbon reduction initiatives. This will ensure compliance with the standards and facilitate transparent reporting and third-party verification.



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- **Stakeholder Engagement:**

- We will engage stakeholders, including employees, clients, and suppliers, in the company's sustainability journey. This includes educating them about the standards and how they contribute to MVS's overall carbon reduction and neutrality goals.

By aligning with ISO 14001, ISO 50001, ISO 14064, and PAS 2060, Maxwell Virtual Solutions Limited can ensure that its Carbon Reduction Plan is robust, credible, and effective. These standards provide a comprehensive framework for managing environmental impact, reducing emissions, and ultimately achieving carbon neutrality. The alignment with these standards not only enhances the company's sustainability efforts but also reinforces its commitment to achieving Net Zero by 2045.

### Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and 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<sup>2</sup> and uses the appropriate Government emission conversion factors for greenhouse gas company reporting<sup>3</sup>.

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) Standard<sup>4</sup>. This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

*Signed on behalf of Maxwell Virtual Solutions Limited:*

*Megan Maxwell*

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Name: Megan Maxwell

Position: Director

Date: 22nd August 2024  
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<sup>2</sup><https://ghgprotocol.org/corporate-standard>

<sup>3</sup><https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

<sup>4</sup><https://ghgprotocol.org/standards/scope-3-standard>