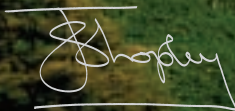


# Shades of green

Some little and not so little decisions you can make today to help stop climate change



**The CarbonNeutral Company**

protecting our climate



# How green?

We've graded each idea according to ease and the amount of CO<sub>2</sub> it will save. Some ideas are straightforward, quick ways to cut CO<sub>2</sub>. Others need a bit more commitment but make greater savings...

Quick and easy savings you can achieve on your own

Savings that involve family and friends

More complicated programmes that realise larger savings

Corporate-level activity that will generate the largest reductions

## Save energy

If you just think of it in terms of your home, what if everyone in the UK switched off their TV and electrical gadgets instead of leaving them on standby? In a year we would save 800,000 tonnes of CO<sub>2</sub>. Energy costs money so it makes sound business sense to reduce consumption.



## Save 1kg of CO<sub>2</sub>

- In one week, if 20 people switch off their computer screens during their lunch hour
- In four days, by using one 100W energy saving light bulb in place of one standard equivalent

## Save 1 tonne of CO<sub>2</sub>

- In one month, if an office replaced 150 light bulbs with energy saving equivalents
- In ten weeks, if an office of 200 turned their computers off overnight

## Save 10 tonnes of CO<sub>2</sub>

- In one year, if an office switched off 40 lights at night
- In one year, if a company replaced 180 standard computer monitors with LCD equivalents

## Save 100 tonnes of CO<sub>2</sub>

- In one year, if 27 offices each (500m<sup>2</sup>) turned their heating down by one degree
- In one year, if 240 offices replaced their old refrigerators with new energy efficient equivalents

## Green energy

Most of our energy comes from fossil fuels (coal, gas and oil) that produce  $\text{CO}_2$  when they are burnt to make power. Why not get your company to switch to renewable energy? Solar, Wind and Hydro all harness the power of nature and produce no  $\text{CO}_2$ . To help you on the way, by law every power provider has to offer a Green Tariff. Just phone and ask them - often it won't cost your company any more.



## Save 1kg of CO<sub>2</sub>

- In one week, if 12 people in your office used a solar charger to charge their mobiles. These chargers can also be used for digital cameras and portable CD/MP3 players
- In four days, if one average commuter took the train to work rather than the car
- In 30 hours, by listening to a wind-up radio instead of an electrically powered one

## Save 1 tonne of CO<sub>2</sub>

- In 18 months, by using a roof-mounted wind turbine to generate your own electricity. These often come with government grants to make them affordable
- In one year of using a single 3m<sup>2</sup> solar panel
- In one year, if an average office of 1,000m<sup>2</sup> reduced their annual hours of air conditioning by 10% (using natural ventilation and turning off AC when not required)

## Save 10 tonnes of CO<sub>2</sub>

- In five years, by replacing four of your fleet cars with electric city cars. The 'G-Wiz' is cheap to buy, cheap to run and CarbonNeutral® up to 16,000 miles
- In five months, if an average office of 1,000m<sup>2</sup> sourced its electricity from a combined heat and power plant (CHP) instead of a conventional power mix

## Save 100 tonnes of CO<sub>2</sub>

- In one year, if an office of 1,000m<sup>2</sup> switched over to a green electricity tariff
- In one year, if 50 households converted to a green electricity tariff

## Reduce waste

There are millions of tonnes of office waste produced every year - from photocopiers and plastic coffee cups to unwanted PCs. On average, waste costs a company a staggering 4.5% of its turnover. Recycling reduces CO<sub>2</sub> as generally there is less energy used (electricity, transport, etc) in remaking something as opposed to originating it.



## Save 1kg of CO<sub>2</sub>

- By composting 3kg of waste instead of sending it to a landfill site
- In six days, by getting 400 office workers recycling their waste paper instead of sending it to a landfill

## Save 1 tonne of CO<sub>2</sub>

- In one year, by getting 90 office workers to recycle all their waste paper
- By printing 21,170 one hundred page documents double-sided, instead of single-sided

## Save 10 tonnes of CO<sub>2</sub>

- By recycling ten old office desks instead of throwing them out
- By donating 400 old PCs to charity

## Save 100 tonnes of CO<sub>2</sub>

- By recycling 250,000 wine bottles
- In one year, if 42,000 people used a cotton bag instead of plastic ones

## Save water

Most of us take water for granted - but it's an increasingly scarce resource and climate change will have a growing impact on extreme weather events including drought. Even in the UK, hosepipe bans have become frequent in summer months. Extreme rainfall isn't the answer because effective water capture is difficult, and flooding brings its own significant challenges.



## Save 1kg of CO<sub>2</sub>

- In ten days, by replacing the worn washer on a dripping hot water tap
- In four days, if you boil a 2.4W kettle half full rather than full (assuming the kettle is used for one hour per day)

## Save the same amount of water as a citizen of the developing world uses in one day (10 litres)

- In ten flushes of the toilet, if you place a 'save-a-flush' in your cistern
- In two minutes, if you turn the tap off while you are brushing your teeth

## Save the same amount of water as a UK citizen uses in one day (135 litres)

- In one day, by washing 20 office coffee mugs collectively in the sink instead of individually under a running tap
- After six washes, using a high-efficiency dishwasher (six gallons per load) instead of an older dishwasher (12 gallons per load)

## Save enough water to fill an Olympic swimming pool (2.5 million litres)

- In one year, by replacing ten traditional urinals with waterless alternatives
- In one year, by getting 139 people to flush the toilet with 'grey water' (treated washwater)

## Green travel

Road transport produces around 25% of all UK emissions and air travel is the biggest producer of emissions globally. Yet travel is fundamental to almost every business. At the most basic level people need to get to and from work. Then there are meetings offsite and abroad; what can you do? Actually, there are some simple solutions...



## Save 1kg of CO<sub>2</sub>

- In one day, by walking or cycling to work (2 miles) instead of taking the car
- After driving for 65 miles with tyres at the correct pressure
- In one year, by turning your engine off for one minute every day when stuck in traffic

## Save 1 tonne of CO<sub>2</sub>

- In one year, by car sharing with a colleague who lives in your area to and from work
- After 3,000 miles of using a fuel-efficient company car. The fuel economy of similar sized cars using the same type of fuel can vary as much as 45%
- When flying long distance, plan your meetings so that you can combine two long-distance trips into one

## Save 10 tonnes of CO<sub>2</sub>

- By ten people from your business taking ten train trips instead of flying
- By 15 people using a lift-sharing car pool club

## Save 100 tonnes of CO<sub>2</sub>

- If 5,000 drivers drove at 60mph instead of 70mph on motorways for a year
- By not taking one hundred 5,000km single journey flights. Would a video-conference link be a reasonable alternative?



## Green materials

Manufacturing, transporting, using and disposing of materials produces CO<sub>2</sub>. Nearly 50% of CO<sub>2</sub> emissions in the UK are caused by constructing, maintaining and occupying buildings. Increasingly organisations are choosing a 'greener' approach and it's not nearly as difficult or as expensive as you might think.

## Save 1kg of CO<sub>2</sub>

- In one week, if you use a sandwich box instead of plastic bags
- By swapping two plastic bottles of water for a jug of iced filtered water and glasses at your next meeting

## Save 1 tonne of CO<sub>2</sub>

- In one year, if an office of 11 people use mugs instead of plastic cups every day
- When redecorating by using 300m<sup>2</sup> of wooden flooring instead of vinyl

## Save 10 tonnes of CO<sub>2</sub>

- By using cellulose root insulation instead of three tonnes of expandable polystyrene insulation
- By using 10m<sup>3</sup> of wood instead of reinforced concrete frames in new buildings

## Save 100 tonnes of CO<sub>2</sub>

- By using 90m<sup>3</sup> of wooden roof tiles instead of ceramic ones
- By sourcing 14 tonnes of recycled aluminium products (eg office furniture, window frames, doors) as opposed to newly-mined aluminium products



## Green suppliers

Not only can you make a difference, you can convince others to follow. Every organisation is part of a supply chain - from the people you buy your photocopier paper from, to the company that cleans your offices. When you adopt 'green' practices you are not only leading by example, you are making a statement about the nature of your business.

## Save 1kg of CO<sub>2</sub>

- If your supplier used one box of recycled paper as opposed to regular paper
- If your supplier delivered two re-usable glass bottles instead of plastic cartons

## Save 1 tonne of CO<sub>2</sub>

- If 500 trips are made with a CarbonNeutral® taxi firm rather than a standard supplier
- If 1,000 deliveries are made using a bicycle courier rather than a motorcycle courier

## Save 10 tonnes of CO<sub>2</sub>

- By sea freighting 3 tonnes of produce from Mumbai to London rather than air freighting
- In one year, by replacing 30 diesel company cars with petrol alternatives

## Save 100 tonnes of CO<sub>2</sub>

- If 250 companies chose to make one 9.5 tonne delivery from London to Edinburgh by rail rather than by road
- In one year, if an office of approximately 1,000m<sup>2</sup> switched to a renewable electricity tariff

# Go CarbonNeutral<sup>®</sup>

The CarbonNeutral Company works with organisations to help them measure and reduce their CO<sub>2</sub> and then to offset (or neutralise) any unavoidable emissions.

This is how offsetting works; for every tonne of CO<sub>2</sub> produced we buy a 'carbon credit' from a project somewhere else in the world which has saved one tonne of CO<sub>2</sub>. These projects include climate friendly technology where, for example, kerosene burners are replaced with 'clean' solar panels for heat and cooking. The new technology saves CO<sub>2</sub> from being released into the atmosphere. We also work with forestry, where trees literally soak up CO<sub>2</sub> and breath out oxygen. This process of measuring, reducing and offsetting can be applied to almost anything you can imagine.

## Here are some examples of how we can 'neutralise' unavoidable CO<sub>2</sub>

### Save 1 tonne of CO<sub>2</sub>

- By growing one or two trees (depending on their variety) to maturity (99 years)
- After one year of swapping five ordinary lightbulbs for five energy saving ones in our Caribbean project

### Save 10 tonnes of CO<sub>2</sub>

- In one year, by swapping the traditional kerosene burners used for light in Sri Lanka for 30 solar panels. This also improves local health conditions
- In ten days, with a new project in Kenya which will produce energy from wind rather than fossil fuel

### Save 100 tonnes of CO<sub>2</sub>

- In three days, by using the power generated from our hydroelectric plant in Bulgaria instead of fossil fuel
- In nine days, by using the power generated from our biomass scheme in Hungary instead of fossil fuel

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