



# KID-A + BALANCE<sup>®</sup>

A SUSTAINABILITY STRATEGY  
BUILT ON THE BALANCE  
THREE-PILLARED APPROACH



## A SUSTAINABILITY STRATEGY BUILT ON THE BALANCE THREE-PILLARED APPROACH

Kid-A believes that being a telecommunications leader means more than just providing expert consultancy; it means taking responsibility for its own impact.

As the first company in its industry to achieve B-Corp status, they have committed to a “Kaizen” philosophy: the constant pursuit of being better for the people and the planet.



## WHY KID-A CHOSE BALANCE

Kid-A were initially sceptical, seeing the carbon market as a complex system and noticed that climate claims could cause reputational damage across the industry, even when approached with the best intentions.

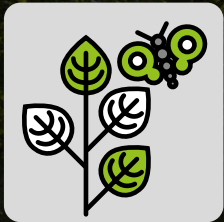
What immediately struck the team about BALANCE was the passion, expertise, and the peer-reviewed methodology.

**BALANCE didn't ignore the flaws in the old system - they had essentially hacked it and retained the only key component that does work: a clear route for directing capital to project developers.**



# BALANCE IS A SYSTEM THAT EMPOWERS PEOPLE, ORGANISATIONS AND BUSINESSES TO ENRICH THE NATURAL WORLD.

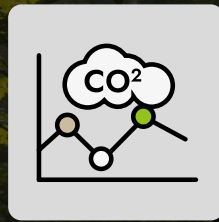
It is the first of its kind, peer-reviewed and built on a three-pillared approach:



Restoring nature to generate biodiversity



Creating sustainable income for local communities



Fighting climate breakdown by removing carbon

## BEYOND OFFSETS



The integrated three-pillared approach moves 'beyond offsets', creating powerful economies of scale by addressing biodiversity loss, poverty and climate breakdown together. Tackling any one of these in isolation is ineffective as they are structurally linked.



As a methodology, not a standard, it gives BALANCE the unique ability to upgrade existing standards, converting traditional carbon credits into BALANCE Units. Fully interoperable with global carbon markets and retired on the S&P Global index, BALANCE Units cannot be double counted or sold on.



Unlike traditional carbon credits, which typically offer only 40 years of protection, BALANCE projects are the first of their kind as they are designed to last a minimum of 100 years, in harmony with the true lifecycle of CO<sup>2</sup>. This long-term approach allows us to deliver verified, high-integrity outcomes across biodiversity, community empowerment, and carbon removal, establishing a benchmark for environmental security and climate accountability that far exceeds current market durations.



BALANCE is C-suite ready and reputationally safe, the result of extensive work to build a transparent, peer-reviewed methodology that meets the highest standards of integrity. Now open-source and accessible to the activist, NGO, and scientific community — including those who have historically criticised the market for greenwashing — it represents a new level of collaboration and accountability.



EFFICIENCY,  
REDUCTION,  
BALANCE.

## THE PROCESS



Kid-A assessed its Scope 1 and 2 impact through a dual-validation process.

Kid-A partnered with an external specialist firm to conduct a comprehensive audit—a process that typically demands significant time and resources. To ensure the highest level of accuracy and internal alignment, they then benchmarked these results against the BALANCE to Sector Calculator.

**Each industry sector has a known impact and turnover and BALANCE UK calculator currently covers 727 sectors and is peer-reviewed in all instances to be 98.7% accurate against Government data for in country Scope 1 and Scope 2.**

**727**  
sectors

Yet to fully account for Scope 3 emissions and bring BALANCED products to market, they needed the entire supply chain to shift and under traditional approaches, this can take up to three to five years. Rather than waiting this long, Kid-A applied the core principle of the BALANCE One by One, Tonne-by-Tonne campaign.

**98.7%**  
accurate

**When every supplier is BALANCED, the Scope 3 impact disappears. Kid-A, as a purposeful business, chose to BALANCE across all 3 scopes (95% came from scope 3) making an industry first. This is a prime example that demonstrates that with BALANCE, even the most complex part of the supply chain, Scope 3 can be addressed now rather than waiting years for change.**

**95%**  
from scope 3



# PLANT + PROTECT: THE JOY OF BALANCE, NOT THE GUILT OF OFFSET

**Kid-A** receives an annual Biodiversity and Socioeconomic Report to share with clients and stakeholders, bringing the project to life: keeping them connected while documenting the nature restoration and local economic benefits generated by BALANCE Units purchased. Importantly, this initiative has potential to roll out across the FMCG industry, offering reputation-safe customer communication for Kid-A's key clients—an opportunity to be explored and developed.

BALANCE is not only B2B-ready but consumer-facing and consumer-ready, opening doors for brands to engage their customers directly in the joy of BALANCE, not the guilt of offset.

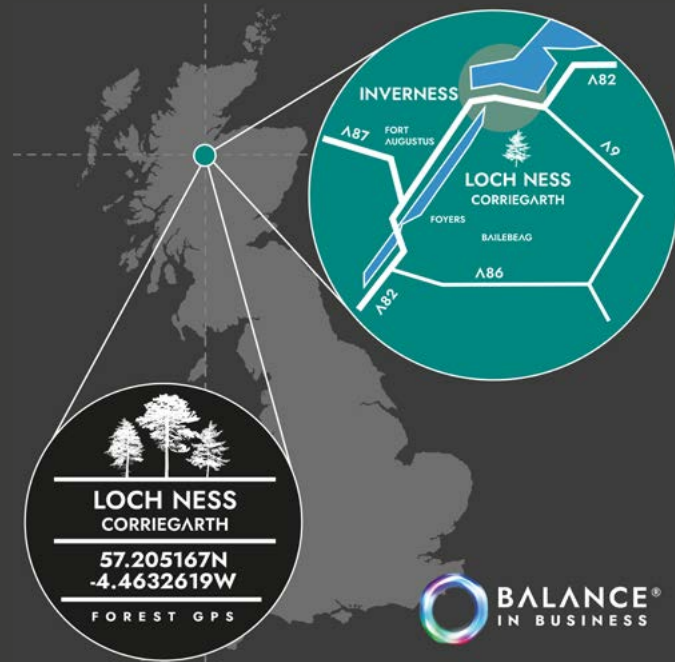




# KID-A: OUR FORESTS

## Loch Ness Corriegarth Estate (Scottish Highlands)

Located in the heart of the Scottish Highlands, the Corriegarth Estate represents a benchmark in ecological restoration and community investment. By blending large-scale afforestation with strategic habitat management, this 92-hectare project delivers measurable impacts across biodiversity, climate action, and social empowerment.



### Ecological Connectivity and Landscape Restoration

**Critical Migration Corridors:** Spanning 92 hectares, the project is strategically positioned to serve as a vital “bridge” between two existing Sites of Special Scientific Interest (SSSI). This connectivity facilitates safer wildlife movement and prevents the genetic isolation of local species.

**Caledonian Forest Expansion:** The initiative focuses on the restoration of the ancient Caledonian Forest—a unique ecosystem that now occupies less than 1% of its original range. By establishing 63 hectares of new, permanent forest, the project secures a future for this historic landscape.

### Biodiversity and Resilience

**Native Species Reintroduction:** The project has seen the successful planting of 100,000 native trees. This diverse woodland mix is designed for long-term resilience, offering natural protection against pests and diseases while adapting to a changing climate.

**Support for Rare Fauna:** The restored habitat provides a sanctuary for some of Scotland’s most iconic and at-risk wildlife, including the red squirrel, black grouse, golden eagle, osprey, and the elusive Scottish wildcat. The area also supports a rich variety of rare mosses and lichens essential to forest health.

### Climate Impact and Carbon Sequestration

**Validated Sequestration:** The project has been rigorously validated for its environmental impact, boasting a total sequestration capacity of 20,092 tCO<sub>2</sub>e. This provides a transparent and high-integrity contribution to global decarbonization efforts.

### Community and Educational Stewardship

**Socio-Economic Investment:** Beyond environmental metrics, the estate supports a £2,000 annual community fund, empowering local residents to participate in and benefit from the conservation efforts.

**Educational Outreach:** The site serves as a living classroom through partnerships with initiatives such as Highland Outdoor and Wilderness Learning (HOWL). These programs provide vital outdoor educational opportunities, particularly for young people from deprived communities, fostering the next generation of environmental stewards.



## KID-A: OUR FORESTS

### Thames Chase Community Forest (Southwest Essex & East London)

Thames Chase Community Forest is one of the UK's longest-running and most successful landscape-scale restoration programmes. Spanning over 40 square miles across Essex and East London, the Forest is a living example of what long-term ecological investment can achieve when driven by community involvement, evidence-based planning, and multi-sector collaboration. Established in 1990, the Forest has transformed a heavily degraded and under-wooded landscape into a thriving ecological corridor supporting wildlife, people, and the regional economy.

Kid-A's involvement forms part of this long-term transformation, with 2,664 extra trees funded directly through BALANCE Units—planting and protecting woodland expansion, habitat connectivity, and climate adaptation programmes. Each BALANCE Unit is married to a local 'Sister Tree,' an extra tree that clients like Kid-A can take their customers to visit, grounding global impact in local soil. This is the joy of BALANCE: rather than the guilt of offsetting but inviting people to engage with what matters most—improving their local habitat, one by one, tonne by tonne.



#### Ecological Restoration and Habitat Mosaic

**Strategic Habitat Creation:** Thames Chase uses a mosaic restoration model, transforming former quarries, brownfield land, and degraded agricultural areas into a diverse mixture of woodlands, grasslands, wetlands, reedbeds, and hedgerows. This interconnected habitat network supports a wide spectrum of species and strengthens ecological resilience across the region.

**Increasing Tree Cover:** Since 1990, over 1.3 million trees have been planted within the Forest, resulting in a 70% increase in woodland cover. With a long-term target of 30% woodland coverage by 2030, Thames Chase is establishing strong ecological anchors that support pollinators, birds, mammals, and long-term climate resilience.

**Kid-A's Direct Contribution:** Through BALANCE Units, Kid-A has funded the planting of 2,664 Extra Trees, directly accelerating the expansion of habitat corridors, increasing canopy cover, and enriching the biodiversity of the landscape.

#### Climate Impact and Carbon Removal

**Long-Term Sequestration:** Woodland creation across Thames Chase delivers long-term carbon capture through increased biomass and improved soil carbon retention. These restored habitats naturally absorb atmospheric CO<sub>2</sub>, contributing to regional and national decarbonisation objectives.

**Climate Resilience:** The expansion of woodland, wetland, and reedbed ecosystems enhances local climate adaptation by improving water retention, reducing flood risk, stabilising soils, and moderating urban heat effects. These interventions strengthen long-term environmental resilience for surrounding communities.

#### Socio-Economic Value and Public Health

**Community Wellbeing:** Thames Chase serves as a crucial green space for local residents, offering woodland walks, cycle routes, nature trails, and outdoor learning areas. By improving access to natural environments and supporting regular physical activity, the Forest delivers significant mental and physical health benefits across diverse communities.

**Economic Resilience:** Through outdoor education, conservation employment, volunteer development, and community grant programmes, the Forest transforms restored land into a long-term community asset. This nature-led regeneration strengthens local productivity, supports green jobs, and enhances social resilience.



# COMMERCIAL + FINANCIAL OUTCOMES

## Revenue Growth & Market Share:

Since becoming a “BALANCED” partner and the first B-Corp in its sector, Kid-A has been recognised as one of the fastest-growing firms in Europe by the Financial Times (2024 and 2025).

## Operational Efficiency:

Kid-A’s managed services for its clients have overseen a significant increase in margin performance and a material reduction in the supply chain which has had direct impacts in Co2e reduction.

**Kid-A’s brand clients** have also made changes in their processes to align with Kid-A’s clients net zero goals improving the Co2e and increasing commercial KPI’s

## Preferred Supplier Status:

By Balancing the impact of the products it manages (like the EATS. circular phone case), Kid-A removes Scope 3, making them an indispensable strategic partner for its clients.

## Return on Investment (ROI) Metrics

Kid-A’s ROI is calculated through a “Triple Bottom Line” approach (Economic, Social, and Environmental): Social value for key projects like the Thames Chase Community Forest, every £1 invested generates £14 of environmental and social value.

**Job Creation:** Investments support local economies by sustaining approximately 334 jobs annually (167 per project in sites like Loch Ness and Thames Chase) through direct employment and local contractors.

**Public Health:** Since 2005, the Thames Chase Community forest volunteer programmes have contributed more than 12,000 days of conservation work, supporting employment in land management, outdoor education, and local enterprise. These initiatives not only strengthen the regional economy but also enhance community health and wellbeing through increased access to high-quality green space.

**Value:** The purchase has secured a total sequestration capacity of over 25,000 tCO2e (with 20,092 tCO2e at Loch Ness alone), creating a long-term environmental asset that satisfies SBTi net-zero requirements.

## Strategic Business Value

**100-Year Permanence:** BALANCE Units are designed for a 100-year lifecycle, protecting Kid-A and its partners from “reversal risk” and future regulatory penalties.

**Brand Trust:** Every BALANCE Unit is retired on the S&P Global Index, providing a transparent audit trail that eliminates “greenwashing” risks and strengthens Kid-A’s reputation as a leader in “real-world” climate action.

**Employee Engagement:** The “Plant and Protect” model connects environmental investments directly to its employees’ experiences. Allows Kid-A to take staff on planting days, which functions as a high-value recruitment and retention tool in a competitive talent market.





FOR MORE INFORMATION VISIT: [HTTPS://BALANCE.ECO](https://balance.eco)