

HOW TO  
**REDUCE CARBON  
& GREENWASHING**

PRESENTED BY  
ALAN DUKINFIELD



Providing the **solutions**  
to corporate data **security**

# ALAN DUKINFIELD

## A BIT ABOUT ME

I'VE WORKED AT THE S2S GROUP FOR OVER 30 YEARS.

I AM RESPONSIBLE FOR SUSTAINABILITY WITHIN THE BUSINESS WHICH INCLUDES MAKING OUR CARBON FOOTPRINT AS SMALL AS POSSIBLE.

AFTER THIS PRESENTATION YOU WILL HOPEFULLY LEAVE WITH SOME IDEAS ON HOW TO REDUCE THE CARBON FOOTPRINT AT YOUR OWN BUSINESS AND AVOID GREENWASHING, NO MATTER THE SIZE OF YOUR COMPANY OR THE INDUSTRY YOU WORK IN.



# OBJECTIVES

HOW TO AUDIT YOUR BUSINESS

HOW TO CREATE A CARBON REDUCTION PLAN

HOW TO MAKE CHANGES THAT STAY IN THE BUSINESS

HOW TO GET BUY-IN FROM STAFF AND STAKEHOLDERS

HOW TO AVOID GREENWASHING





# THE ISSUE OF GLOBAL WARMING

9,000,000,000,000

NINE TRILLION TONS. THAT'S HOW  
MUCH ICE EARTH'S GLACIERS LOST IN  
JUST 55 YEARS FROM 1961 TO 2016.

\*FACT SOURCED FROM BBC NEWS: 3 DEPARTMENT FOR BUSINESS, ENERGY & INDUSTRIAL STRATEGY. (2020, MARCH 26). 2019 UK GREENHOUSE GAS EMISSIONS, PROVISIONAL FIGURES (26 MARCH 2020) [THIS PUBLICATION PROVIDES THE LATEST ESTIMATES OF 1990-2019 UK TERRITORIAL GREENHOUSE GAS EMISSIONS WHICH ARE PRESENTED IN CARBON DIOXIDE EQUIVALENT UNITS THROUGHOUT.]. DEPARTMENT FOR BUSINESS, ENERGY & INDUSTRIAL STRATEGY.

MANY PEOPLE MAY THINK THEY'RE TOO  
SMALL TO MAKE ANY SORT OF SIGNIFICANCE  
DIFFERENCE, BUT THIS IS NOT TRUE.

18%, ALMOST A FIFTH, OF ALL CARBON DIOXIDE  
EMITTED IN THE UK IN 2019 WAS GENERATED BY  
THE BUSINESS SECTOR\*

BUT BUSINESSES ARE A LARGE PORTION OF THE  
UK EMISSIONS, AND WE ALL NEED TO DO OUR  
BIT TO REDUCE OUR INPUT INTO THAT 18%.



## FINANCE

RICHER COUNTRIES TO PROVIDE \$100 BILLION IN SUPPORT



## AMBITION

5 YEAR EMISSION REVIEW



## DAMAGE

DEFINITION OF CLIMATE LOSS & DAMAGE

196  
**COUNTRIES**  
ADOPTED THE AGREEMENT  
RECOGNISING THE HUMAN  
INFLUENCE ON CLIMATE

2°C  
HOLD  
TEMPERATURE  
INCREASE

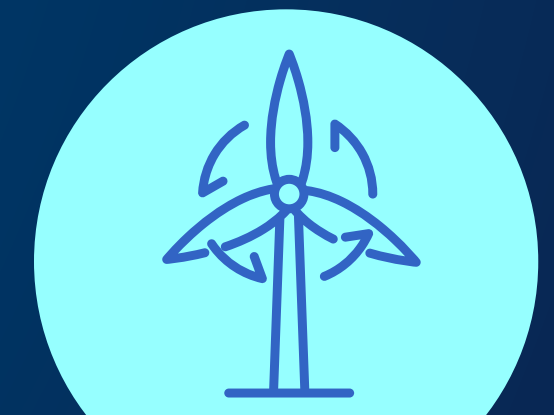
1.5°C  
PRESSURE TO  
LIMIT INCREASE



2020  
COME INTO FORCE BY  
2020



2050  
CLIMATE NEUTRALITY BY  
2050



TECH  
URGENT DEVELOPMENT  
OF CLEAN TECHNOLOGY

# PARIS AGREEMENT



# WHY DO WE BOTHER REDUCING OUR CARBON FOOTPRINTS?

WE ALL HAVE A RESPONSIBILITY TO PROTECT OUR PLANET.

THERE ARE COMMERCIAL BENEFITS TOO, PURCHASING DECISIONS NOW TAKE ACCOUNT OF ENVIRONMENTAL CREDENTIALS OF A POTENTIAL SUPPLIER.

DONE RIGHT, MAKING CHANGES TO REDUCE YOUR CARBON EMISSIONS CAN SAVE YOUR BUSINESS MONEY.

THE GOVERNMENTS 2035 TARGET IS  $\frac{3}{4}$  OF THE WAY TO THEIR TARGET OF NET ZERO BY 2050.

'THE UK GOVERNMENT HAS COMMITTED TO A 78% REDUCTION IN EMISSIONS BY 2035\*'

\*FACT SOURCED FROM [HTTPS://WWW.GOV.UK/GOVERNMENT/NEWS/UK-ENSHRINES-NEW-TARGET-IN-LAW-TO-SLASH-EMISSIONS-BY-78-BY-2035](https://www.gov.uk/government/news/uk-enshrines-new-target-in-law-to-slash-emissions-by-78-by-2035)

# START WITH AN AUDIT

## TO SPOT OPPORTUNITIES

AUDITS HELP YOU TO GAIN AN IDEA OF WHAT AREAS OF YOUR BUSINESS WILL BE EASIEST TO MAKE CHANGES TO.

REMEMBER TO TAKE INTO ACCOUNT: TIME, RESOURCES, COST, AND STAKEHOLDER SUPPORT.

FOCUS ON THE MINIMAL CHANGES WHICH PRODUCE THE BIGGEST OUTCOME.

CONSIDER  
YOUR CURRENT  
EVERYDAY  
PROCESS

1

2

BREAKDOWN EACH  
PART OF YOUR  
OPERATIONS AND  
DECIDE WHAT  
RESOURCES GO  
INTO EACH

CONSIDER  
WHICH AREAS  
WOULD BE  
SIMPLE TO  
CHANGE

3

4

SPEAK TO  
YOUR TEAM,  
STAKEHOLDERS  
AND CONSIDER  
CUSTOMER  
RESPONSE



# MEASURING YOUR CARBON FOOTPRINT

ONCE YOU'VE COMPLETED YOUR AUDIT, MEASURE YOUR CARBON FOOTPRINT TO FIND A BASELINE AND STARTING POINT.

CARBONFOOTPRINT.COM HAS A FREE CALCULATOR BUSINESSES AND INDIVIDUALS CAN USE.

YOU CAN MEASURE THROUGHOUT ALL THE SCOPES, BUT MANY BUSINESSES ONLY MEASURE SCOPES 1 AND 2.

**SCOPE 1**  
FUEL COMBUSTION,  
COMPANY VEHICLES,  
AND FUGITIVE  
EMISSIONS.

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**SCOPE 2**  
PURCHASED  
ELECTRICITY, HEAT,  
AND STEAM.

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**SCOPE 3**  
PURCHASED GOODS,  
BUSINESS TRAVEL, WASTE  
DISPOSAL, EVERYTHING  
ELSE.



# ONCE YOU HAVE A MEASURED FOOTPRINT, WHAT'S NEXT?



REMEMBER TO CONSIDER WHAT TIME, RESOURCES, COST, AND STAKEHOLDER SUPPORT ARE AT YOUR DISPOSAL.

CONSIDER SMALL CHANGES WHICH WILL MAKE LARGE IMPACTS.

CONSIDER VALIDATION INITIATIVES SUCH AS THE SBTI TO SET TARGETS AND REDUCE YOUR CARBON EMISSIONS YEAR ON YEAR.

AVOID THE TEMPTATION TO GREENWASH.



# THE SIX SINS OF GREENWASHING

NO  
PROOF

**1**

**2**

VAGUENESS

HIDDEN  
TRADE-OFF

**3**

**4**

IRRELEVANCE

LESSER OF  
TWO EVILS

**5**

**6**

FIBBING



**MAKING  
CHANGES**

# THE WASTE HIERARCHY MODEL

REDUCE

REUSE

REPAIR

RECYCLE

RECOVER

DISPOSE



THE MODEL PROVIDES A SERIES OF STEPS YOUR BUSINESS CAN TAKE WITH AN ITEM OR ASSET BEFORE IT HAS TO BE DISPOSED OF.

IT FOCUSES ON 5 MORE ECO-FRIENDLY METHODS WHICH CAN BE APPLIED TO ANY REDUNDANT ITEM.

BY FOLLOWING THE HIERARCHY INSTEAD OF OPTING FOR DISPOSAL, YOUR BUSINESS CAN REDUCE THE AMOUNT OF WASTE AND REDUCE THE CARBON FOOTPRINT.

# REDUCE

WHEN PURCHASING PRODUCTS, THINK CAREFULLY ABOUT WHERE THEY ARE COMING FROM AND THE EMISSIONS NEEDED TO CREATE THEM.

REDUCE WASTE & CONSUMPTION WITHIN YOUR BUSINESS.



REDUCE

REUSE

REPAIR

RECYCLE

RECOVER

DISPOSE

# REUSE

A GOOD QUESTION TO ALWAYS ASK WHEN ATTEMPTING TO DISPOSE OF AN ASSET OR ITEM IS: IT CAN BE USED AGAIN?

USING IT AS AN EXAMPLE, IF A LAPTOP OR MOBILE PHONE IS IN GOOD CONDITION, THEY CAN BE REDEPLOYED AND REUSED WITHIN THE BUSINESS TO PREVENT THE NEED FOR A NEW ASSET TO BE PURCHASED.



REDUCE

REUSE

REPAIR

RECYCLE

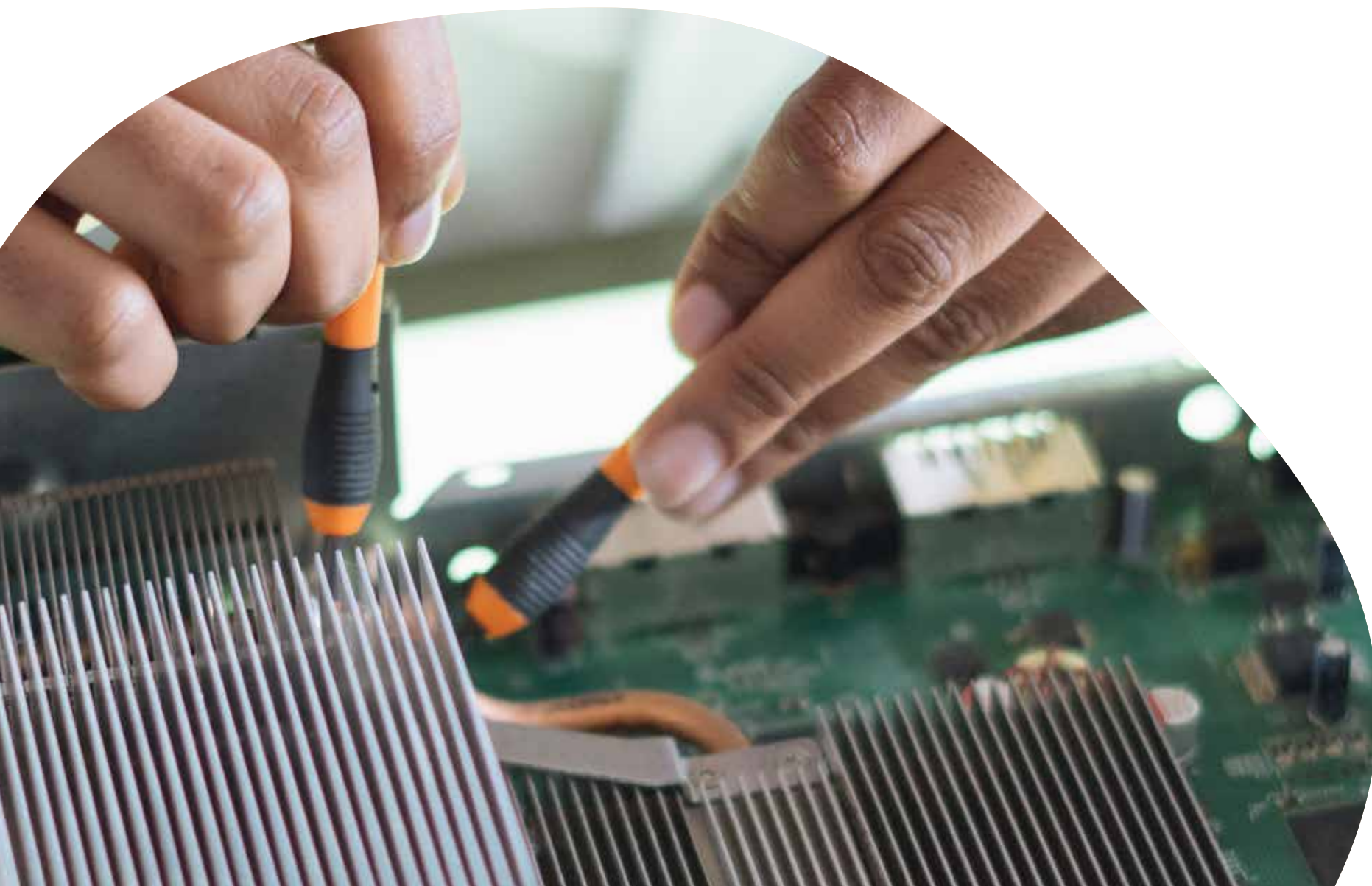
RECOVER

DISPOSE

# REPAIR

IF YOUR ASSET OR ITEM HAS SEEN BETTER DAYS, IT COULD STILL BE USEFUL IF REPAIRED AND THEN DEPLOYED FOR REUSE.

OFTEN, A REPAIR IS A MUCH CHEAPER OPTION THAN PURCHASING NEW, SO THE COST OF REPLACING A SCREEN OR UPDATING A SOFTWARE CAN BE A BETTER CHOICE FOR BOTH THE ENVIRONMENT, AND YOUR FINANCES.



REDUCE

REUSE

REPAIR

RECYCLE

RECOVER

DISPOSE

# RECYCLE

IF PRODUCTS CANNOT BE REUSED OR REPAIRED TO PROLONG THEIR USE, THEN THEY CAN OFTEN BE RECYCLED.

RECYCLING IS OFTEN COMMON PRACTICES FOR WASTE SUCH AS PAPER AND CARDBOARD, BUT IT SHOULD ALSO BE APPLIED TO ALL OTHER TYPES OF WASTE SUCH AS ELECTRICAL.

REDUCE

REUSE

REPAIR

RECYCLE

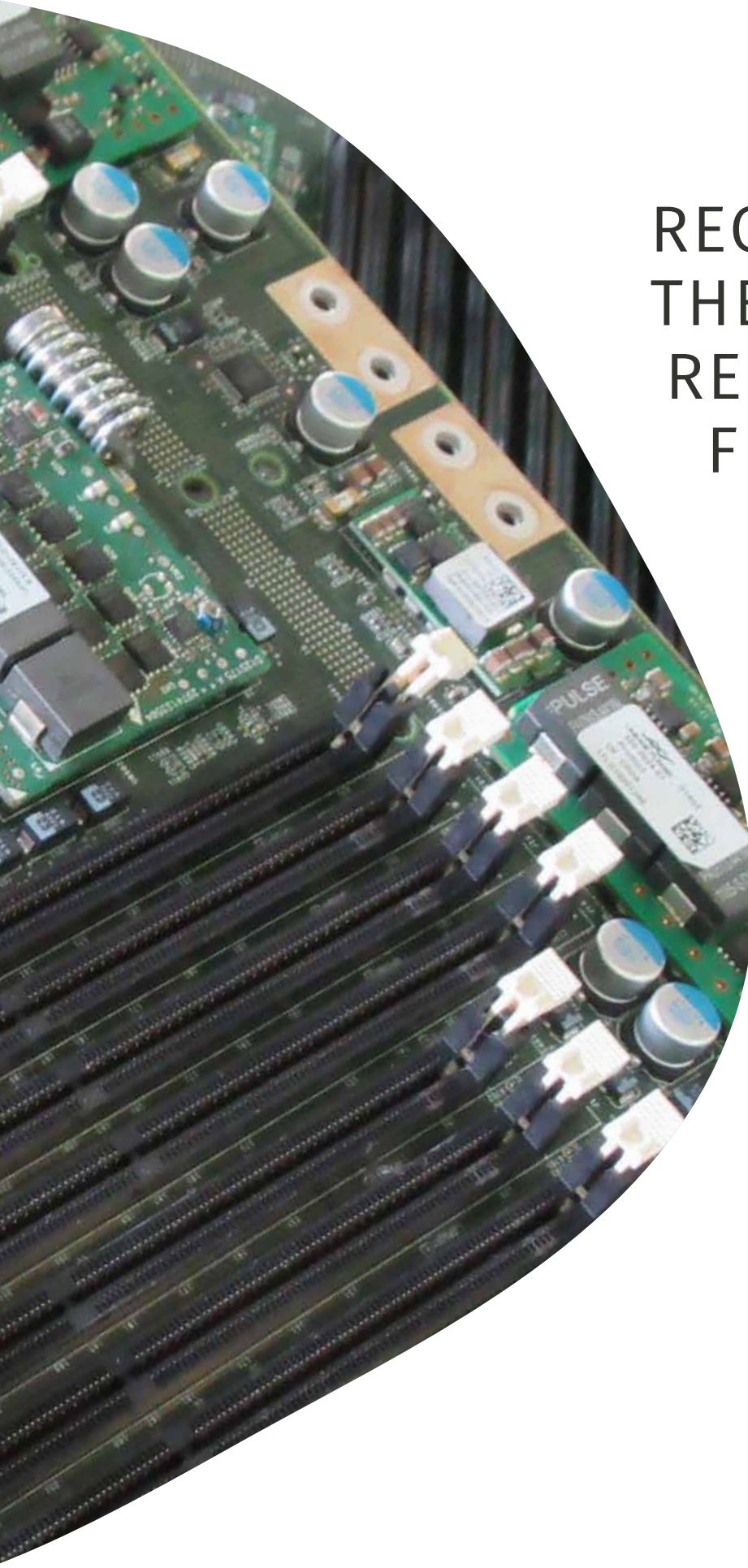
RECOVER

DISPOSE





# RECOVER



RECYCLING OFTEN LEADS TO THE NEXT STEP OF THE HIERARCHY, WHERE USEFUL ELEMENTS ARE RECOVERED FROM ASSETS OR PRODUCING ENERGY FROM A WASTE.

FOR S2S ITS ALSO ABOUT POTENTIAL FOR THE RECOVERY OF METALS.

EVEN WITH SUCH A HIGH POTENTIAL FOR RECOVERY, ONLY 17% OF WEEE RECYCLED SUSTAINABLY IN 2019\*, MEANING THERE'S MORE TO BE DONE IN RECOVERING ELEMENTS FROM ELECTRONIC ASSETS.

REDUCE

REUSE

REPAIR

RECYCLE

RECOVER

DISPOSE



# DISPOSE

DISPOSAL IS AT THE BOTTOM OF THE LIST FOR A REASON, AS WE SHOULD TRY TO AVOID THIS FINAL OPTION.

OFTEN DISPOSAL MEANS THE WASTE IS LANDFILLED AND NOT RE-PURPOSED, RECYCLED, OR RECOVERED.

LUCKILY, THERE ARE THE 5 ABOVE OPTIONS TO CONSIDER BEFORE DISPOSAL, SO WE DO HAVE DIFFERENT WAYS OF AVOIDING DISPOSAL.



REDUCE

REUSE

REPAIR

RECYCLE

RECOVER

**DISPOSE**



**ADDITIONAL  
EMISSION  
REDUCTION**

# BUYING RESPONSIBLY

## Greenhouse Gas Emissions of a Smartphone

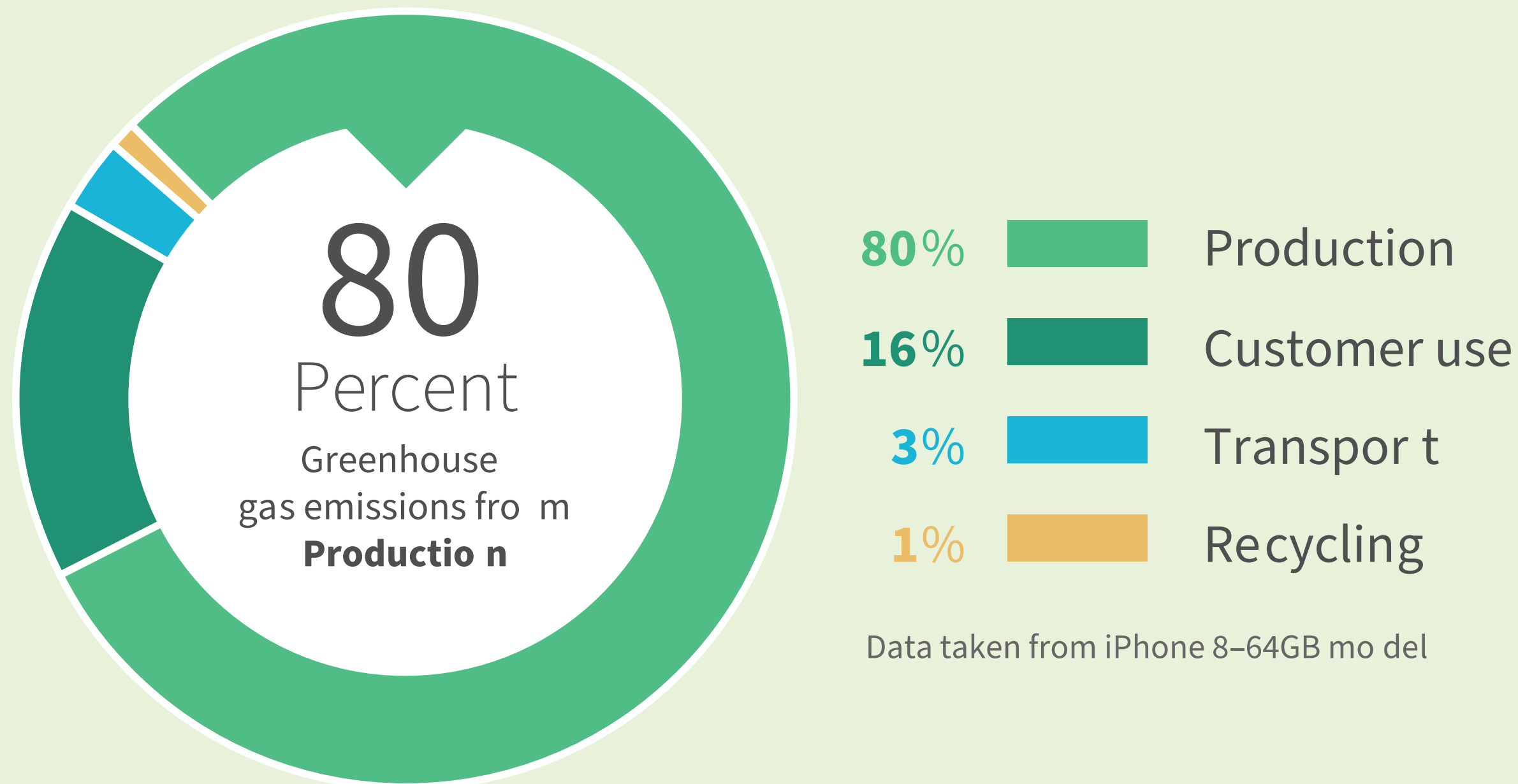


IMAGE SOURCED FROM GREENPEACE REPORTS: (2017, OCTOBER 17). GREENHOUSE GAS EMISSIONS OF A SMARTPHONE [PIE CHART]. GUIDE TO GREENER ELECTRONICS 2017. [HTTPS://WWW.GREENPEACE.ORG/USA/WP-CONTENT/UPLOADS/2017/10/GUIDE-TO-GREENER-ELECTRONICS-2017.PDF](https://www.greenpeace.org/usa/wp-content/uploads/2017/10/GUIDE-TO-GREENER-ELECTRONICS-2017.PDF)

BUY ASSETS AND MATERIALS WHICH HAVE AS LITTLE IMPACT ON THE ENVIRONMENT AS POSSIBLE.

CONSIDER WHERE YOUR ASSETS COME FROM AND WHAT ECO-FRIENDLY OPTIONS ARE AVAILABLE.

WHAT'S THE OVERALL EMISSIONS OF THE PRODUCT/SERVICE???

**IS MATERIAL USED ETHICALLY  
MINED OR SOURCED?**



# TRANSPORT

WE ALL HAVE TRANSPORT EMISSIONS.

CARS, TRUCKS, AND PLANES ARE SOME OF THE WORST OFFENDERS FOR CARBON EMISSIONS.

S2S PURCHASED FIRST ELECTRIC VAN IN 2020 BUT YOU DON'T NEED TO BUY A FLEET OF ELECTRIC VEHICLES TO REDUCE YOUR TRANSPORT EMISSIONS.





# ENERGY PROVIDERS

MORE ENERGY PROVIDERS ARE INVESTING MORE INTO ECO-FRIENDLY POWER, BE SURE TO KEEP AN EYE ON WHAT YOUR PROVIDER IS DOING.

BUYING ECO-FRIENDLY ENERGY, MAKES YOUR BUSINESS MORE ECO-FRIENDLY.

IT'S AN EASY CHANGE WHICH REQUIRES LITTLE EFFORT.

# CARBON OFFSETTING

TO HELP OFFSET YOUR CARBON, YOU CAN PURCHASE CARBON CREDITS.

SOLAR POWER PROJECTS, WIND POWER PROJECTS, WATER PROJECTS AND FORESTRY AS MOST COMMON.

ENSURE WHATEVER USED THEY ARE 'VERIFIED' CARBON CREDITS.

CARBON NEUTRAL OR NET ZERO?





**GREAT IDEAS**

**HOW DO WE START**

**TO IMPLEMENT**

**THEM?**



# START SMALL AND THINK BIG

IMPLEMENT

CREATE

REVIEW

START WITH IMPLEMENTING WITHIN THE AREAS OF LEAST RESISTANCE, THIS CAN ALWAYS BE EXPANDED ON IN THE FUTURE.

FOLLOW THE CREATE THE PLAN, IMPLEMENT A SYSTEM AND REVIEW IT REGULARLY.

IT'S IMPORTANT TO INCLUDE STAFF IN THE REVIEWS.

## SIMPLE ENGAGEMENT IDEAS:

BIKE TO WORK SCHEMES

CAR SHARES

PUBLIC TRANSPORT

ELECTRIC CHARGING PORTS AT WORK/AT HOME

ENERGY SAVING INITIATIVES AT WORK

RECYCLING INITIATIVES AT WORK

# ENVIRONMENTAL GOALS & TARGETS

COMMIT AND START TO MEASURE

SET REDUCTION TARGETS AND REPORT YEARLY

SIGN UP TO SBTI TO ENSURE ITS EXTERNALLY VERIFIED

SIGN UP TO RACE TO ZERO SME HUB

SIGN UP TO UNSDG AND USE THESE TO MONITOR TARGETS

ENGAGE WITH STAKEHOLDERS, STAFF, CONTRACTORS AND SUPPLIERS

‘A GOAL WITHOUT  
A PLAN  
IS JUST A WISH.’

- ANTOINE DE SAINT-EXUPÉRY



# SUSTAINABLE DEVELOPMENT GOALS

**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



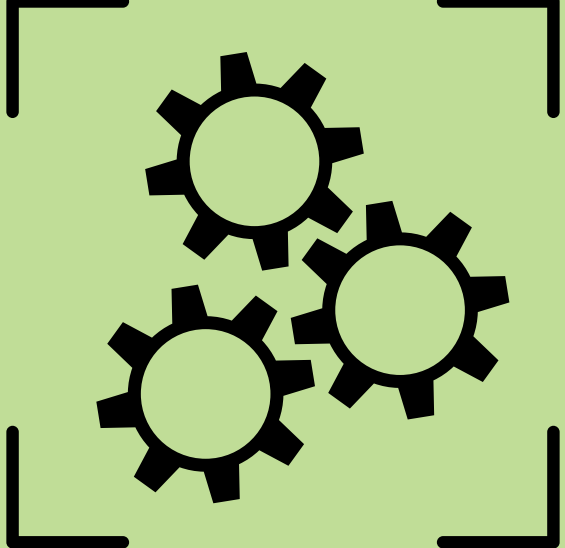
# UNSDG - MEETING GOALS



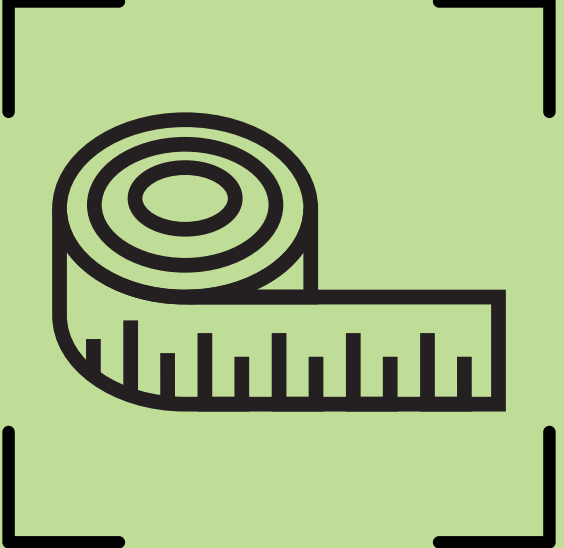
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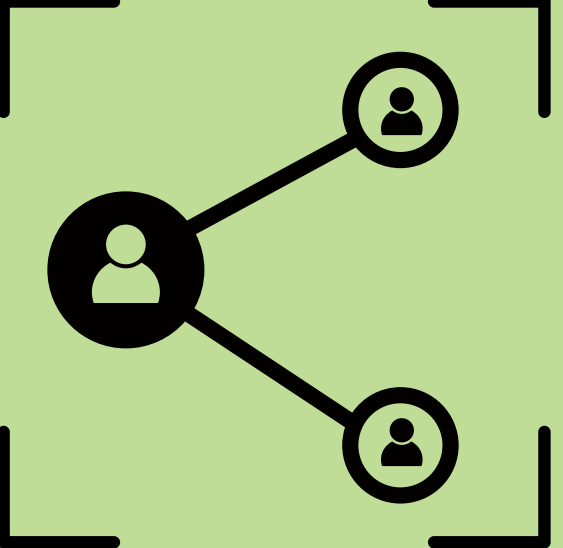
COMMIT



ACT



MEASURE



SHARE

# UNSDG - S2S GROUP

**8** DECENT WORK AND  
ECONOMIC GROWTH



HIGH LEVEL  
COMMITMENT

S2S GROUP WILL GENERATE EMPLOYMENT, PAY THE NATIONAL LIVING WAGE AND BOOST THE LOCAL ECONOMY.

**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



TO REDUCE THE AMOUNT OF WASTE WE PRODUCE AS A BUSINESS AND ENCOURAGE USERS TO LOOK AT SECOND USER IT EQUIPMENT.

**13** CLIMATE  
ACTION



TO BE A NET ZERO  
BUSINESS BY 2050.



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# IN SUMMARY

THE IMPORTANCE OF REDUCING OUR BUSINESS CARBON FOOTPRINTS.

HOW TO SPOT THE RIGHT OPPORTUNITIES FOR YOUR INDIVIDUAL BUSINESS.

IDEAS TO GET YOU STARTED ON REDUCING YOUR CARBON FOOTPRINT.

WHY EVERY BUSINESS IS NEEDED IN THIS MASSIVE CHALLENGE.



# THANK YOU

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