



Protecting our climate

Case study
Sector: Business Services
Country: UK



Commercial is a leading office services and supplies company, offering IT services; office supplies; interiors; recruitment and print procurement. A Beacon Company, Commercial is registered ISO 9001, ISO 14001 and FSC Chain of Custody, as well as a Microsoft Gold Certified and VMware VIP Enterprise Partner. Commercial has been a CarbonNeutral® company since 2006.



'Commercial has maintained organic growth every year, of which over 60% can directly be attributed to its CarbonNeutral® status.'

Bravington House
2 Bravington Walk
Regent Quarter, Kings Cross
London, N1 9AF
T: +44 (0)20 7833 6000
E: info@carbonneutral.com
www.CarbonNeutral.com

www.CarbonNeutral.com

Objectives

- To deliver significant and measurable reductions in carbon emissions within the ISO 14001 registered environmental management system
- To show leadership in carbon reduction
- To be an ambassador for action on climate change, influencing employees, customers, suppliers and communities to reduce their own carbon emissions

Programme developed

- Commissioned The CarbonNeutral Company to conduct a greenhouse gas assessment of Commercial's business operations
- Set a target of net zero emissions and achieved that through an ambitious internal reductions plan and the procurement of verified emission reductions credits (off sets) from The CarbonNeutral Company
- Designed a dynamic routing system that has saved 140,000 miles a year from being travelled by the van fleet
- Introduced sustainable biodiesel using a pioneering realtime blending system for use by all diesel vehicles which reduces emissions by up to 97%
- Implemented a model energy efficient data centre, heat pumps and lighting design that use over 70% less energy
- Simultaneously reduced waste to landfill by over 90% through a focus on resource reuse

Communication

- Launched the programme with a screening of Al Gore's 'An Inconvenient Truth', followed by ongoing celebration days, competitions, seminars and promotions
- Launched a Green Ambassadors scheme for staff in 2008 to encourage them to reduce their own environmental footprint and that of their communities. Over 40% of staff have joined the scheme which is now being emulated by other companies
- Engaged customers and suppliers about reducing emissions which has helped to reduce the carbon emissions of over 40 members of its supply chain
- Encouraged the sector through supporting the OFDA programme for the office supplies industry that assists over 80 companies to reduce their carbon footprint

Communication - continued

- Hosts an annual CarbonNeutral® CSR Day for over 200 like-minded businesses on carbon management, with speakers like Jonathan Porritt and Mark Maslin

Results

- Commercial has reduced its carbon footprint by over 50% since becoming CarbonNeutral®
- Over £2m of new business was gained in the first six months of the programme
- The company has saved over £100,000 and aims to ensure that the carbon reduction programme is cost neutral
- The programme has led to increased press coverage, including appearances in national press and on BBC World
- The company has been honored by many awards including the Green Apple and EST Fleet Hero Awards and was named as the Carbon Positive Pioneer at the Prince of Wales May Day Summit in 2008

“We have reduced our operational carbon emissions by over 50 per cent, while maintaining steady and organic growth year on year. In fact, as much as 60 per cent of our recent growth can be directly attributed to our position as a leader in corporate responsibility and our CarbonNeutral® status. Our CarbonNeutral® will be cost neutral, as well as increasing job applicant interest, raising staff motivation and yielding significant and meaningful environmental improvements.”

Simon Graham,
Environmental Strategist, Commercial Group