

The background features three overlapping, stylized green leaf shapes. One leaf is positioned at the top, and two are positioned at the bottom, overlapping each other and the top leaf. The leaves are a light green color with a subtle gradient and are set against a light gray background.

Carbon Reduction Strategies for Business – Embedding Authentic Sustainability

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SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

SUSTAINABLE DEVELOPMENT GOALS

Common Traits of Organisations Getting it Right

- Senior management fully bought in, knowledgeable (even sometimes evangelical) and willing to help overcome barriers if they arise (+ budget)
- Clear policy and action plan in place with SMART targets that are regularly reviewed
- Action plan focuses on a few actions at a time to avoid getting bogged down
- Great data with before and after comparisons showing savings achieved (£ and emissions)
- Well controlled equipment, including handover when employees leave
- Green Team with reps from all areas including communications. Training is encouraged and funded
- Employees empowered to make changes. Staff time is allocated for sustainability initiatives
- Strong internal and external comms on achievements – no greenwash. Sometimes no comms. Humble
- Supply chain engagement not widespread, except for buying local. A few now asking for environmental data from suppliers if they have Net Zero or Carbon Neutral targets

Sustainability Benchmarking

SCORE	POLICY & STRATEGY	RESPONSIBILITY	RESOURCES	INTERNAL COMMUNICATION, ENGAGEMENT & TRAINING	EXTERNAL COMMUNICATION & COLLABORATION	DATA & MONITORING
0	No Sustainability Policy or Plan in place	No-one is specifically responsible for sustainability	No specific budget for sustainability	No internal communication or training	No external communication of sustainability actions, projects or achievements	No data on energy/water/CO2 footprints and resulting Carbon collected
1	Scope and terminology chosen from environmental, sustainability, Carbon Neutral, Net Zero or something else Sustainability for other chosen item) Policy drafted	Sustainability a part-time or voluntary responsibility of a few keen employees No senior management team lead identified	Some ad hoc staff capacity allocated to sustainability work Ad hoc budget for sustainability	Some staff communication & engagement has been done on an ad hoc basis Some staff have received some training but no formal training programme in place	Sustainability communications are carried out on an ad hoc basis Sustainability Policy in place but mainly just used for tender application	Energy readings taken regularly records kept Some monitoring of sustainability progress but mostly ad hoc
2	Plan for Strategy drafted that sets out how Policy commitments will be achieved. Can either be stand alone or part of another plan or strategy	Sustainability Plan sets out lead person for each area of action, plus anyone else involved including external stakeholders A member of senior management team has lead responsibility for Sustainability Sustainability Policy signed by MD or CEO	Some regular budget allocated Budget available for staff training and consultancy if needed Some regular staff capacity allocated	Environmental / Sustainability / Green Champion Team set up with reps from across all areas of the organization, including finance All staff made aware of Sustainability Policy Planning and research for staff training options has been done	Important external stakeholders to communicate with mapped out - neighbours, decision makers, funders, suppliers Area on website developed to host information about Sustainability, including what is expected of suppliers Some social media output, focusing on success stories	Assessment done of actions being taken and added to sustainability plan/reporting Progress on the Sustainability regularly reviewed, including opportunities Data on energy, fleet fuel emissions collected, then use to create annual Carbon footprint
3	Plan is supported by an assessment of the sustainability impacts of all organisational activities (aspects of doing 1000's scored for significance to help focus action on activities with the largest environmental impacts) Policy and Plan reviewed regularly for continuous improvement and embedded in governance and reporting	Progress against targets in Plan is regularly reviewed by senior management team Sustainability, environmental and climate change issues understood by senior management team Staff being engaged through Environmental / Sustainability / Green Champion Team	Budget available Staff capacity in place, including time allocated to training Some external funding applied for	Sustainability Plan and engagement work is given a project name, then information circulated to staff, who are encouraged to get involved Training is available to staff, including senior management team Internal sustainability campaign launched focusing on different areas every quarter (for example), including celebrating successes	Suppliers being asked for their Sustainability Policy as part of procurement process and for supply chain emissions if doing Scope 3 Carbon footprint assessment Links made with local good causes Regular external sustainability communications to customers, stakeholders, local community	Energy and water consumption plus any other relevant data charts and regularly reported management. Patterns of consumption looked at to help savings Data used to update Sustainability Plan and Targets Other environmental data collection systems put in place for other areas of activity
4	All other organisational strategies and business plans reviewed for sustainability impacts and opportunities and updated if necessary Difficult decisions are being taken	Process for escalating issues and barriers to senior management team in place Senior management team are confident talking about sustainability at external events and conferences, including	Some large projects has been funded and completed External funding being routinely applied for (if needed) Regular budget allocated, and?	Sustainability is included in new staff inductions and most staff have received some sustainability training Staff views and awareness tested through surveys / engagement	Sustainability is an integral part of wider external communication Sustainability achievements recognised e.g. through awards, media profile etc.	Carbon footprint scope extends to cover other areas of activity chain, products & services, consumables, staff travel etc. Regular monitoring of data, management and communication

HELLO! I'm the Brighton Centre's Sustainable Stand. Please take a look around for more information and some ideas on creating a more sustainable exhibition stand.

All my lights are **LED** energy saving and have been supplied by a local company.

Zzz
Just like you, I'd also like to go to sleep at the end of the day. Everything on this stand has permission to be switched off when everyone has gone home to bed. Installing light switches and energy-saving products will help save electricity and reduce your carbon footprint.

TREES & SHRUBS ARE more SUSTAINABLE than flowers

Avoid food giveaways that need refrigeration. Offer snack options that promote health and wellbeing such as locally sourced fruit.

Carrier Bags for **REUSE**

Distance travelled: **2.1 miles**

Print: **Sussex Signs Company**
Distance travelled: **3.9 miles**



Sustainable Procurement

- How businesses and organisations choose to spend their money can have a large positive impact on climate change
- Likewise, businesses are more likely to take action if it allows them to access more customers
- Community Wealth Building – keeping money spent by large organisations in the local economy
- Reticence amongst businesses to ask suppliers about sustainability action, seen as onerous
- Many businesses are doing great sustainability but not calling it that or talking about it, so smart sustainable procurement can help draw out those actions in ways that would not happen otherwise and could lead them to other new customers who are asking the same questions
- Any requirements on suppliers need to be authentic and followed up
- Public Sector – some focus on sustainability in larger contracts £100k+. Under £25k no requirements apart from ‘best value’



Thank you

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