



Case study  
Sector: Health & Beauty  
Country: UK



Founded in 1981, Neal's Yard Remedies has always been driven by the passionate belief that health and beauty should be more natural, less synthetic. This passion, and its firm belief that it's down to all of us to protect our precious planet, is at the heart of everything it does. This means using organic, natural and sustainable ingredients in its products, reducing waste and supporting recycling. In 2008 Neal's Yard became the first nationwide, high street retailer in the UK to be a CarbonNeutral® company.

## Objectives

- Identify business activities where emissions are greatest, and pinpoint where action can best be directed to make effective change.
- Reduce the impact of the business on the environment by taking the strongest possible carbon position.
- Take a leadership role in becoming CarbonNeutral® and running the business successfully while respecting and preserving the planet.
- Engage customers to think about ways in which they can reduce their own carbon footprints.

## Programme developed since 1997

- Commissioned an assessment of the greenhouse gas emissions (GHGs) generated by its business operations, covering direct and indirect operations at the company head offices, production facility and company owned shops including travel, energy and waste disposal.
- Reduced its carbon footprint to net zero immediately through purchasing carbon offsets from wind power projects in India and China, supplied by The CarbonNeutral Company.
- Devised a 'Carbon Action Plan' which sets out clear business targets that will help it to deliver its carbon emission reductions year on year.



- Switched to sourcing 100% renewable energy tariff for its Head Office in Dorset and all company shops.
- Invested £70,000 on installing solar panels at the Dorset Head Office and production site.
- Introduced new 100% post consumer recycled PET bottle - moving the haircare range from a 200ml glass bottle to a PCR plastic one reduced packaging weight by 90% - and cut CO<sub>2</sub> by 225g per unit (52%).

## Communication

- Uses CarbonNeutral® company certification mark across a variety of communications channels, including advertising, website, catalogues and shop windows.
- Launched a series of supply chain initiatives to reduce the emissions related to the sourcing and transportation of its raw materials.
- Launching a staff-led engagement programme in 2010 to identify energy and waste savings and recycling opportunities throughout all areas of the business.

## Results

- Positive feedback from employees, increased engagement and retention.
- Strengthened brand message of key values.
- Positive feedback from customers.

“After 29 years of green retail, we’re proud to still be leading the way in communicating the message that we all have a part to play in ensuring the health of our environment. Our CarbonNeutral® message helps raise awareness with our customers, and helps us engage in further conversations about the power of the individual to take an active part in tackling climate change.”

Louise Green, Head of Sustainability, Neal's Yard.

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

6 Springleaf Rise,  
Singapore  
787986.  
T: + 65 688 444 65  
E: [salesasia@carbonneutral.com](mailto:salesasia@carbonneutral.com)  
[www.CarbonNeutral.com](http://www.CarbonNeutral.com)