

# Business Declares Members

“From declaration to action”

How we are tackling the climate, ecological  
& social emergency



**Business  
Declares**

# Agenda

1. Part one: Key findings
2. Part two: Showcasing 3 climate impact plans
  - Sarah Hakewill | Purpose Engager | AG Communications
  - Megan Watkins | Senior Operations Manager | Bates Wells
  - Melisa Gooding | Sustainability Officer | Lamington Group
3. Part three: Q&A, Next steps and close

# Part one: Key findings



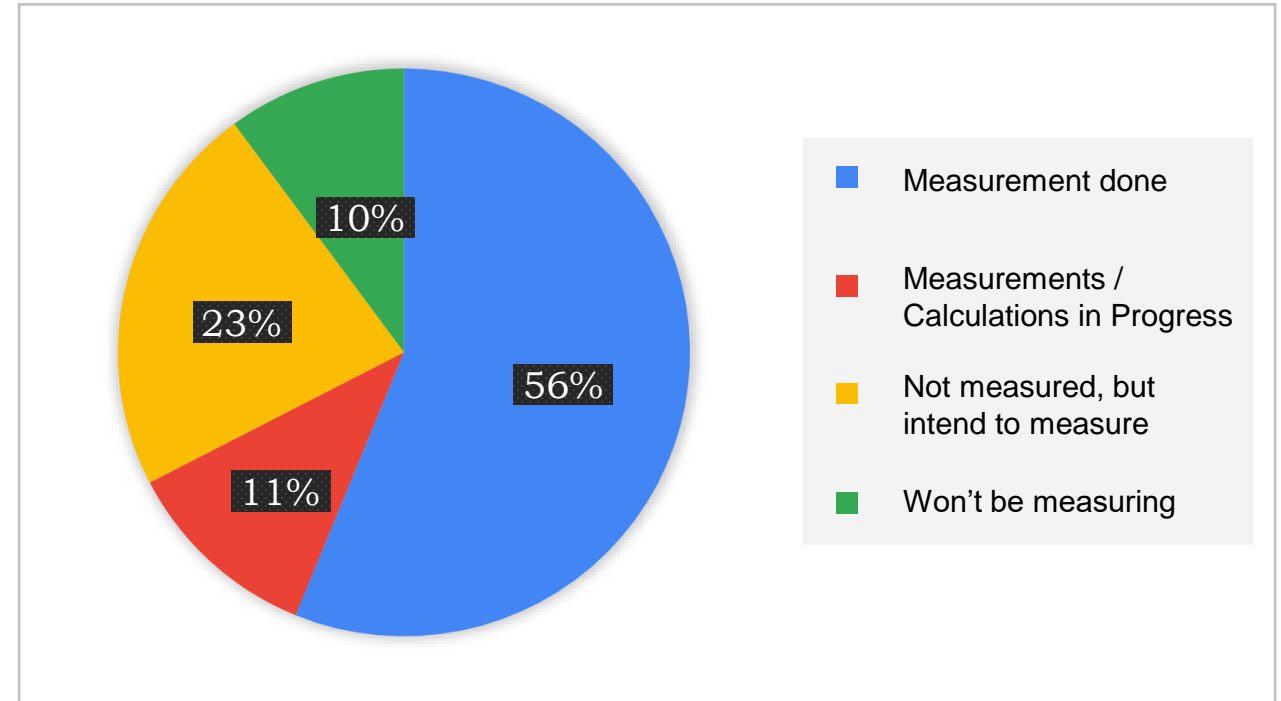
**Business  
Declares**

# Scopes 1 and 2

## Members dates for Net Zero

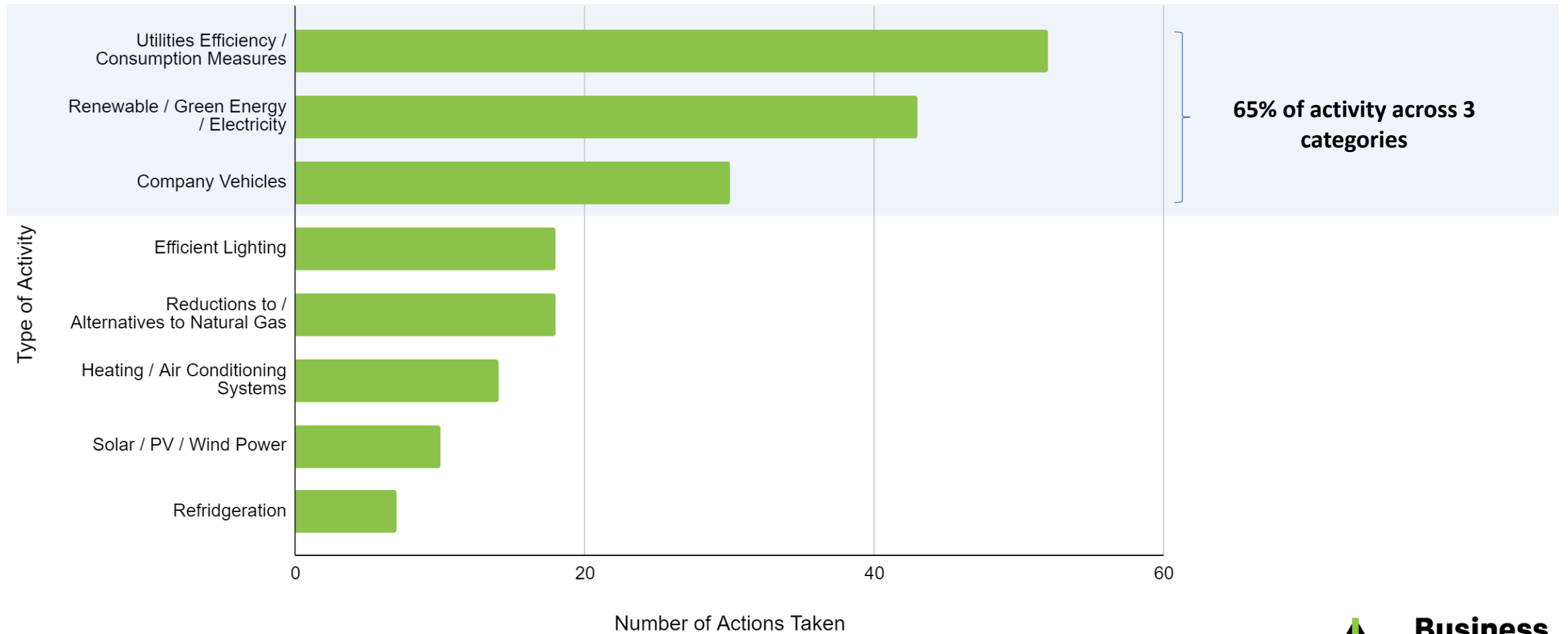
Date of Scope 1 & 2 net zero target	Members
2019	1
2020	2
2022	6
2023	2
2025	21
2026	1
2028	1
2030	29
2035	1
2050	1
Already carbon negative / carbon neutral / net zero	11
Net-Zero target hasn't been set yet	13
Total	89

## Members progress in measuring emissions



# Scopes 1 and 2

## Actions Taken to reduce Scope 1 & 2



# Scopes 1 and 2

*“altering transport routes to reduce carbon intensity, stopping selling products with transport emissions >450kgCO2e/tonne of product transported.”* **Riverford**

*“adjusting the lighting system with sensors so that lights are only on when area is occupied. - removal of drinks fridges from meeting rooms - lobbied our landlord for a move to certified green energy in conjunction with other tenants (tender in process) - we replaced some of our lighting to LED.”* **Bates Wells**

*“Renewable energy, LED lighting, sensors for lighting, all equipment needs to be A rated.”* **Brabners LLP**

*“Shared workspace with renewable energy tariff; Incentive to use renewable energy at home; Low energy devices.”* **Wholegrain Digital**

*“When purchasing electrical items, energy efficiency should be taken into account. Those with higher energy efficiency ratings should be favoured over those with less, even if they are more expensive.”* **Arkbound**

*“For the past several years we have not heated the business because our HVAC system required natural gas. This summer we plan to remove these HVAC systems and replace them with electric heat pumps.”* **Beans & Bagels**

*“...Maximising use of onsite renewables including PV and battery. Future actions: Install low carbon heating system; explore options to increase onsite / offsite renewable power generation.”* **Friends Provident Foundation**



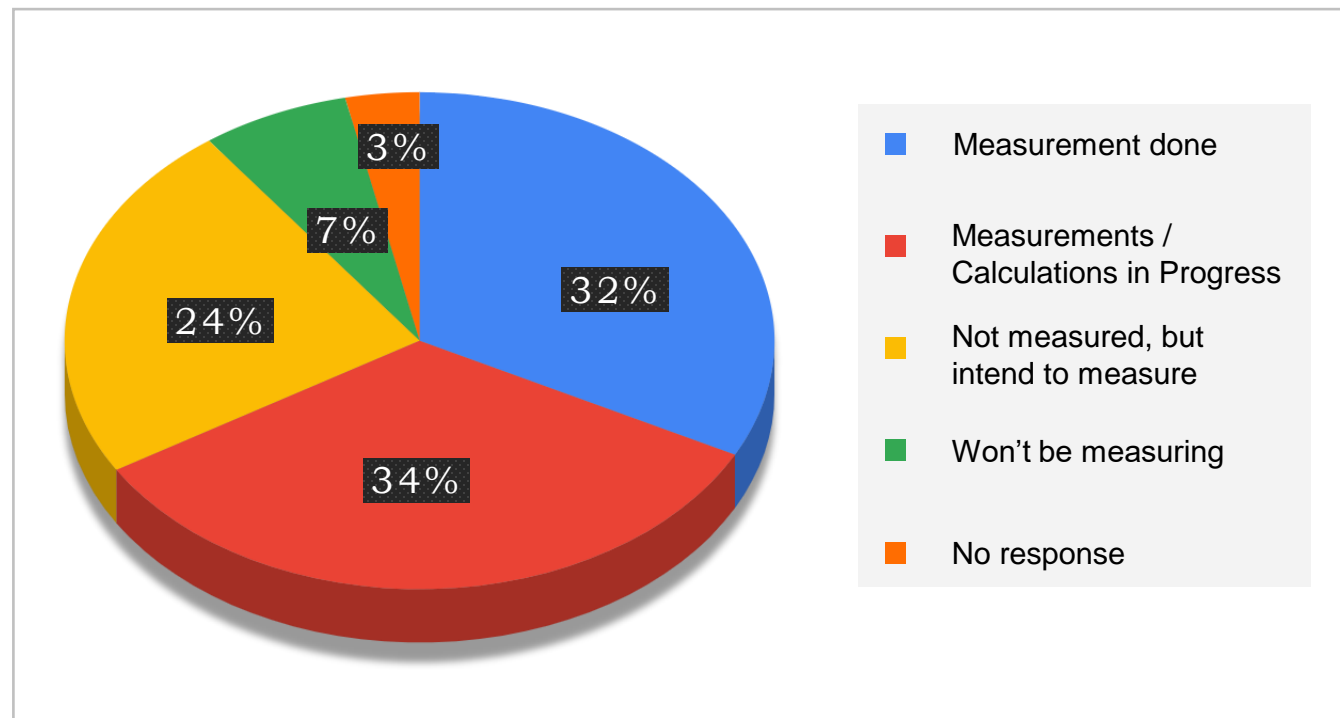
**Business  
Declares**

# Scope 3

## Members dates for Net Zero

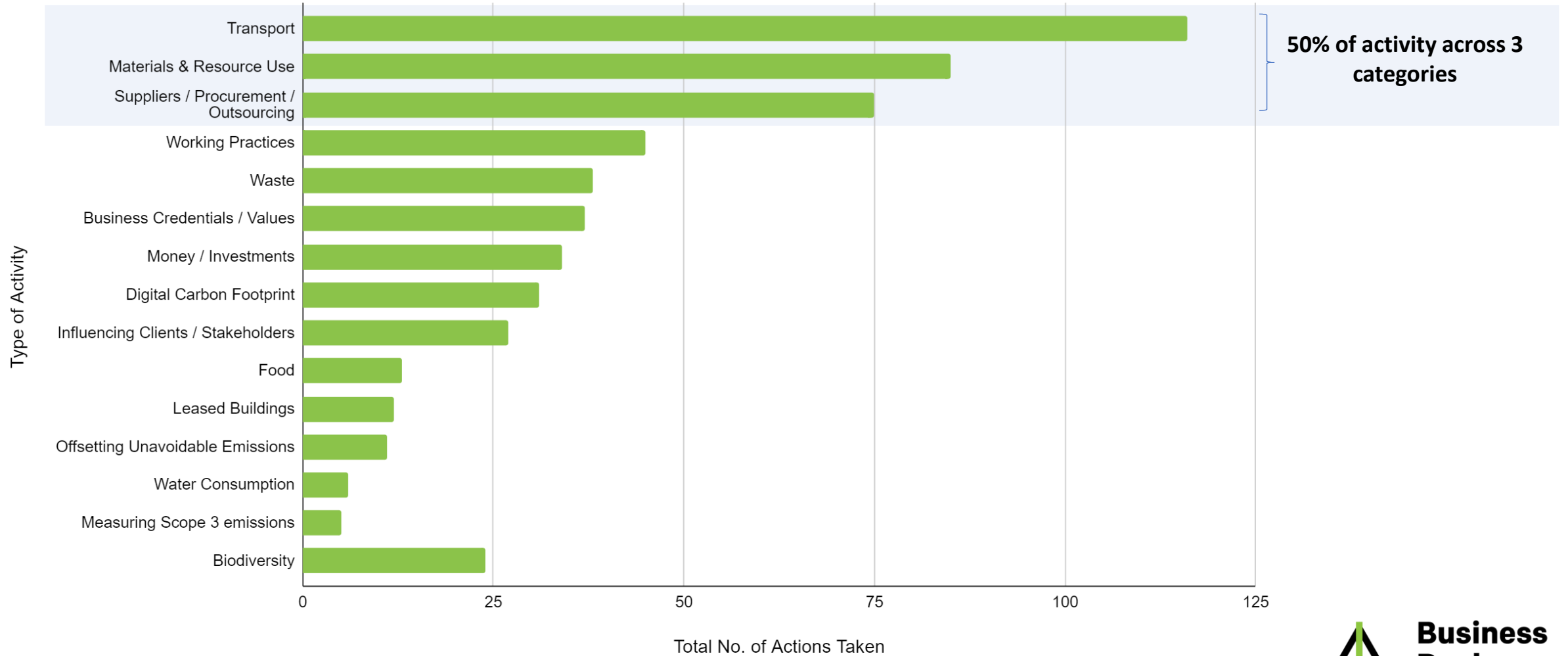
<i>Date of Scope 3 net zero target</i>	<i>Members</i>
2019	1
2020	1
2022	3
2023	2
2024	1
2025	12
2030	32
2035	2
2050	6
Already carbon negative / carbon neutral / net zero	7
Net-Zero target hasn't been set yet	22
<b>Total</b>	<b>89</b>

## Members progress in measuring emissions



# Scope 3

## Actions Taken to reduce Scope 3





# Scope 3

*“Producing a supplier screening sustainability checklist / spreadsheet - outlining the sustainability credentials of our supply chain products we purchase (e.g. initial data collection, measurement and monitoring with the aim of reduction moving forwards).”* **TYF**

*“We have switched to a four day week, which has reduced our transport emissions by 25%.”* **Naturesave**

*“We source our cleaning products from an eco manufacturer via an independent zero waste shop where we refill.”* **Compost Club**

*“Zero to landfill (waste is recycled or converted into energy - both locally); Eliminating single-use plastic.”* **Nash & Co Solicitors**

*“changed internet host provider to more green one and reduced pictures on the website for lower energy.”* **Kite Creative**

*“Furniture, IT kit, whiteboards etc must all be second hand as far as is possible.”* **Scott Johnson**

*“Choosing clients who are working on climate solutions and who we believe will have the most impact. No revenue from high carbon industries (fossil fuels, building materials, chemical / petrochem, meat / dairy, freight)”* **Greenhouse**

*“1, change our banking provision 2, changed our pension provision”* **Forster Communications**

*“use Honest mobile for work phones to ensure that usage is carbon negative.”* **Ebb & Flow**



**Business  
Declares**

# Off-setting

1. Health scepticism; if used, then only verified/gold standard schemes to be used
2. Only as an action of last resort
3. Need to look at off setting in its broad context
4. Can (usually) be considered as long as motivation authentic



**Business  
Declares**

# Off-setting

*“...emissions cuts are far more important than offsetting...some companies may use offsets as greenwashing...I would still do them if the scheme seemed legitimate but not as a substitute for emissions cuts.”* **Mair Perkins**

*“I don't believe netting things off is beneficial for the greater good. Ultimately, we need no emissions, no pollution, no chicken poo in our rivers, no plastic up the noses of turtles. Planting trees does not offset that damage.”* **Scott Johnson**

*“Offsetting should only be carried out once a reduction plan has been created; offsets should be nature based and be equally beneficial to ecology/biodiversity, and socioeconomic factors as they are to carbon sequestration potential.”*  
**Riverford**

*“Offsets have a role to play once emissions have been reduced by taking a practical Avoid-Reduce-Replace approach to significant environmental impacts identified across the business.”* **Ecotricity**

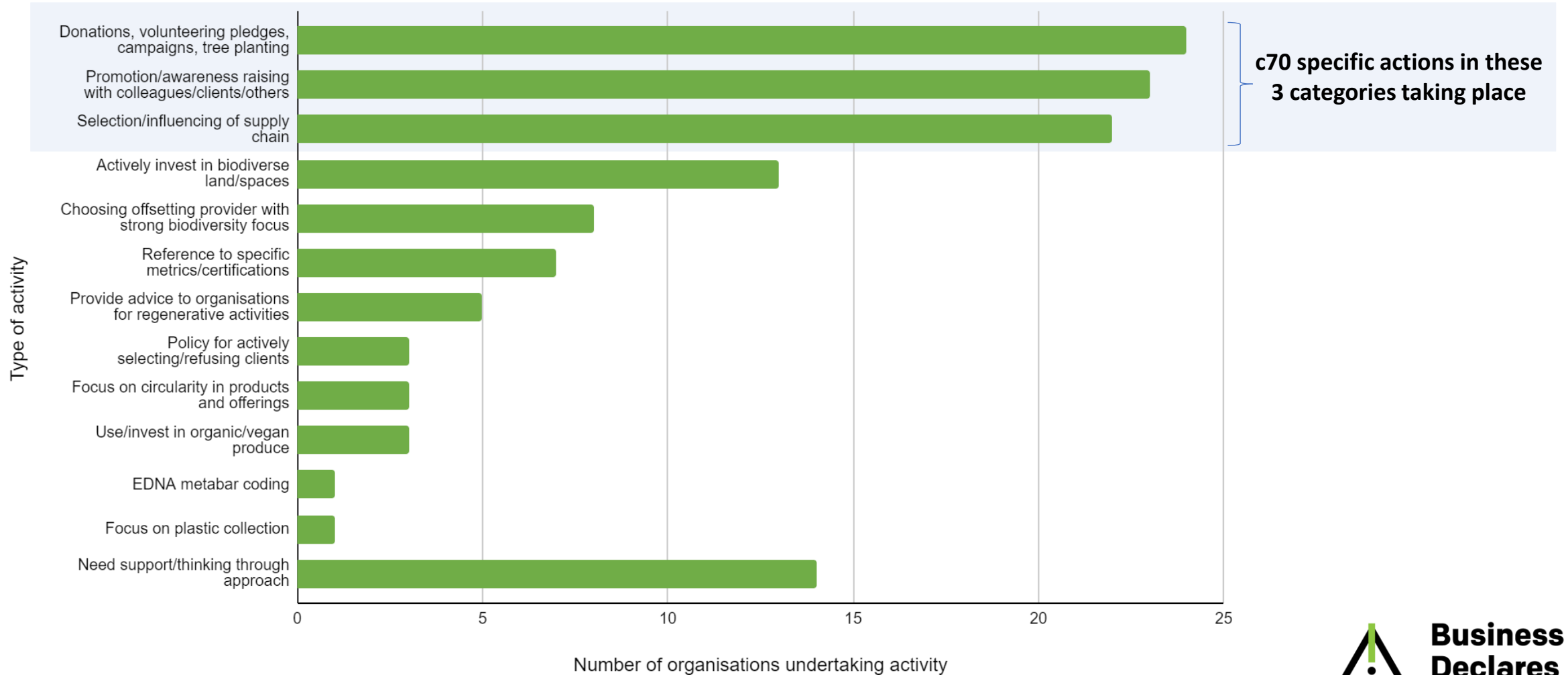
*“We offset but don't consider this makes things "neutral". In truth we are a bit uncomfortable with the concept but feel under pressure to offset alongside our other initiatives. We only use "removal" based offsets that remove CO2 from the atmosphere and lock it away. We don't use "avoidance" based offsets.”* **Wholegrain Digital**



**Business  
Declares**

# New commitment: Biodiversity plans

Explain how your business will address biodiversity



# New commitment: Biodiversity plans

*The firm has therefore entered into a partnership with the Kingsdale Head peatland restoration project to provide £50,000 over the next 3 years to unlock funding sufficient to restore more than 400 hectares peatland (with a conservative estimated carbon reduction of more than 450 tCO<sub>2</sub>e each year by the end of the project). also engagement **Brabners***

***Triodos Bank UK** has a net zero target of 2035 that is leading the banking sector. They are now looking to fund rewilding initiatives and undertaking ground-breaking work to develop natural capital projects delivering positive biodiversity outcomes at a national scale through work with DEFRA, the Environment Agency and Esmée Fairbairn Foundation. The bank has committed to the Finance for Biodiversity Pledge, and also works to improve biodiversity through procurement and office practices.*

*We have voluntarily implemented 10% Biodiversity Net Gain for our new developments, ahead of legislation requirements. **Peel L&P***

*Dont allow investments in projects which deplete natural resources or intensive farming. **Friends Provident Foundation***

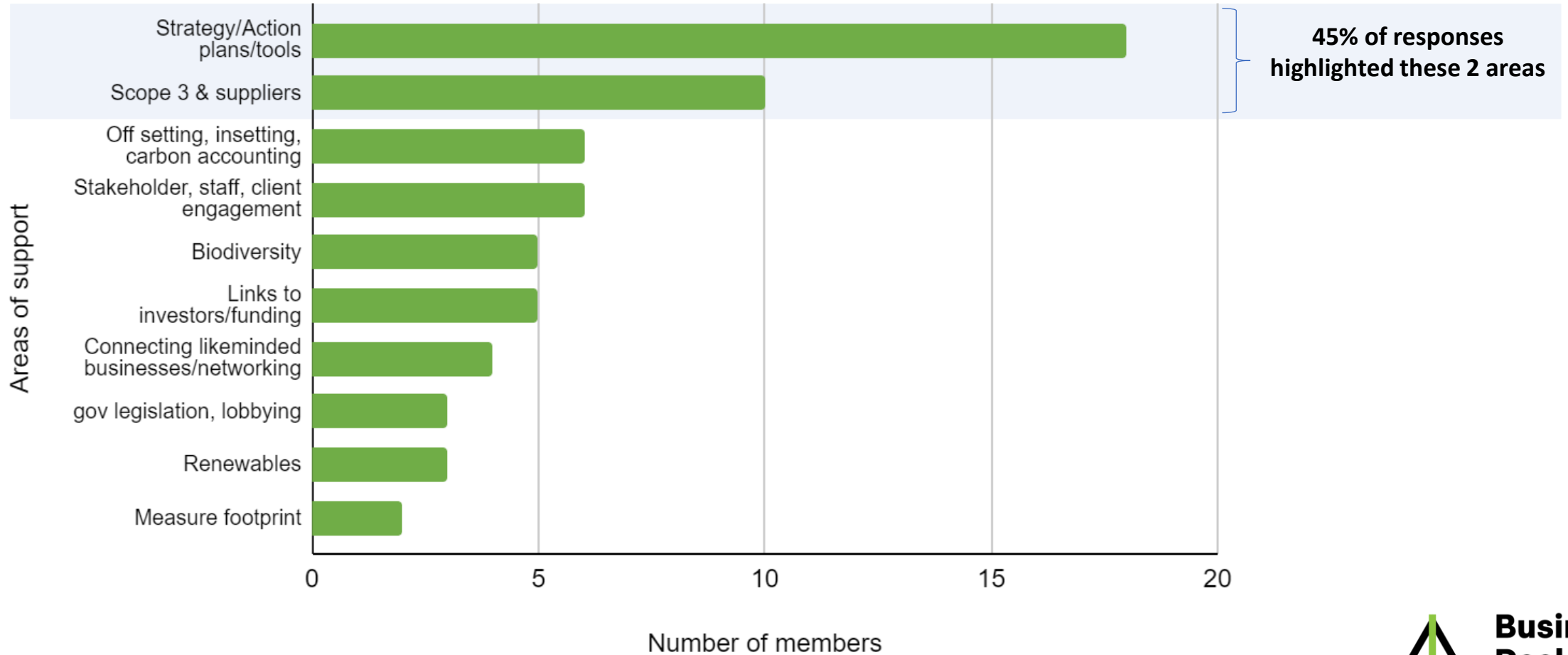
*1. Certified organic & FairWild: Organic farms are home to 50% more plants, insects and birds than non-organic ones (Soil Association). Protecting wild plant species with FairWild. **Pukka***



**Business  
Declares**

# Areas where members require support

## Areas where members require support



# Part Two: Showcasing climate action plans

# Climate action plans

Sarah Hakewill | Purpose Engager | AG Communications

Megan Watkins | Senior Operations Manager | Bates Wells

Melisa Gooding | Sustainability Officer | Lamington Group



**Business  
Declares**



**Our vision: To create a better world with equality and climate action at the core of everything we do**

## Social and Environmental Plan

2020 - 2025

**AG**

**Sarah Hakewill | Purpose Engager**



# Our Environment Plan (carbon neutral by 2025) - What we can impact





AG  
Employees  
&  
Workplace

# Reducing carbon impact

## How and where we work

- Share our Communications Carbon Reduction Plan and travel policy
- Environment bonus for all employees who measure and reduce their carbon impact (£500)
- Help employees reduce their home emissions with tips and advice from [Giki](#)
- Introduce new apps and technology to remove printing and paper from the office – print only when critical
- Replace single use materials and use approved stationery supplies from 1% or B-Corp recycled sources
- Identify any single-use giveaways or company branded items and replace items with reusable or regenerative alternatives.
- Team members to work from home +50% of the time
- Company Cars to be EV/hybrid



Supply  
Chain

# Reducing carbon impact

## Who we work with

- Invite suppliers to complete [Giki](#) Survey to measure their carbon impact
- Issue supplier survey to track and measure carbon reduction measurement and plans
- Help suppliers cut emissions with tips, advice and examples of our policies
- Share AG communications carbon reduction plan and travel policy
- Introduce new apps and technology to reduce printing for client projects – print only when critical



Clients

# Reducing carbon impact

## How we work with clients

- Help clients understand their carbon impact and how to cut communication related carbon emissions
- Share AG communications carbon reduction plan and travel policy
- Introduce new apps and technology to reduce printing for client projects – print only when critical



Community

# Reducing carbon impact

## Helping others

- Share our communications carbon reduction plan and travel policy externally
- Help and support others at Alderley Park: Force for Good Network to measure and cut their emissions
- Educate on why it's important to work towards Carbon Net Zero goal
- Actively promote and donate to our climate partners;
  - Business Declares
  - 1% for the Planet
  - Climate Neutral
  - Power for People
  - Rewilding Britain
  - She Changes Climate

# AG Carbon Reduction Plan 2022 (Employees)

- Measure office carbon footprint through [Climate Neutral](#) ✓
- Measure home carbon footprint through [Giki Zero](#) ✓
- Reduce office / home office heating temperature by [1 degree](#) ✓
- [Travel](#) by bike / electric vehicle / train / tram at all opportunities – journey [share](#) were possible ✓
- Work from [home](#) 50% to reduce travel impact on environment ✓ 

+ £312 tax relief for working from home
---
- Eat [vegan](#) at least 1 day per week / XX Steps per month league table
- Use [reusable](#) AG mugs & water bottles for drinks – don't use single use cups ✓
- [Printing](#) critical documents only ✓
- [Recycle](#) all waste ✓
- Use Microsoft [Office 365](#) for all online activity to track and measure our IT carbon impact ✓
  - Don't send attachments, use links in Teams/[Sharepoint](#)
  - Keep emails to a minimum to reduce [e.traffic](#)
- Change [search engine](#) to [Ecosia](#) – a non-profit B Corp browser that is fast, free, plants trees and shows fewer ads ✓
- See [Sustainability for AG Clients Policy](#) for more ways to reduce our communications carbon footprint ✓

# AG Carbon Reduction Plan 2022 (AG Suppliers)

- Measure home carbon footprint through [Giki Zero](#) ✓
- Reduce office / [home office heating temperature](#) by 1 degree
- [Travel](#) by bike / electric vehicle / train / tram at all opportunities – [journey share](#) where possible
- Work from [home](#) 50% to reduce travel impact on environment ✓ + £312 tax relief for working from home
- Encourage to eat [vegan](#) at least 1 day per week
- Use [reusable](#) mugs & water bottles for drinks – don't use single use cups. ✓ • Ask AG for a free eco-friendly cup!
- Reduce [printing](#) to critical documents only ✓
- [Recycle](#) all waste
- Use Microsoft [Office 365](#) for all online activity to track and measure our IT carbon impact ✓
  - Don't send attachments, use links in Teams/[Sharepoint](#)
  - Keep emails to a minimum to reduce [e.traffic](#)
- Change [search engine](#) to [Ecosia](#) – a non-profit B Corp browser that is fast, free, plants trees and shows fewer ads. ✓
- See [Sustainability for AG Clients Policy](#) for more ways to reduce our communications carbon footprint ✓



# AG Travel Policy 2022

We care about the impact of AG travel on our planet and seek to reduce and remove this from our business operations where possible by:

- Attending meetings and events **virtually** where possible - one day trips are often best done virtually
- If travel is necessary, use '**green**' **transport** where possible. This is by bike, electric vehicles, and public transport (trains, trams, buses)
- Book travel as far **in advance** as possible to secure cheaper, greener rates via [Melissa.Penn@agcommunications.co.uk](mailto:Melissa.Penn@agcommunications.co.uk)
- Avoid **single purpose trips**, look to maximise the engagement and impact by having multiple meetings
- If traveling for/on behalf of a client, they must **authorise** that this **travel is critical** for the project delivery and confirm they are happy to cover costs for 'green' travel and/or offsetting the carbon impact
- If there is no other option but to fly, use the **lowest carbon impact** option at all times

[International Travel Request Form](#)



Megan Watkins | Senior Operations Manager

# Our Climate Action Plan

We declared a Climate Emergency and Biodiversity Crisis in 2019. Our commitments to mitigate our impact are:

- **Decrease our carbon emissions** and reach net zero carbon in 2019
- Take the Climate Emergency and Biodiversity Crisis into account in developing our **business strategy** and remain committed to having a material positive impact on society & the environment
- Seek to **use the law** to advance and support environmental protection and protect against environmental degradation and increasing carbon emissions
- **Engage all our people** in decisions relating to our impact the planet and encourage them to live in more environmentally friendly ways.
- **Collaborate** with others to achieve these commitments.
- Regularly **assess our impact** on the environment and report annually on how we're doing.

# How we're doing:

## **Decrease our carbon emissions** and reach net zero carbon in 2019

- We reached net zero emissions in 2019 re Scopes 1 & 2 and some Scope 3
- Science Based Target
- Single use plastic reduction project

Take the Climate Emergency and Biodiversity Crisis into account in developing our **business strategy** and remain committed to having a material positive impact on society & the environment

- Part of our 5-year business plan to 2025
- Working with teams to have climate in all business plans

Seek to **use the law** to advance and support environmental protection and protect against environmental degradation and increasing carbon emissions

- We act for clients who are making a positive contribution to addressing the climate emergency
- Butler-Sloss case

# How we're doing:

**Engage all our people** in decisions relating to our impact the planet and encourage them to live in more environmentally friendly ways.

- Held a hackathon to invite new ideas for our Climate Programme to consider
- Sustainable Pension Fund scheme
- Climate Programme Recognition Reward Scheme

**Collaborate** with others to achieve these commitments.

- Net Zero Lawyers Alliance
- The Chancery Lane Project
- Legal Sustainability Alliance
- CR Legal Network

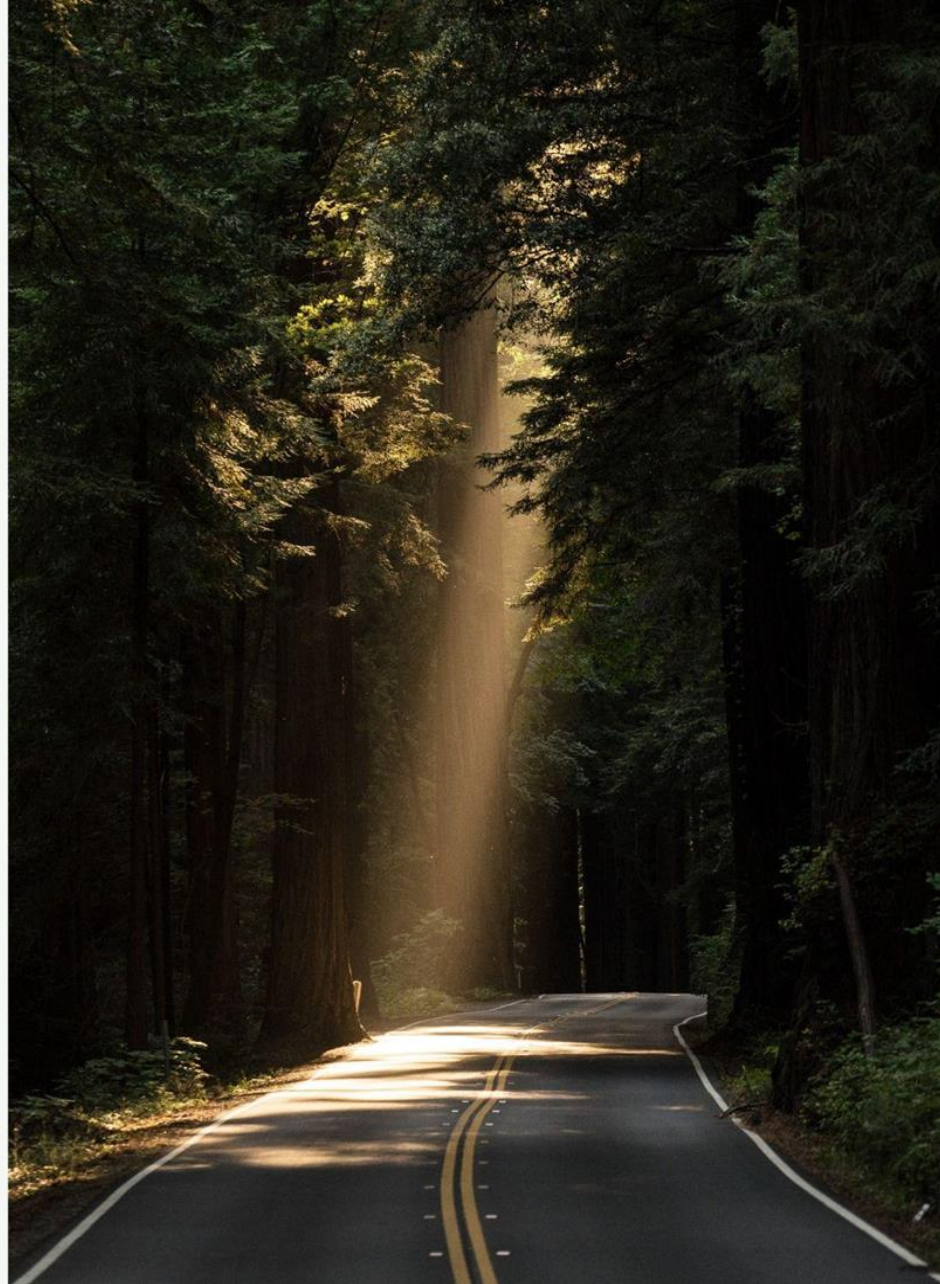
**Regularly assess our impact** on the environment and report annually on how we're doing.

- Annual Impact Report
- Annual Climate Report
- B Impact Assessment (BIA)

Melisa Gooding  
Sustainability Officer  
Lamington Group



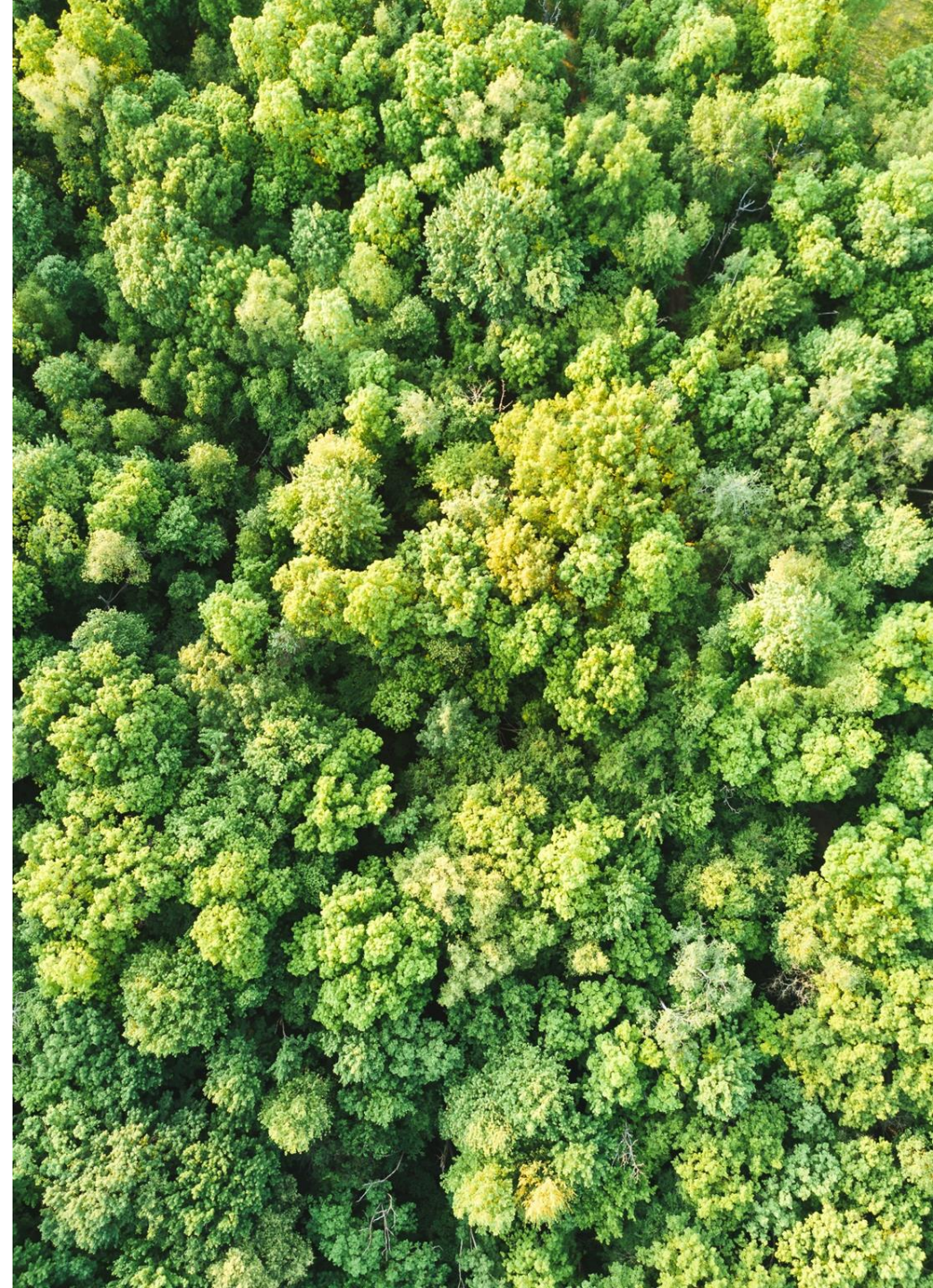
Net Zero Carbon  
Roadmap





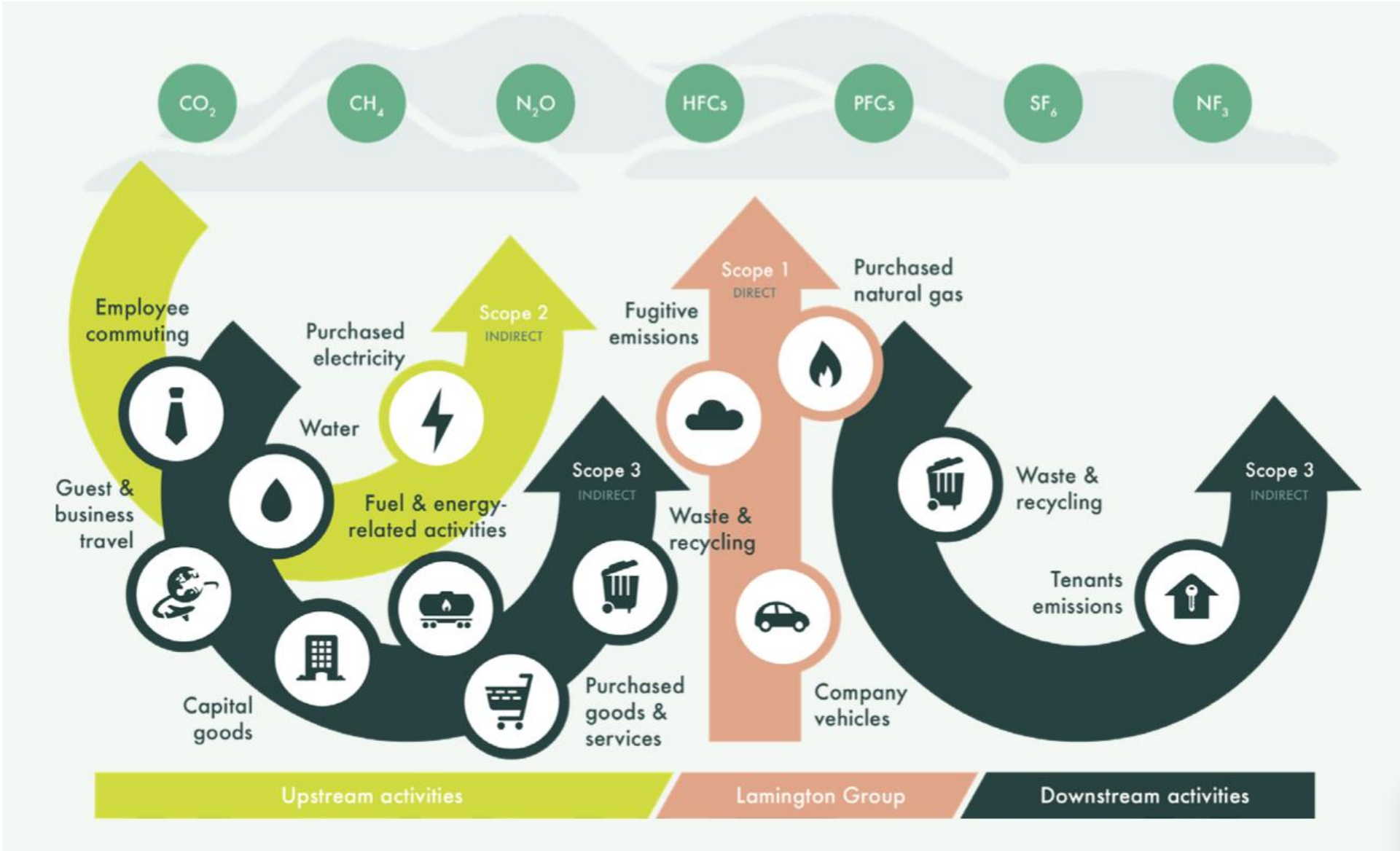
# Why we care

- The UN IPCC has given a “code red warning for humanity” climate change is our biggest challenge
- Building’s account for **40%** or global carbon emissions, hotel industry lagging in action
- Effects of inaction are devastating for people and the planet and this will disproportionately affect the most vulnerable





# Carbon emissions



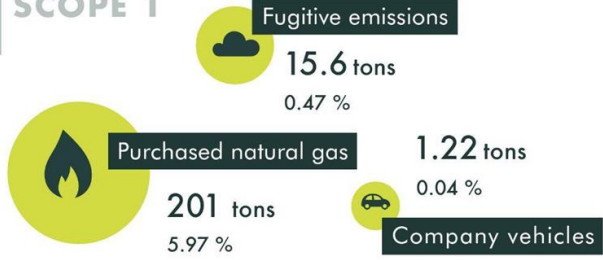


# Baseline emissions

## Lamington Group

Greenhouse Gas Emissions 2019

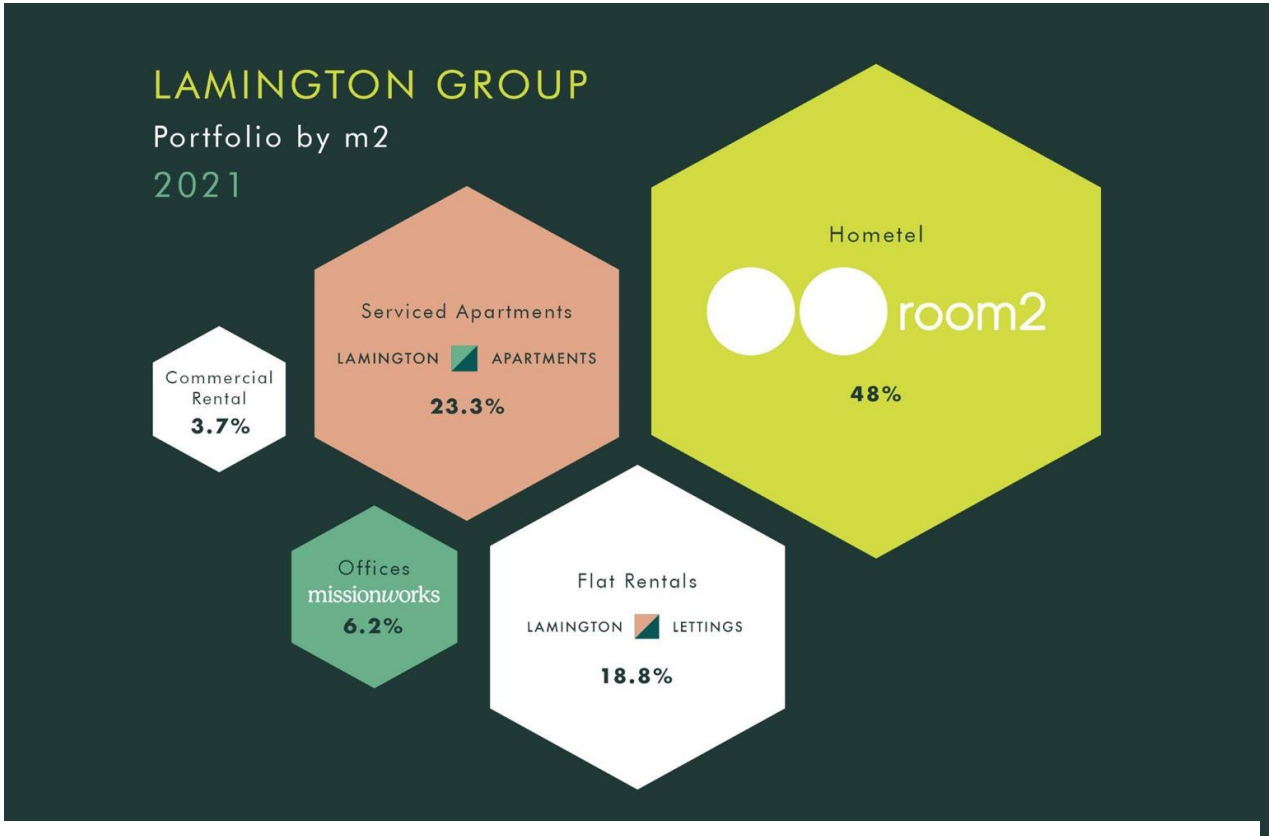
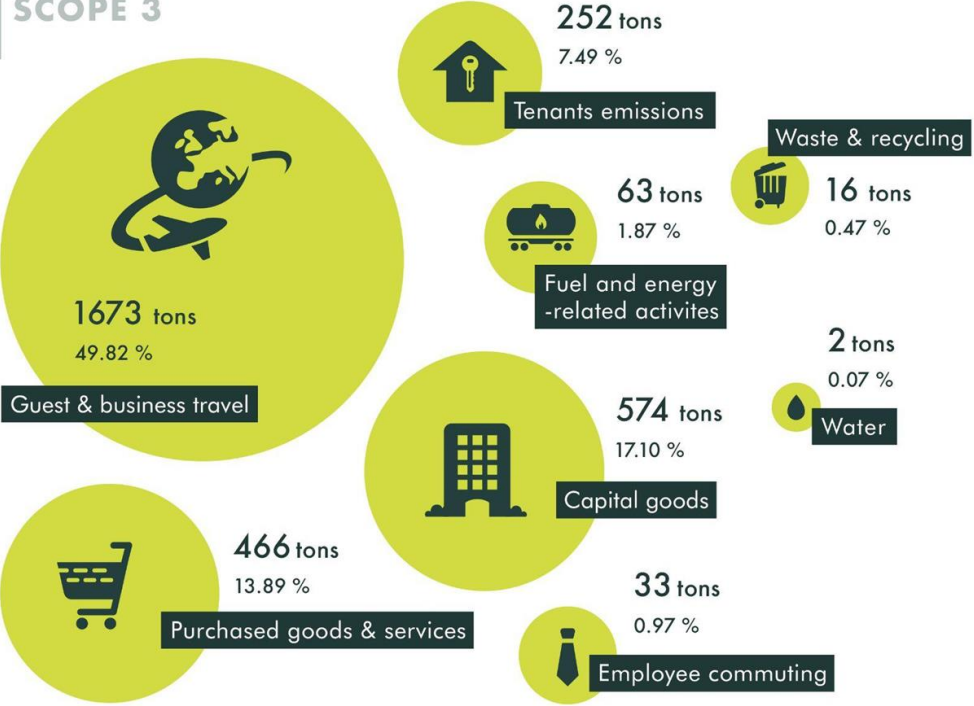
### SCOPE 1



### SCOPE 2



### SCOPE 3

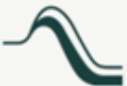


# Our commitments



## Develop and operate whole life net zero carbon hotels

Our hotel's emissions from their conception all the way to their disposal will be equal to zero.



## Achieve Net Zero Carbon Scope 1 and 2 by 2030 using Science Based Targets

To align with climate science, we will reduce all emissions in our direct control by 46% by 2030.



## Track and minimise scope 3 emissions

We will encourage, guide and support our suppliers, employees, guests and wider communities to reduce their own emissions.

# Net zero whole life carbon

10 principles summarise what we will need to do to make this happen:

## 10 principles of net zero buildings



Report annual energy use and renewable energy generation



Assess, reduce and verify embodied carbon



Eliminate the use of fossil fuels for heating and hot water



Maximise on-site renewable electricity



Purchase 100% renewable energy



Incorporate energy demand response and storage measures where possible



Maximise the reduction of energy use measured at the meter



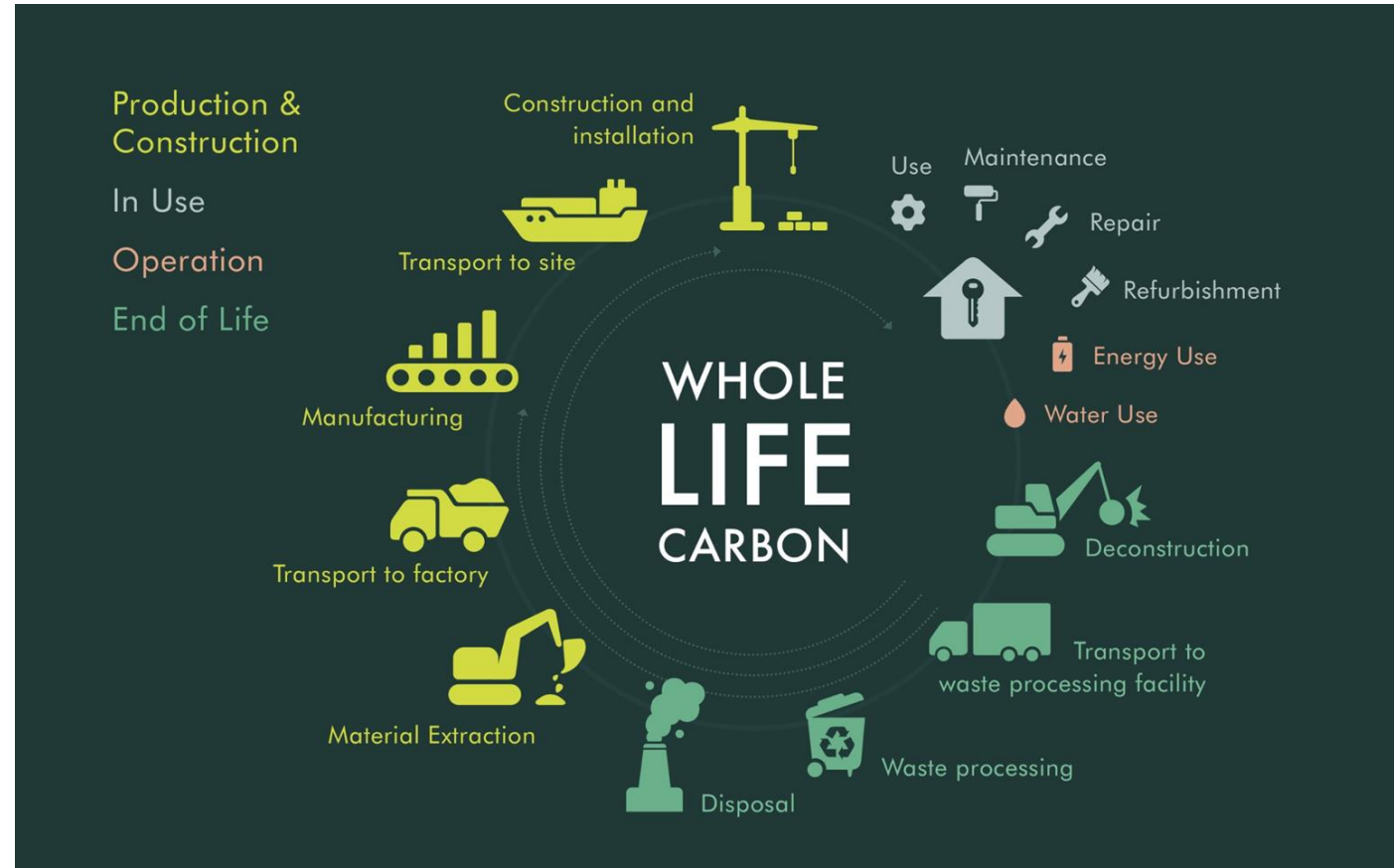
Report average annual carbon content of heat



Maximise reduced space heating demand

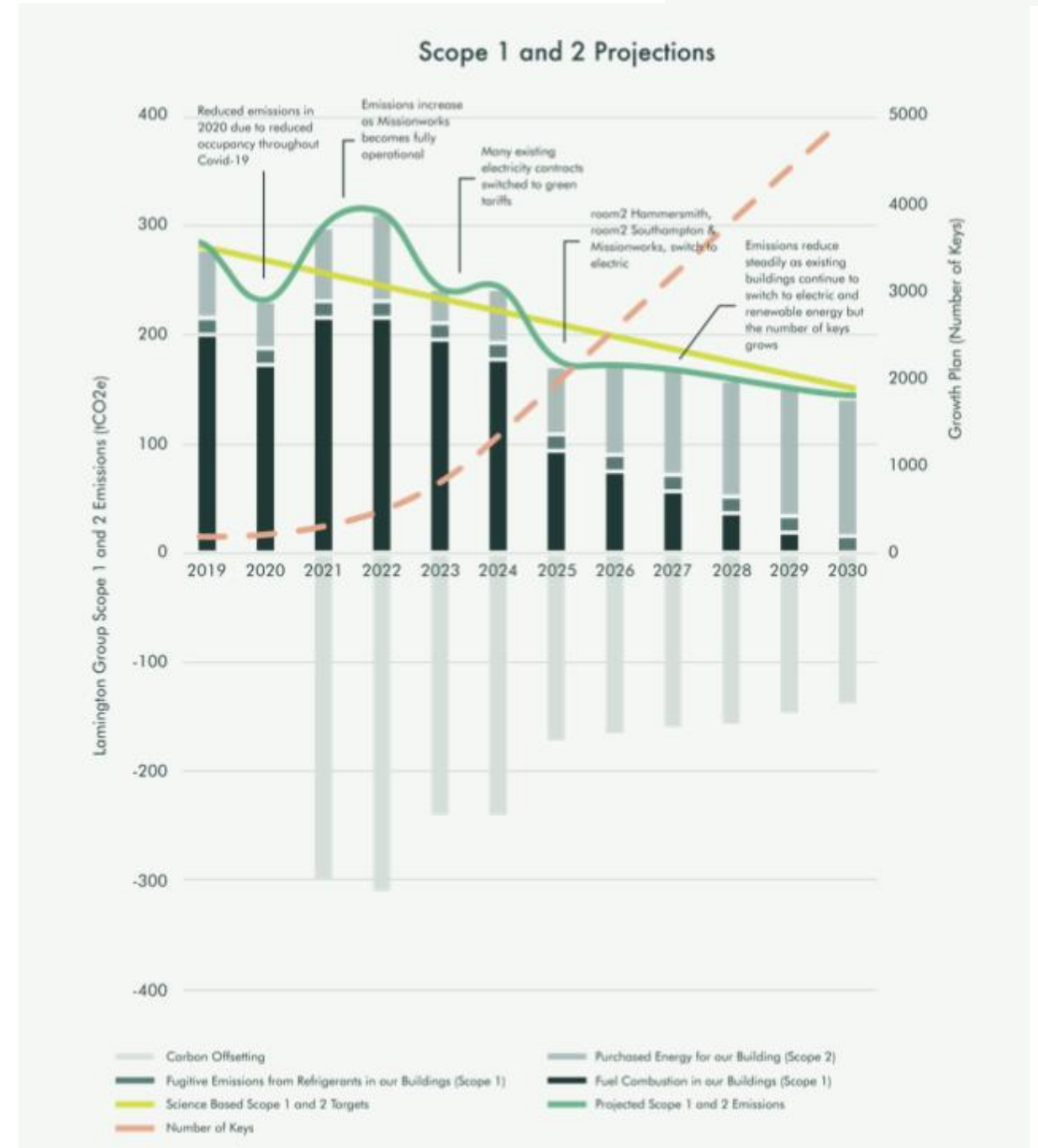


Calculate carbon & rebalance annually to achieve net zero

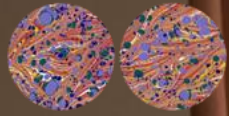


# Net zero scope 1 and 2 by 2030 using SBT

- Reducing emissions by 46% inline with our 1.5 degrees science-based targets
- All new keys will be all-electric & supplied by renewable energy
- 8 serviced apartments ~ will be retrofitted each year (2023 - 2030)
- New systems for heating and cooling will be where possible heat pumps
- Company vehicles to be all electric by 2025







room2chiswick

# The World's 1st Net Zero Ho(me)tel

Opened: Dec 2021  
Keys: 86  
Amenities:  
- Lounge/bar  
- Gym & Laundry  
Size: 34,122 sq ft GIA



# Offsetting

Our aim will always be to reduce carbon as much as possible but where there is unavoidable carbon we use accredited, nature based offsets.

The total upfront embodied carbon for room2 Chiswick (RICS A1-A5) has been calculated at 2448 tonnes of CO2e. We have worked with ClimatePartner to offset these emissions and have purchased Verified Carbon Standard offsets supporting an afforestation programme in Nicaragua that grows giant clumping bamboo.

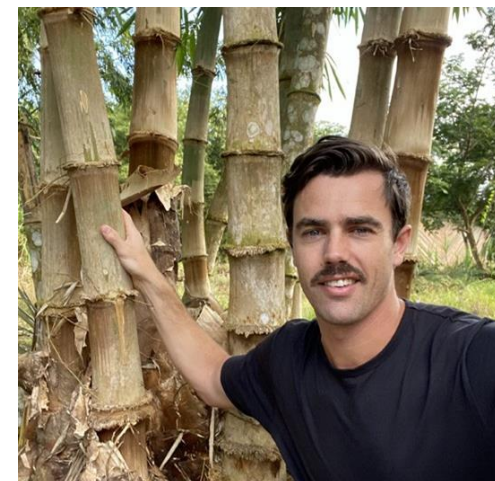
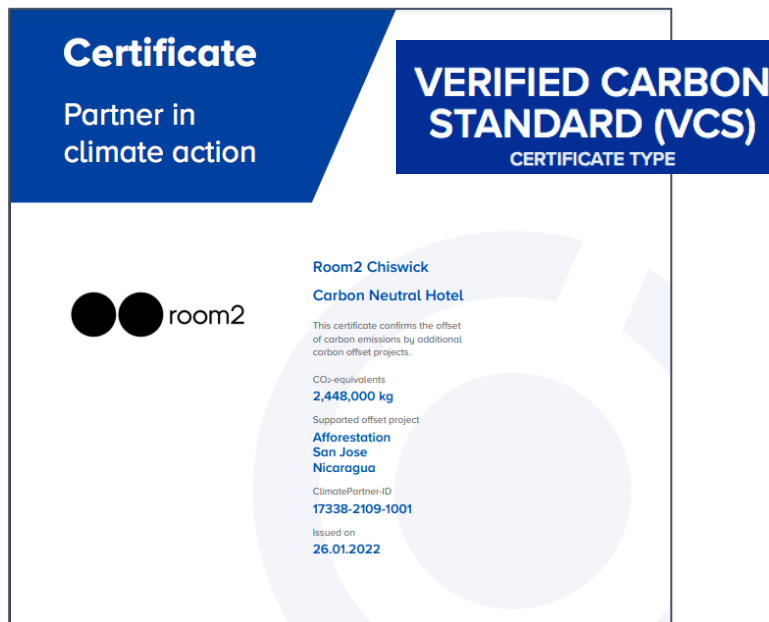


## Whole Life Carbon

**Embodied**  
**2448** tns /co2e:  
 Upfront embodied carbon offset to 0. Using nature based bamboo afforestation.

**Operational**  
**X** tns /co2e:  
 Scope 1 + 2 emissions for operational carbon will be measured annually and be offset to 0. Data available in Jan 2023.

## Offset to zero



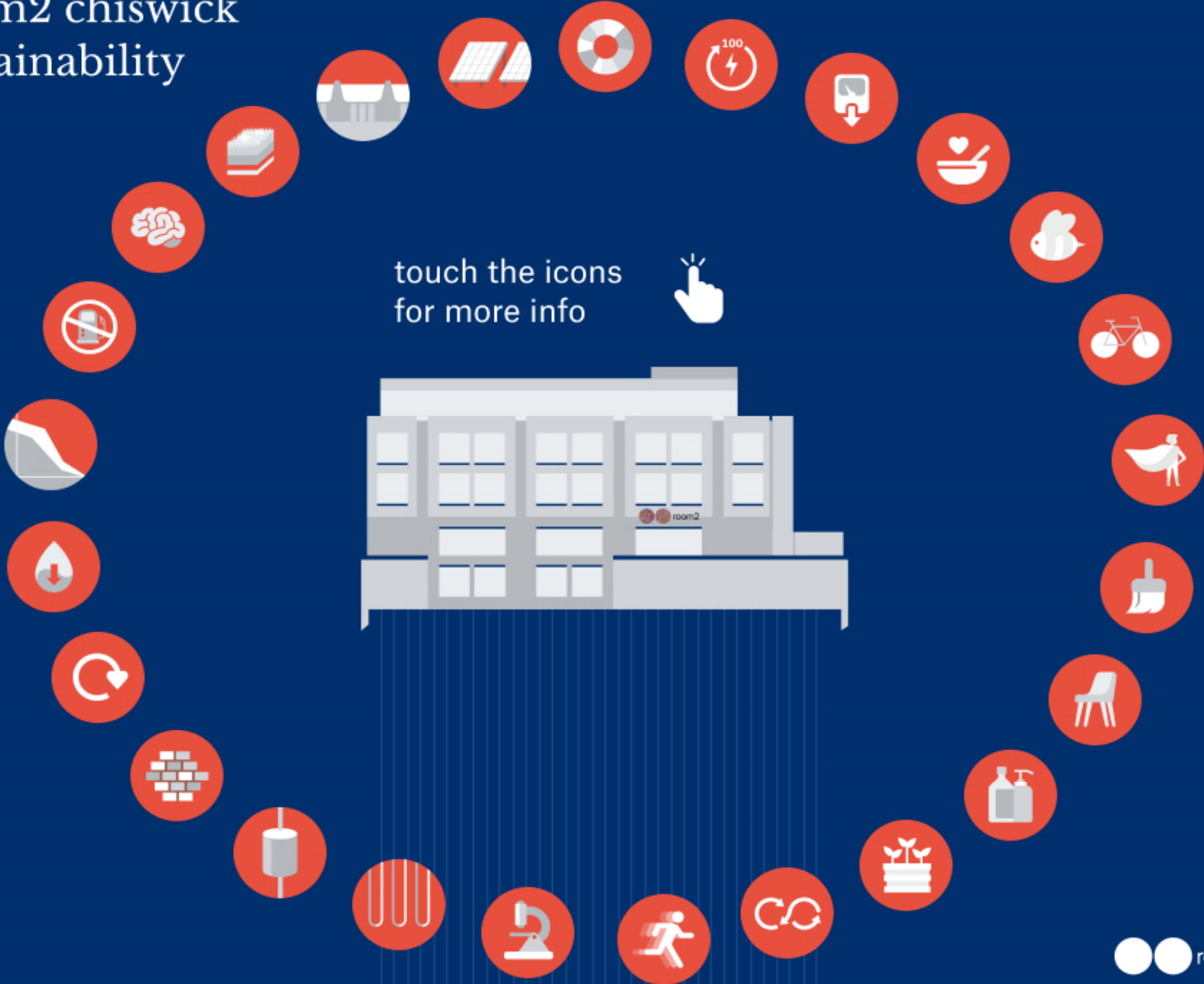
Jan 2022 - Robert Godwin's visit to EcoPlanet Bamboo, Nicaragua, to meet our offsetting project partner

In January 2022, our Managing Director, Robert Godwin made a visit to Nicaragua specifically to meet the bamboo afforestation farm that we offset with, to get a deeper understanding of the carbon sequestration process and to get personal assurances on the project. Watch a short video of his experience and learnings





# room2 chiswick sustainability



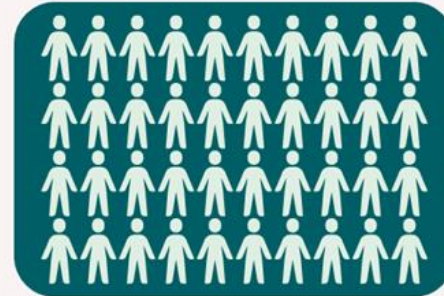
# Sustainability Engagement: Team Planet

Engaging employees in sustainability ensures that the whole business is moving in the right direction so we invented Team Planet. This is an employee reward system that includes a financial incentive and monthly workshops. We have a live scoreboard that is updated when an employee makes a sustainable choice in their personal life or at work. Through this we offer training and information so employees can make the right decision in their role for the environment.



7  
Teams

Points are awarded from 1 - 10 depending on impact and effort to achieve, these are awarded by the sustainability team.



40  
PLAYERS



"I've had a mental shift towards sustainability, I probably wasn't the biggest advocate when this first started but now working with the team and understanding what is needed I have now completely embraced it" Chris Excell



"I've changed the day to day habits in my life things like reusing the coffee mugs and changing the heating schedules so we can save some energy" - Rebeca Toro, Community Manager



# Part Three: Q&A, next steps and close

# Appendix: Unused slides



**Business  
Declares**

# Background to the check in

## 1. Purpose, timelines and methodology

- 1: Understand progress
- 2: Gather insight for where support is needed
- 3: Determine where BD efforts should be focused going forward

*Data collection: late May-end July, Analysis: August-September, Publish findings: November*

## 2. Response rates

Category	Members	%
Membership at time of check-in (May 2022)	98	100%
Responses received to check-in survey	89	91%
Members leaving Business Declares	4	4%
Outstanding responses	5	5%

# BD membership

## Size of BD members (from survey)

<i>Size of business</i>	<i>Members</i>
Solo (1-2 staff)	11
Micro (<10 staff)	32
Small (10-49 staff)	27
Medium (50-249 staff)	9
Large (250+ staff)	10
Grand Total	89

## Sectors in which BD members operate (from full membership base)

<i>Sectors</i>	<i>Members</i>
Retail & Packaging	18
Consulting, Energy & Footprint Management / Environmental Services	16
Legal, Accounting & Finance	14
Education, Learning & Development	10
Real Estate, Property Development & Built Environment	10
Technology	8
Hospitality, Leisure & Tourism	7
Campaigning, Marketing, PR & Comms	6
Design	4
Logistics	3
Health & Pharmaceuticals	2
Agriculture, Nature and Gardening	2
Total	100



**Business  
Declares**

---