Carbon Reduction

5 simple actions you can take this week

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Introduction

Reducing emissions is often easier said than done. For businesses, decarbonisation can be a complex and time-consuming process, frequently facing challenges that can hinder sustainability efforts. Many organisations find themselves struggling with competing priorities, limited resources, or simply a lack of clear direction when it comes to making meaningful progress.

Did you know that typically,

98%

of sustainability programmes fail due to various barriers that prevent successful implementation or completion?

These barriers may include inadequate funding, insufficient stakeholder engagement, or a lack of technical expertise. Despite these challenges, businesses should not be discouraged. There are ways to move forward, and success is achievable with the right approach.

Progress is still very much possible with the right strategies in place. Business leaders can future-proof their organisations by adopting simple, effective measures that help cut emissions without the need for costly and time-consuming overhauls. By focusing on practical, achievable steps, companies can take significant strides towards sustainability while maintaining operational efficiency and profitability.

At Positive Planet, we are committed to helping organisations overcome these obstacles by providing tailored support and solutions. We are also proud to share our new partnership with Music Mark, working together to support the music education sector in their sustainability journey.

As part of this collaboration, Positive Planet is offering all Music Mark members an exclusive 10% discount on all our services.

From carbon footprint assessments to long-term sustainability planning, we are here to guide businesses of all sizes in reducing their environmental impact and making lasting positive impacts.

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1 Launch a Green Team

Now is as good a time as any to find committed people within your business who have a passion for sustainability and want to lead the charge. This shouldn't all sit with one person, and the interest generated from your initial conversations and sustainability awareness campaign should help you pick the most passionate people to join the team.

2 Switch to clean energy

Set a task this week to review your energy tariff and set a reminder to switch when your current contract is up. You can often gain free support and energy audits, for example, through our partner iEM360, who also guarantee cost savings.

3 Write key sustainability policies

Updating or implementing sustainability policies is a key step in embedding a culture of sustainability within your workforce. It will accelerate a transition to a more eco-friendly way of working and operating and will support your longer-term corporate carbon reduction goals. Some policy examples you can update are travel, procurement, energy and waste.

For further guidance on this, contact us for free consultation here

4 Engage your people

Employees are key to driving change within the organisation. Their engagement and commitment can amplify your sustainability efforts. Start simply with a sustainability awareness campaign. Incorporate climate conversations into your everyday interactions. Schedule training on sustainable practices and encourage ideas and participation in sustainability initiatives. See Positive Planet's full range of training resources here or learn more about some fun internal engagement tools from our partners, Couch to Carbon Zero.

5 Understanding your emissions

A full measurement takes a little bit of time to get right, but is necessary if you want to communicate your results or disclose to your customers, investors, and tenders. But why not use a free online measurement tool this week to get a decent understanding of where your main emissions lie? That means you can start prioritising actions straight away whilst you work on a full measurement. Or if you have less time, take a couple of hours to understand how a business's carbon footprint is broken down into scopes 1, 2 & 3, and what's included in each.

Why sustainability makes good business sense

Achieving Net Zero emissions requires a holistic approach involving innovation, efficiency, stakeholder engagement, and a commitment to continuous improvement. By taking these actions, businesses can not only contribute to global climate goals but also enhance their competitiveness and resilience in a rapidly changing world.

Limiting the rise in global average temperatures ultimately requires a balance between the release of carbon dioxide into the atmosphere and its removal into sinks. The growth in Net Zero commitments from countries, corporations and sub-national entities suggests that decision-makers increasingly understand this scientific reality.

Environmental Responsibility

Businesses contribute significantly to global greenhouse gas emissions. By striving for Net Zero, companies can play a crucial role in mitigating climate change, protecting ecosystems, and preserving biodiversity.

Regulatory Compliance

Governments are implementing stricter climate regulations. Achieving Net Zero helps businesses comply with these laws, avoiding penalties and benefiting from potential incentives.

Consumer and Investor Demand

There is a growing trend among consumers and investors who prefer companies with strong environmental credentials. Businesses that commit to Net Zero can attract eco-conscious customers and investment from sustainability-focused funds.

Cost Savings and Operational Efficiency

Implementing energy-efficient practices and transitioning to renewable energy can lead to significant long-term cost savings. It also reduces exposure to the volatility of fossil fuel prices.

Risk Management

Climate change poses numerous risks, including supply chain disruptions, resource scarcity, and physical damage from extreme weather events. Achieving Net Zero can help mitigate these risks and build operational resilience.

Innovation and Competitiveness

The journey towards Net Zero drives innovation, leading to the development of new technologies and business models. This can provide a competitive edge and open up new market opportunities.

The wider business benefits of committing to Net Zero

Reduce emissions

91%

of clients have seen or expect to see a reduction in their carbon emissions going forward.

Win new work

55%

of clients expect to be able to win new work with their enhanced sustainability credentials

Enhance brand & reputation

91%

of clients believe our support will enable brand and reputational enhancement

Enhance employee engagement

45%

of clients have experienced and expect to see an improvement in employee engagement

Reduce operating costs / increase efficiencies

64%

of clients have seen or expect to see a reduction in their operating costs

Increase business resilience

45%

of clients expect to see improvement in business resilience to climate-related risks

If you're not sure what support you require, or how to get started, click to contact Positive Planet

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