

Green Business

Net Zero shouldn't feel like homework or cost the earth

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The Wake up call

Net Zero is no longer background noise, it's the deciding factor in whether businesses win work, keep clients, or get left out.

Every tender, contract and partnership now comes with the same question: show your plan for carbon, energy, waste and social value. Without it, you risk being marked down or excluded altogether.

Business contributes across the board. Offices and shops use energy every day. Emails, cloud storage and websites drive up digital emissions. Company cars, travel and supply chains add more still. Even small service firms leave a footprint that clients are starting to measure.

Why care? Because buyers, investors and regulators already do.

No plan means fewer points.
No data means exclusion.
No action means falling behind.

For a consultancy, missing out might mean losing a £50k contract. For an agency, a client worth six figures. For a supplier, access to frameworks worth millions. Just two or three lost opportunities of that size can stall growth for an entire year. On the flip side, cutting waste, managing energy and cleaning up your digital footprint saves money directly on your bottom line.

The point is simple: get the basics right, measure your footprint, show your numbers, and you stay in the running. Running a business is already a full-time job — Net Zero doesn't need to feel like homework or cost the earth.

**Current global
average emissions
is around 4,700 kg
CO2e per person
per year.**



Does this really apply to me?

Yes!

Most people think carbon emissions only come from big factories and heavy industry. In fact, small and solo businesses together create nearly half of UK business emissions. Even the smallest company leaves a footprint.

It shows up in everyday ways:

- **Energy use:** Heating, cooling and lighting a workspace can add up to over 1 tonne of CO₂ a year from a single home office.
- **Travel:** Commuting, company cars and client visits all add to your footprint.
- **Working from home:** Remote work still needs heating, electricity and broadband, often the biggest share for small firms.
- **Purchasing:** Every laptop, coffee or supply order carries hidden emissions.
- **Digital activity:** Emails, cloud storage, websites and video calls all consume energy.
- **Waste:** From packaging to old IT kit, disposal has a carbon cost.

If you run a team of 50, or you're just one person in a spare room, this applies to you, because every business has a footprint. You're part of someone else's Scope 3 emissions, (it's everything outside a company's direct control, all the emissions created by their supply chain.). Your reputation is on the line, and clients, investors and regulators are starting to ask.

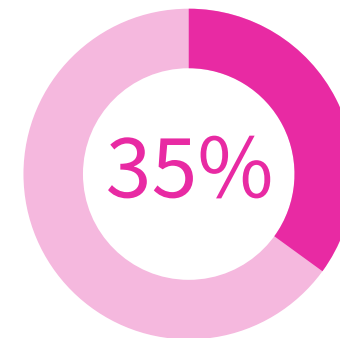




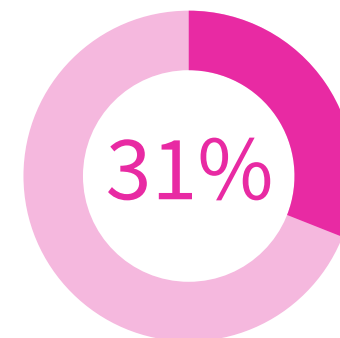
**By 2030
we should limit
emissions to a
maximum of 2,500
kg CO₂e per person
per year**

**By 2050
We should reduce
this further to about
700 kg CO₂e per
person per year**

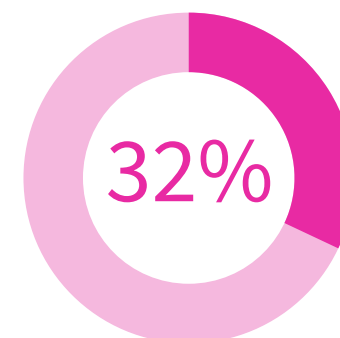
**45% of people
say they rely on
businesses to
make sustainable
products the
standard**



35% of consumers say they'd pay more for brands they trust



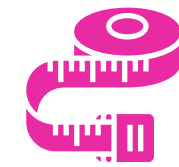
31% of UK customers prioritise excellent service even if it costs more.



32% of consumers say they'd pay more for sustainable products/services

Consumers don't just buy on price. 35% say they'll pay more for brands they trust (EY), while 31% are happy to pay a premium for excellent service (Institute of Customer Service). And 32% would pay more for sustainable products, with a PwC study finding an average +9.7% premium for goods that prove their credentials.

Fine, how do I get to net zero?



Measure it

Know your carbon footprint (fuel, energy, materials, transport, waste). Without the numbers, you can't prove progress.



Cut it

Tackle the obvious: reduce fuel use, switch off plant and generators, consolidate deliveries, use recycled materials, cut waste



Prove it

Keep records and publish a simple Carbon Reduction Plan. That's what clients and frameworks expect to see in tenders.



HELP!

Did you say Help!?

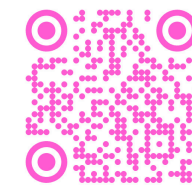
Perfect, because you don't have to do it alone.

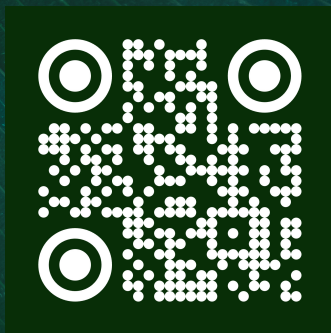
Running a business is already a full-time job, and the last thing you need is more forms, acronyms and red tape. That's where we come in.

We take care of the measurements, the plans, and the compliance paperwork, all the things principal contractors and frameworks now demand, while you keep your projects moving.

eco-g packages start at £500, less than losing a single customer. DIY portals won't cut it, but we will.

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