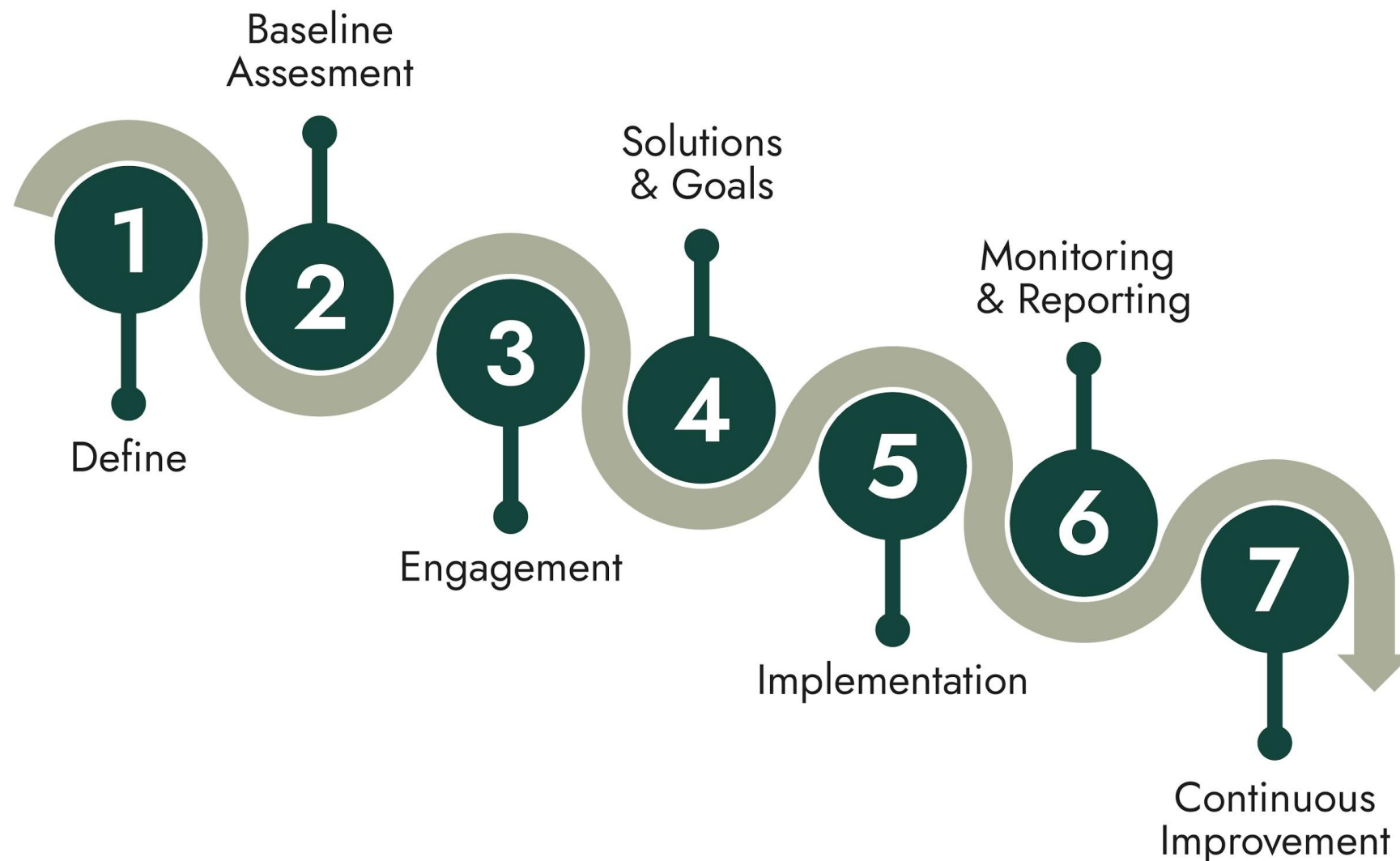


Net Zero: Primer

Your journey to Net Zero

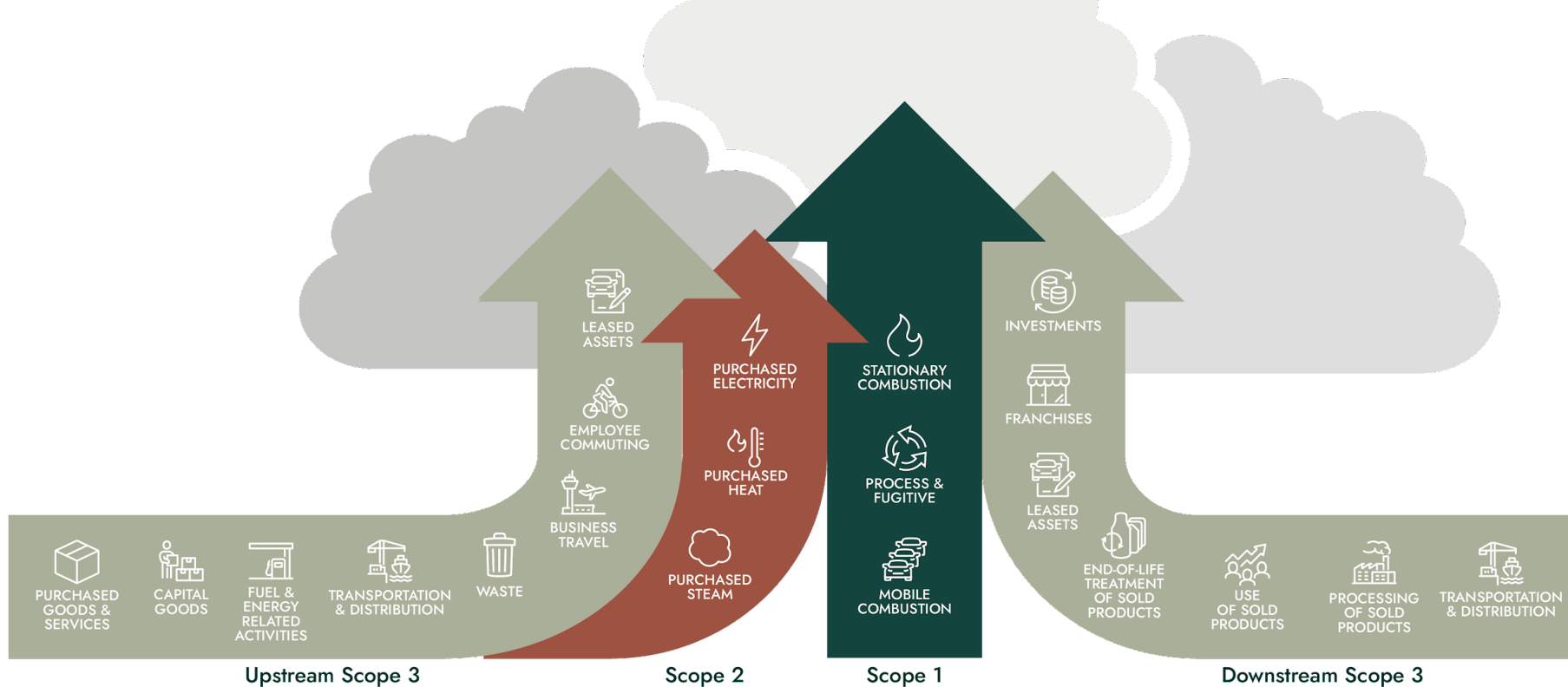


1

Define

Step one on your Net Zero journey is defining the **organisational** and **operational boundaries** of your company.

Get started by answering a few simple questions about your company, using the 'get started' button at the bottom of this page. Once you've done this we'll send you a bespoke guide to setting emissions boundaries in your organisation, it's also a helpful way to ensure that all the emissions from your activities are included in your baseline assessment.



Our questions about your operations help us define your emissions by the **Greenhouse Gas Protocol categories**, including scope 1, scope 2 and scope 3 emissions.

[Get started →](#)

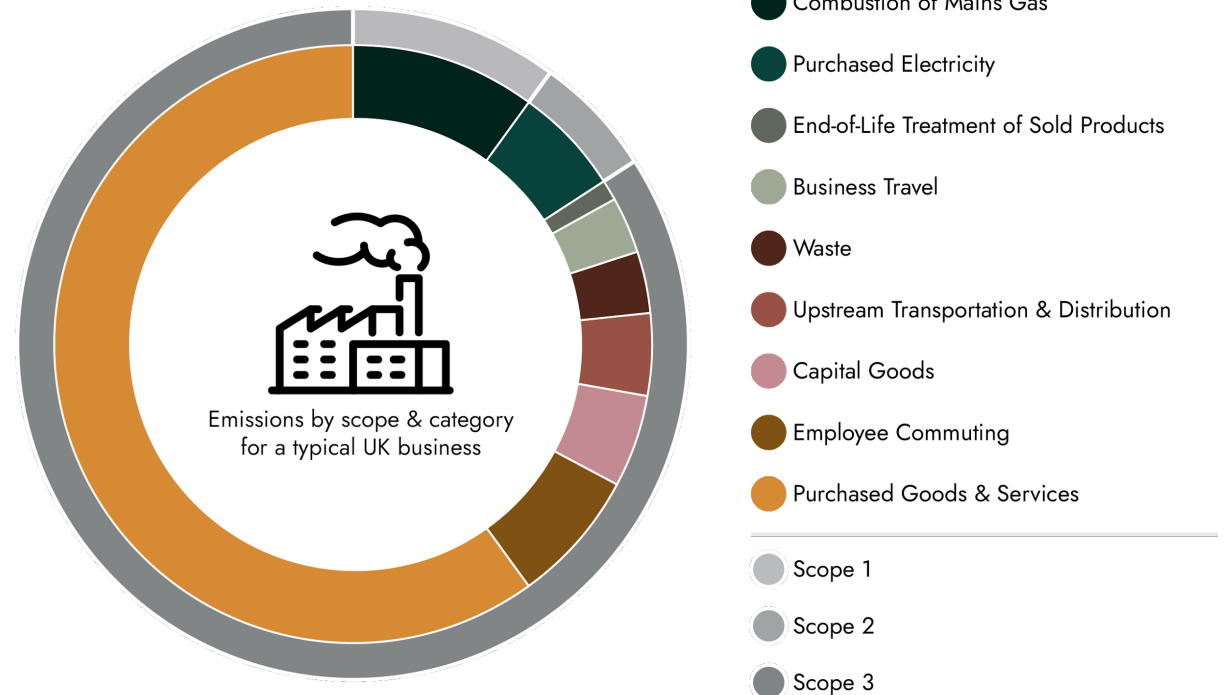
2

Baseline Assessment

If you can't measure it, you can't manage it. That's why you need to assess the Greenhouse Gas (GHG) emissions from your company's operations, also known as your **carbon footprint**.

Using the emissions categories and organisational boundaries defined in step 1, we'll guide you through where and how you can gather data from your operations and use publicly available **emissions factors** to calculate to your baseline **carbon footprint**.

We've also curated a list of resources to assist you in this process, including free data models, tools and survey to establish the commuting habits of your staff.



3

Engagement

When it's done right, engagement fosters a commitment to sustainability among your employees and stakeholders. This step is about creating an inclusive environment where everyone is encouraged to contribute to the Net Zero goal. Through active engagement and open communication, you'll build a collective sense of responsibility and enthusiasm for the sustainability initiatives ahead.

4

Solutions & Goals

By this point, you'll be ready to set long-term goals and short to medium-term solutions targeting your biggest impacts, and using an assessment of your risks & opportunities to go for the 'low-hanging fruit'. Your goals should be specific and measurable reductions in CO2e emissions. Best practice is setting both absolute and intensity targets, this involves looking at the opportunities for reducing emissions across your operations and setting targets that are both ambitious and achievable. The goals you establish here will guide the actions you take; ensure they are aligned with your overall vision for sustainability.

Employee Commuting

Cycle to Work' scheme
Improve bike facilities
Subsidise season tickets



Transportation and Distribution

Consolidate logistics
Engage with the supply chain
Incentivise low emissions



Company Cars

Reduce mileage
Switch to electric fleet
encourage efficient driving



Purchased Goods and Services

Reduce goods through efficiency
Engage sustainable suppliers
Incentivises sustainability



Waste

Material efficiency programme
Introduce packaging reuse scheme
Recyclable material switch



Gas boilers

Retrofit insulation
Maintain boilers
Implement BMS



Business Travel

Prioritise virtual meetings
Encourage public transport use
Reduce mileage



Purchased electricity

Maintain equipment
Switch to renewable supplier
Improve housekeeping



5

Implementation

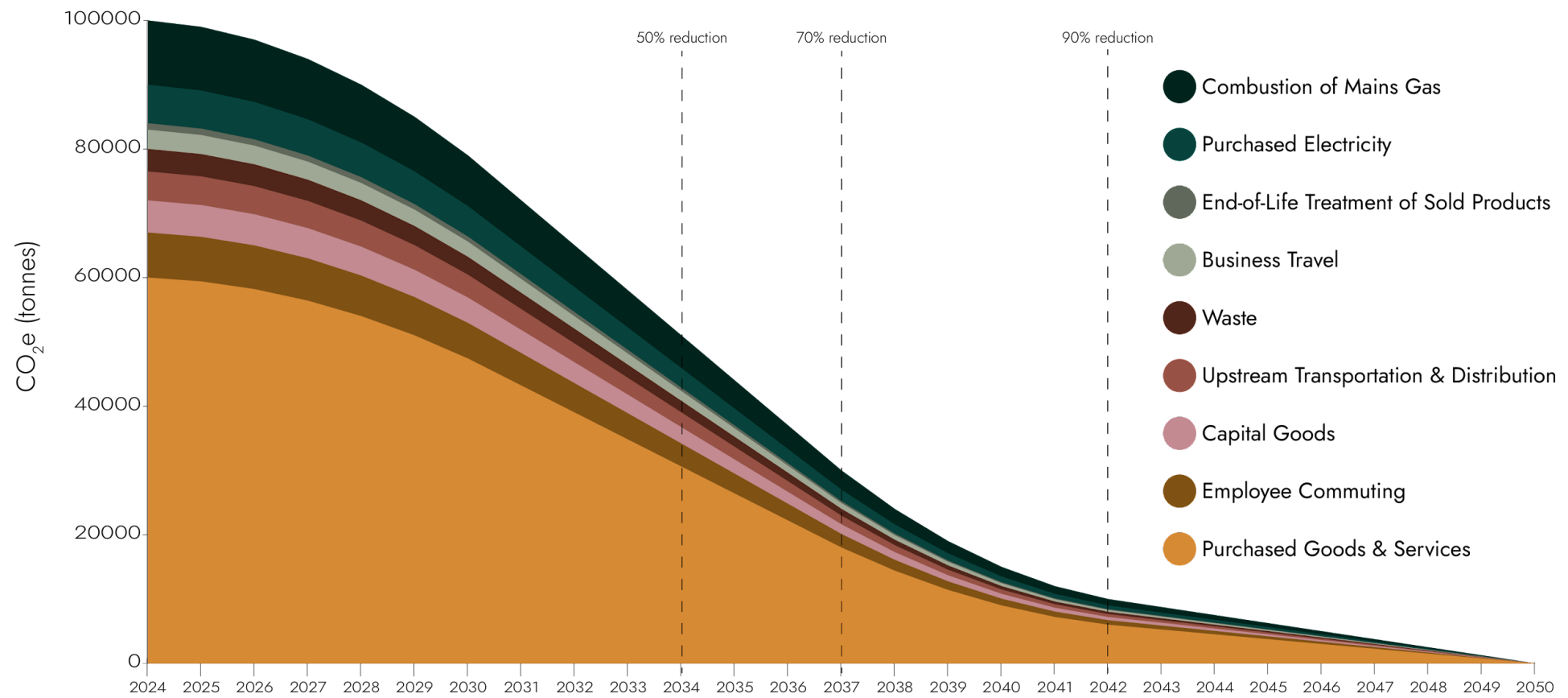
Implementation is about turning your plans into action. Using the goals set in the previous step as a blueprint, you'll begin implementing the identified sustainability measures. Whether it's through technological upgrades, process changes, or new ways of working, this step is where your Net Zero journey starts to manifest in real, tangible improvements to your environmental footprint.

Get started →

6

Monitoring & Reporting

Keeping track of your progress means establishing a system for monitoring your emissions and the effectiveness of your sustainability measures. Regular reporting not only helps you understand how well you're doing against your goals but also ensures transparency with stakeholders, reinforcing trust and support for your efforts.



Get started →

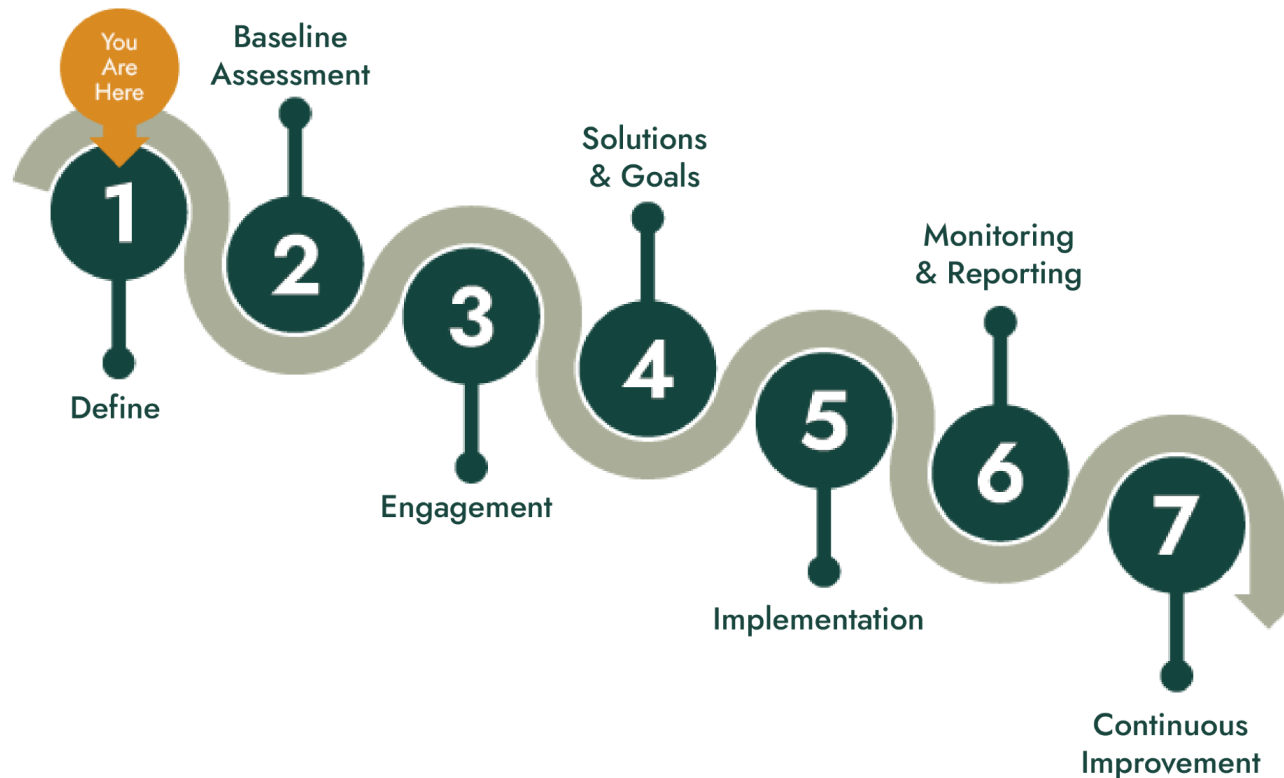
7

Continuous Improvement

Sustainability is an ongoing journey. With the insights gained from the previous steps, you're in a position to continually refine and enhance your approach to sustainability. This step is about staying adaptable, learning from experiences, and making improvements that will drive further reductions in your carbon footprint, ensuring that your company is always moving forward on its path to Net Zero.

Ready to get started?

Ready to begin your Net Zero journey? Click the 'get started' button below and answer a few questions about your business operations. We'll send you a bespoke guide to step 1, defining your operational and organisational boundaries and guide you through each step after that. Start your journey to Net Zero today.



[Get started →](#)