

# GREEN PLAN

LAST UPDATE: JANUARY 2026

# Love Soul Choir

COMMITTED TO IMPROVING THE WORLD

## SUPPORTING THE NATURAL WORLD

When first looking at ways that Love Soul Choir could help make a positive impact on the planet, our leader, Dan, came across the 'Trillion Trees' initiative. This is an initiative set up by WWF, Birdlife and WCS. With their combined experience, networks and resources, leveraged by a dedicated, agile team they can inspire the world to protect and restore a trillion trees by 2050.

From 2021, we pledged to donate £2 a month from each Love Soul Choir membership. This ongoing monthly donation has helped restore degraded land all across the globe. [Click here](#) to see more about the Trillion Trees initiative.

As of 1st December 2024, Love Soul Choir has given a grand total of £11,598 to the cause. Based on our latest survey results, 100% of members feel good about the fact that we support nature conservation each month.

From 2025, we changed things a little (you'll be able to learn more later in this document) but we are really proud of the support we've been able to give to the Trillion Trees initiative in the past.

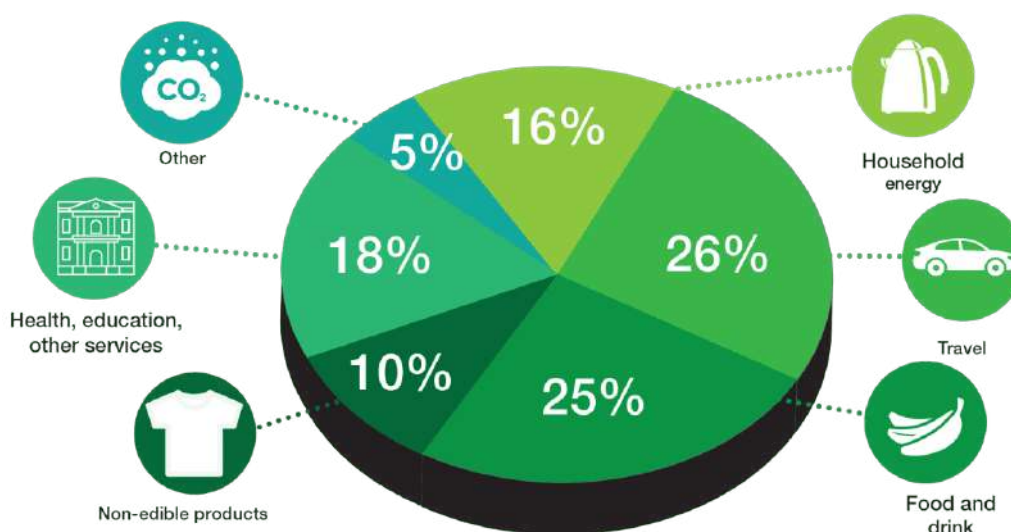


TRILLION TREES



## WHAT IS A CARBON FOOTPRINT

We know that carbon dioxide (CO<sub>2</sub>) is the primary greenhouse gas emitted through human activities. A carbon footprint is a measure of the impact that human activities have on the amount of CO<sub>2</sub> produced through the burning of fossil fuels. It's expressed as a weight of CO<sub>2</sub> emissions produced in tonnes. This diagram is an example of how an individual's personal CO<sub>2</sub> footprint can be broken down:



Love Soul Choir (and its associated activities) doesn't actually have a massive carbon footprint as the majority of Love Soul Choir tasks are completed from Dan's house, where his electricity and gas are currently provided by Octopus. In 2018, Octopus committed to providing even greener energy - switching all customers to 100% renewable electricity, at no additional cost. This is heaps more green than the 38.7% national average. Dan also personally offsets his own carbon footprint each and every month. For individuals interested in exploring this further, [click here](#) to see more.

We want to encourage and support Love Soul Choir members in their personal journey of reducing their carbon emissions as fighting climate change is a collaborative effort.

As a business, we've been working on ways to further reduce our impact and we're super excited to say that we are now a certified Carbon Neutral business for the second year running!

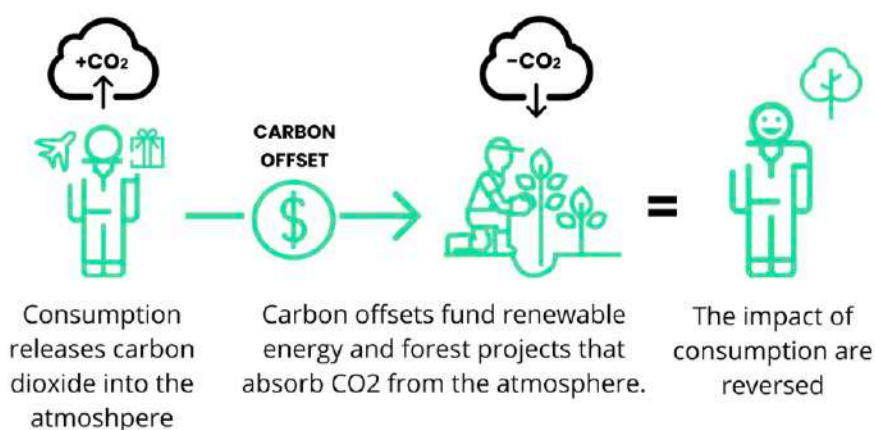
Read more on the next page...

# BECOMING CARBON NEUTRAL

Our Green Plan is ever evolving and we're always looking at better ways to do things. Whilst giving a donation each month to a green cause was a great first step, we wanted to dig a little deeper to explore ways that Love Soul Choir could do more.

Over the past year, we've been working with Carbon Neutral Britain™. They are the UK's Leading Carbon Offsetting Initiative - allowing individuals and businesses to offset their environmental impact.

By Offsetting our Carbon Footprint - funding projects to remove CO<sub>2</sub>e from the atmosphere - we have effectively balanced out our emissions, becoming a certified Carbon Neutral organisation.



## How does this work?

**Step 1: Calculate** - We've submitted data (electricity usage estimations for admin and rehearsal time as well as Dan's travel and estimations on member travel) for the past year so that the team at Carbon Neutral Britain™ could work out our carbon footprint measured in tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e). From this, they provide us with a Carbon Emissions Report.

**Step 2: Offset** - We offset our carbon emissions by investing in verified projects around the world which reverse our total tCO<sub>2</sub>e emissions.

**Step 3: Certify** - We have received our Carbon Neutral certification because we have calculated and subsequently offset our emissions.

**Step 4: Reduce Future Emissions** - We've also been sent a Carbon Reduction Plan which helps us to explore ways to reduce our carbon footprint as we move forward.

### **What projects have we supported?**

The majority of projects that Carbon Neutral Britain™ support are regulated Certified Emission Reduction units (CERs) - the most recognised and widely used standard in the world, overseen by the United Nations.

We had a choice of projects to support and we opted for the Carbon Neutral Britain Woodland Fund™. In addition to supporting Wind, Solar, Hydro and Cook Stove Projects around the world, the woodland fund also supports Reforestation and Woodland Management Projects with a strong focus on having a positive impact on the local wildlife, ecology and biodiversity. Carbon Neutral Britain™ have a key focus on ensuring that impact is felt at home as well as abroad. Because of this, we have been able to select a Climate Action Project in Britain where up to 10% of our offset is given directly to our chosen cause; Blue Carbon - Sea Kelp Recovery and Management.



Around the coasts of the UK, Sea Kelp Forests are one of the most extensive and productive ecosystems, supporting greater species biodiversity than many coral reefs. Globally, Sea Kelp has a significant part to play in mitigating climate change, with an estimated 5 Million tonnes of carbon being captured each year. Via the Carbon Neutral Britain™ charity project partners, they are helping protect and manage kelp forests in the Solent and Sussex.

We opted for this project because of the work being done on managing kelp forests in the Solent - a location really close to where we're based!



We're looking forward to continuing to work with Carbon Neutral Britain™ in to 2026 and beyond, continuing to explore ways to further reduce our carbon footprint. We're also looking on ways to better capture data from our members about the ways they travel to and from sessions, performances and events so that we can more accurately report as we move forward.



*Christina Willoughby*  
**CHRISTINA WILLOUGHBY**  
Credit Officer

*James Poynter*  
**JAMES POYNTER**  
Director

Carbon Neutral Britain Certification™  
IS PRESENTED TO

# Love Soul Choir

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## Certified Carbon Neutral

**DECEMBER 2025 - NOVEMBER 2026**

This certificate is to verify that Love Soul Choir has met all Carbon Neutral Britain Certification™ standards in measuring, calculating and carbon offsetting organisational carbon emissions selected within the Scope 1, 2, and 3 GHG emissions boundary during the period of 1<sup>st</sup> November 2024 to 30<sup>th</sup> October 2025.

Certificate No: BCNB - 05930

Calculations made following the ISO 14064-1:2018 and GHG Protocol Emissions Standards.  
Credits Issued from one or more of the International Carbon Offsetting standards.



United Nations  
Framework Convention on  
Climate Change  
Verified CER



Verified Carbon  
Standard  
A VERRA STANDARD



Gold Standard  
for the Global Goals

Certification is awarded based on accurate and assumed full disclosure of all relevant and necessary data by the Company. United Nations Credits issued via the Clean Development Mechanism (CDM). VCS is a certification standard for carbon projects and credits. VCS does not oversee retail markets nor does it certify or endorse any retailer or broker of VCUs, visit [verra.org](http://verra.org). Gold Standard is a certification standard for carbon projects and a registered trademark.

## GREEN EVENTS

Each year, at Love Soul Choir, we commit to four 'green' events. The primary focus of these events is to encourage members to learn, understand or connect with the natural world. There is, of course, the secondary benefit in terms of improved mental health and connection with fellow members too.



### Event 1: Live Q&A Session

Dr Rachel Gardner currently works at Forestry England and has an incredible understanding of the challenges facing the planet. Once a year, Rachel joins Dan for a Q&A sessions which offers an opportunity for Love Soul Choir members to ask questions and learn about the natural world, ecosystems and the impact that humans are having on the planet and the climate. The event is designed to be uplifting, inspiring and educational.

### Event 2: City Clean

We know that taking part in pro-environmental activities are good for mental wellness. Getting together with others for a single litter pick can help boost mood significantly. As well as this, it helps participants stay active whilst keeping them in the present moment - such a mindful activity. Passers-by will often give a nod or a smile of appreciation which will inevitably make people feel good.

### Event 3: Nature Walk

We're so lucky to be so close to the New Forest. This is why we organise a yearly nature walk for our members. Spending time in nature can reduce anxiety and depression, according to the 'Nature and Mental Health Report' produced by mental health charity Mind. Connecting with nature is a very grounding experience and we want to encourage Love Soul Choir members to spend more time outside.

## Event 4: Beach Clean 🌴

Similarly to our City Clean event, we encourage our members to come together, at the beach, for a litter pick event. As well as the mental health benefits to litter picking, on top of making everything look better, litter picking has environmental benefits too. Litter that is recycled or correctly disposed of prevents wildlife from getting hurt. It also prevents their habitats from being disturbed and prevents plastics from breaking down and entering the food chain as microplastics.



We love our green events and feel that the impacts of these are incredibly far reaching as they inspire members to do additional work outside of Love Soul Choir for the planet and our climate. One member who works at an organisation with over 1500 employees felt inspired to recommend their company introduce their own climate change programme as a result of one of the Love Soul Choir events.

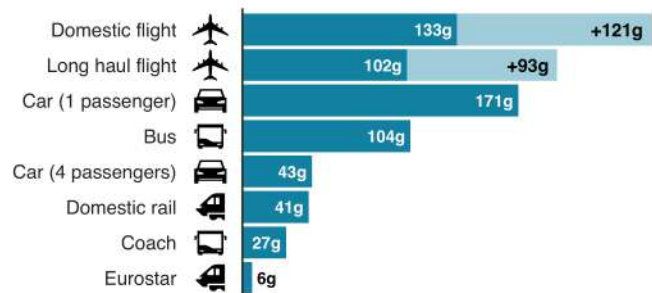
## TRAVEL 🚗

One of the biggest carbon emitters for Love Soul Choir is the way members travel to and from sessions, performances and events. We're exploring ways to better track and report on this. When we're able to collect new and more accurate data, we'll be able to offset emissions further via our partnership with Carbon Neutral Britain™.

### Emissions from different modes of transport

Emissions per passenger per km travelled

■ CO2 emissions ■ Secondary effects from high altitude, non-CO2 emissions



Note: Car refers to average diesel car

Source: BEIS/Defra Greenhouse Gas Conversion Factors 2019

BBC

As you can see from the BBC data presented to the left, a car share with four people quarters each person's emissions, bringing driving more in line with public rail travel. We think car sharing (or exploring other ways to travel) to and from our sessions, performances and events would make a bigger difference to our footprint.

Over the past few years, we have been proactively encouraging members to car share but we want to do this more as we head in to 2025. We'll be mentioning it regularly as well as creating posts in the members' only Facebook group designed to encourage more car sharing.

Not only is it better for the planet, but it can be a great way for members to connect with each other too.



## IN-SESSION DEVICES 📱

As an organisation, we're paper free. We ensure our members use personal devices at sessions instead of creating folders of printed lyric sheets.

Love Soul Choir runs solely off of Apple devices. Not only do Apple products work more effectively for creative businesses but Apple is already carbon neutral. By 2030, Apple have committed to all of their products being carbon neutral too. This will mean that all materials (across their whole product range) will be 100% recyclable and renewable and all manufacturing suppliers will be using 100% renewable energy. You can see more about the work that Apple is currently doing by [clicking here](#).



## WATER BOTTLES 💧

Members are encouraged to bring reusable water bottles to sessions. We teamed up with Ocean Bottle to create a co-branded water bottles that can be purchased on the Love Soul Choir store. For every bottle sold, Ocean Bottle fund the collection of 1,000 ocean-bound plastic bottles. Our rehearsal venues in Southampton and Bournemouth both have water fountains for members to use. Since 2024, single use plastic



bottles are banned at all Love Soul Choir sessions, performances and events. We just don't feel like there's any need for single use plastics.

## SHARING KNOWLEDGE

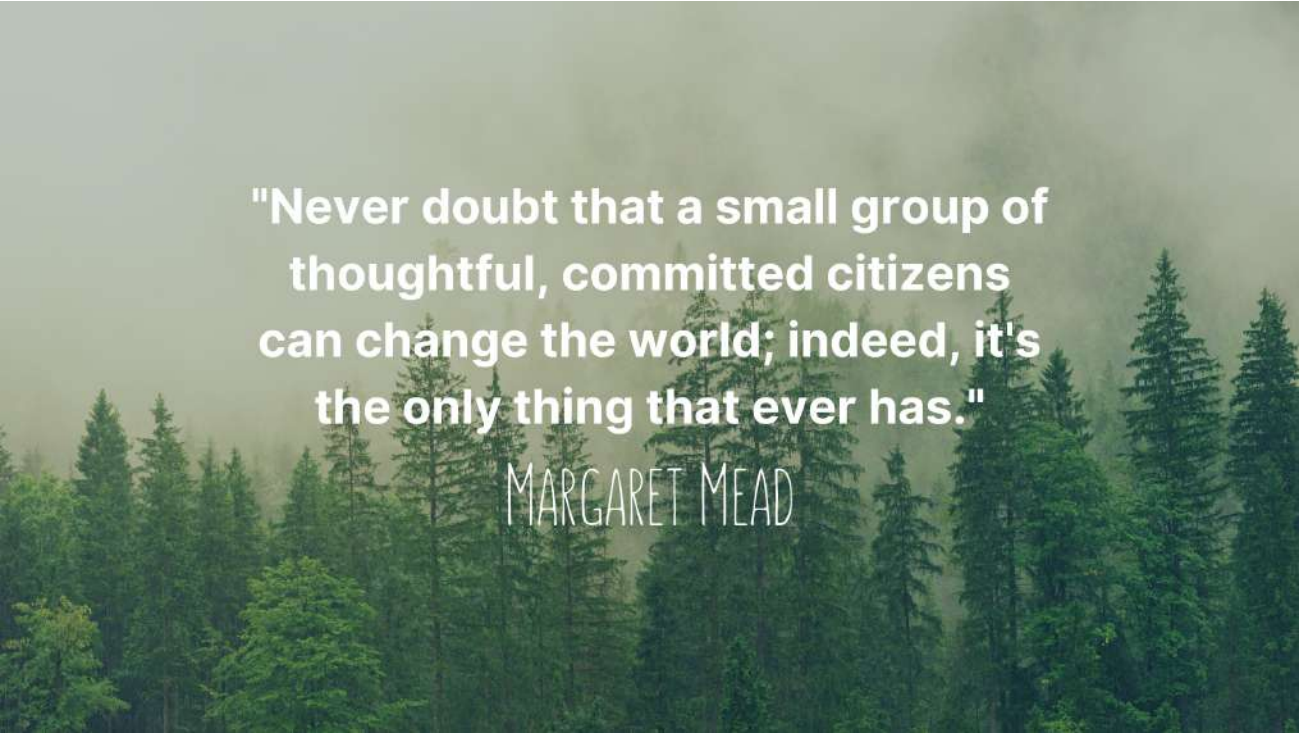
One really powerful way to do good is to share knowledge and important information with others. Once a month, as part of our Monthly Membership Email, we share the latest climate news as a way to keep our members engaged with what's going on in the world when it relates to the climate.

Looking at our latest survey results; 100% of members feel good being part of a choir which is trying to make a difference to the world and 94% of members have felt motivated and empowered to make additional changes to behaviour based upon our Green Plan. In 2022, 71.6% of members said that our green initiative has raised their awareness of climate change. On top of this, 78.4% of members said that the monthly information shared has encouraged more exploration of their personal carbon footprint too.

## THE ONGOING MISSION

We're always continuing to explore various ways that we, as a choir, can do good for the planet. We're also looking at different ways to encourage our members, and their networks, to connect with nature on a deeper level too.

## A MESSAGE FROM DAN



"Never doubt that a small group of  
thoughtful, committed citizens  
can change the world; indeed, it's  
the only thing that ever has."

MARGARET MEAD

Love Soul is so much more than a choir. It is a family, a team, a group of people with a common goal. We come together to enrich lives, put on top quality performances and form solid friendships, for life.

Love Soul Choir is the perfect place to collectively improve the planet that we live on. As a choir leader, I feel that it's my social responsibility to drive innovation, change and progress with regard to the climate in this industry.

I'm not here to preach or tell others how to live their lives but want to share my thoughts and ideas on ways that we can all look to work together to improve this one planet that we live on. For further tips on things you could do individually, [click here](#) to see more from WWF.

I hope you'll continue to join me on this journey to live sustainably with our planet.

Dan

**Dan Cooper** | Choir Leader