

An aerial photograph of a dense, lush green forest, likely a deciduous forest, with sunlight filtering through the canopy, creating a dappled light effect. The trees are packed closely together, and the overall color palette is various shades of green.

# positive planet™

## Carbon Footprint Analysis

Prepared for Julie @ The Color Company  
By Alaska Westlake

# Dear Julie & Team,

Thank you choosing Positive Planet to help measure your business carbon footprint.

We have enjoyed working with you, learning about your business and helping you understand what needs to be done in order to reduce the impact of your business emissions on the environment.

Reducing your emissions takes time, the current guidance is to aim to reduce at least 50% of your emissions by 2030, a further 50% by 2040 and a final 50% by 2050. This approach would leave you at 12.5% of your original emissions - It is not really possible to remove all emissions.

Offsetting is a great way to reduce your impact on the environment both during your reduction phase, and beyond - when there are simply no more emissions to reduce.

If you would like to discuss detailed carbon reduction strategies, or offsetting, please let us know.

A handwritten signature in black ink, appearing to read 'A. White', with a long horizontal flourish extending to the right.

**Adam White** | Founding Partner, Positive Planet

# Scope 1, 2 & 3 Emissions Explained

Your business emissions are measured in three different Scopes, 1, 2, & 3. We have broken down the differences between each Scope for you below;

## Scope 1

### Direct Emissions

Your direct emissions come from things such as your company vehicles, buildings and facilities.

## Scope 2

### Indirect Emissions

Your indirect emissions are made up from your purchased electricity (and steam, heating & cooling) for your own use.

## Scope 3

### Upstream & Downstream Emissions

Your upstream activities include employee commuting, business travel, transportation from suppliers and all goods & services your business purchased.

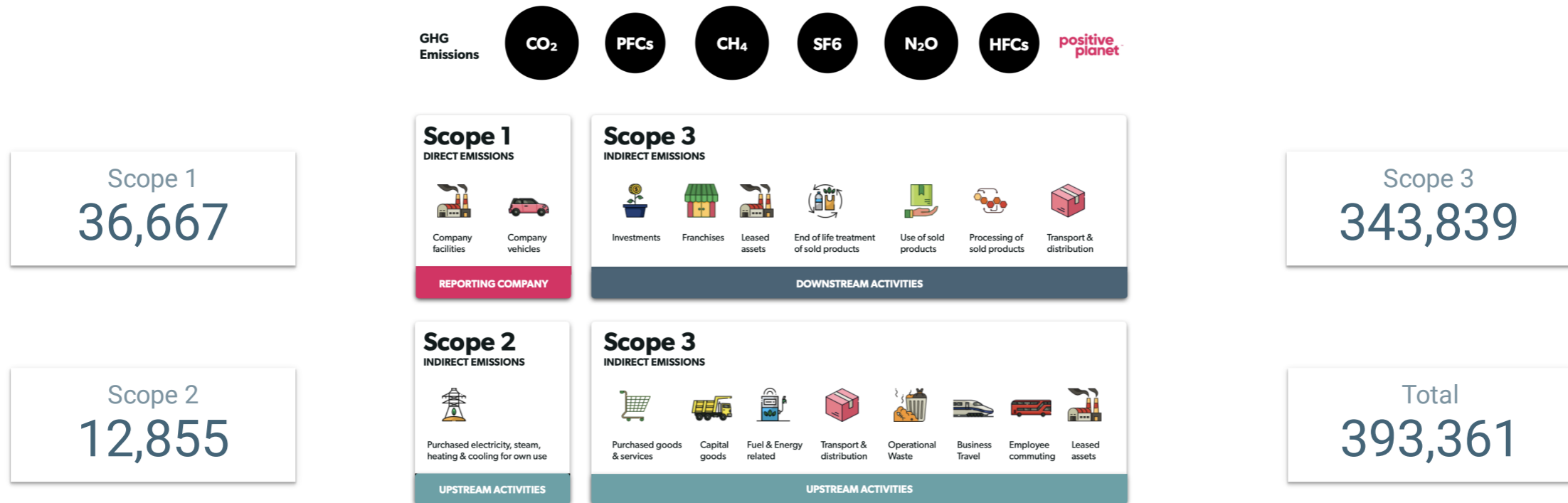
Your downstream activities include deliveries to customers, your customers use of and disposal of your product(s)

On the following page you will see your business footprint measured in the three categories above before being broken down further in to activities.

It is important to know, and report on, your emissions using the the above Scopes but it is easier to share the data with your team when you can talk about activities they can relate to, such as travel or energy for example.

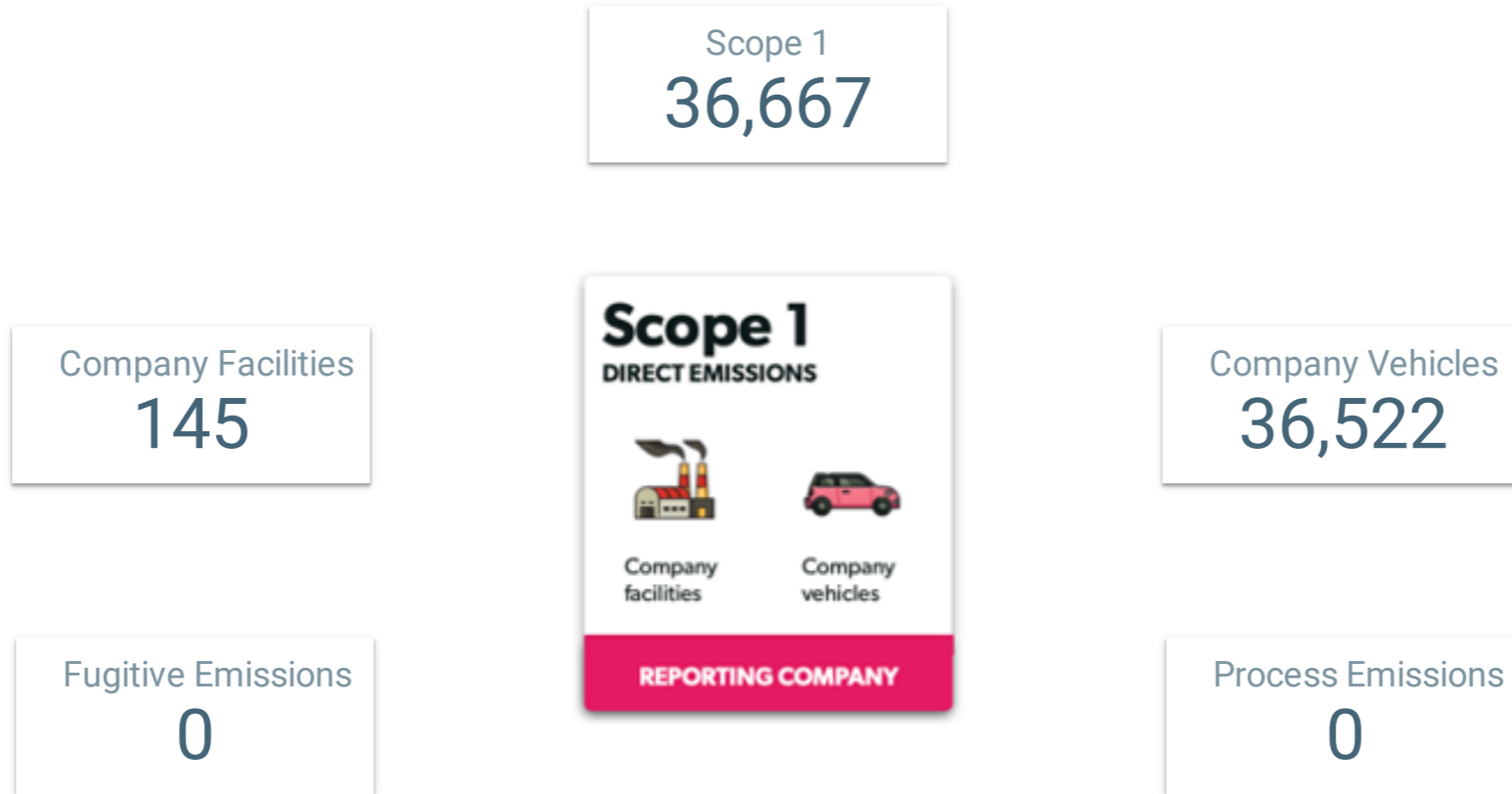
# Your Carbon Footprint

This top-level analysis shows you which of the three scopes your emissions are coming from. You can also see your total emissions at the bottom-right of the page. The below emissions are reported in kgCO<sub>2</sub>e.



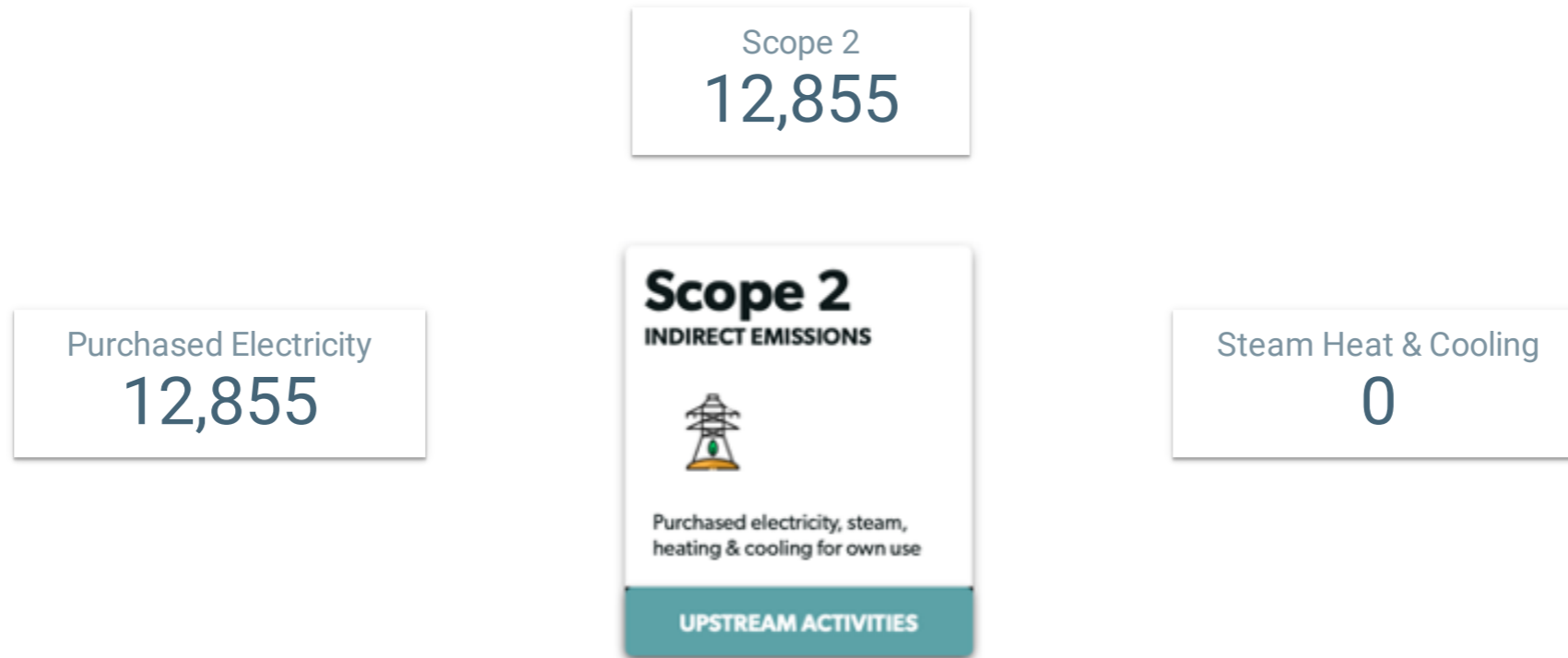
# Scope 1 Emissions

Your Scope 1 emissions come directly from running your business. This includes emissions from burning gas (or other fuels) for heating and fuel to power your company vehicles. If your business didn't exist, neither would these emissions.



# Scope 2 Emissions

Your Scope 2 emissions come indirectly from running your organisation. This is usually made up from your electricity supply where the emissions are at the power plant but on behalf of your organisation. If you buy 100% renewable electricity, or generate your own, then this will be zero.



# Scope 3 - Upstream Emissions

Your Scope 3 Upstream emissions come from your supply chain. This includes all of the goods & services you buy, travel to meetings, employee commuting and many other activities as detailed below.

Scope 3 - Upstream  
**315,751**

Goods & Services  
**198,745**



Leased Assets  
**0**

Capital Goods  
**1,064**

Fuel & Energy  
**2,183**

Distribution  
**97,589**

Waste & Water  
**6,819**

Business Travel  
**0**

Commuting  
**9,350**

# Scope 3 - Downstream Emissions

Your Scope 3 Downstream emissions come from your customers use of your product or service. This includes distribution, the use and disposal of your product.

Scope 3 - Downstream  
**28,088**



Investments  
**0**

Distribution  
**28,088**

Franchises  
**0**

Leased Assets  
**0**

End of Life  
**0**

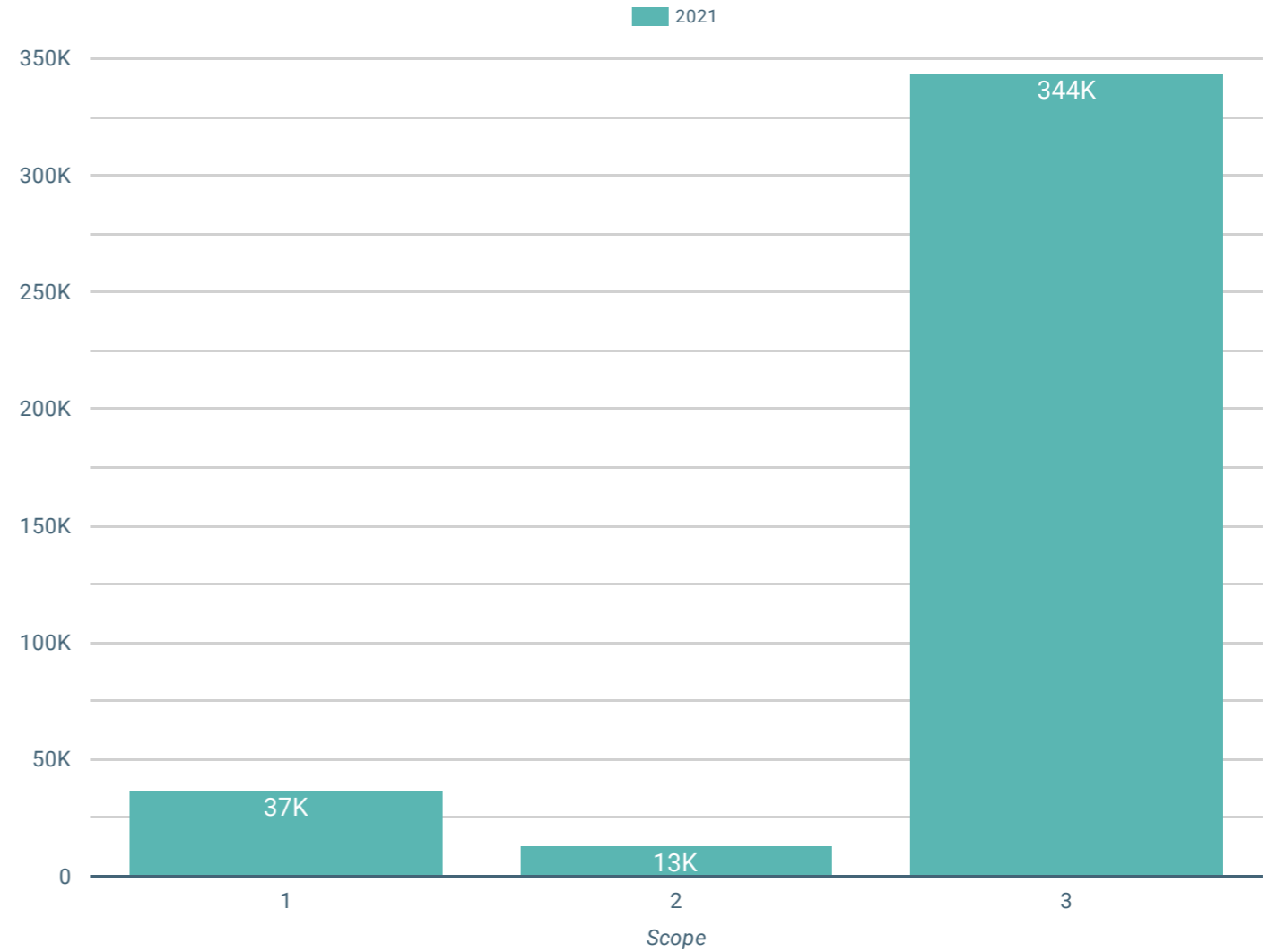
Use of Product  
**0**

processing  
**0**



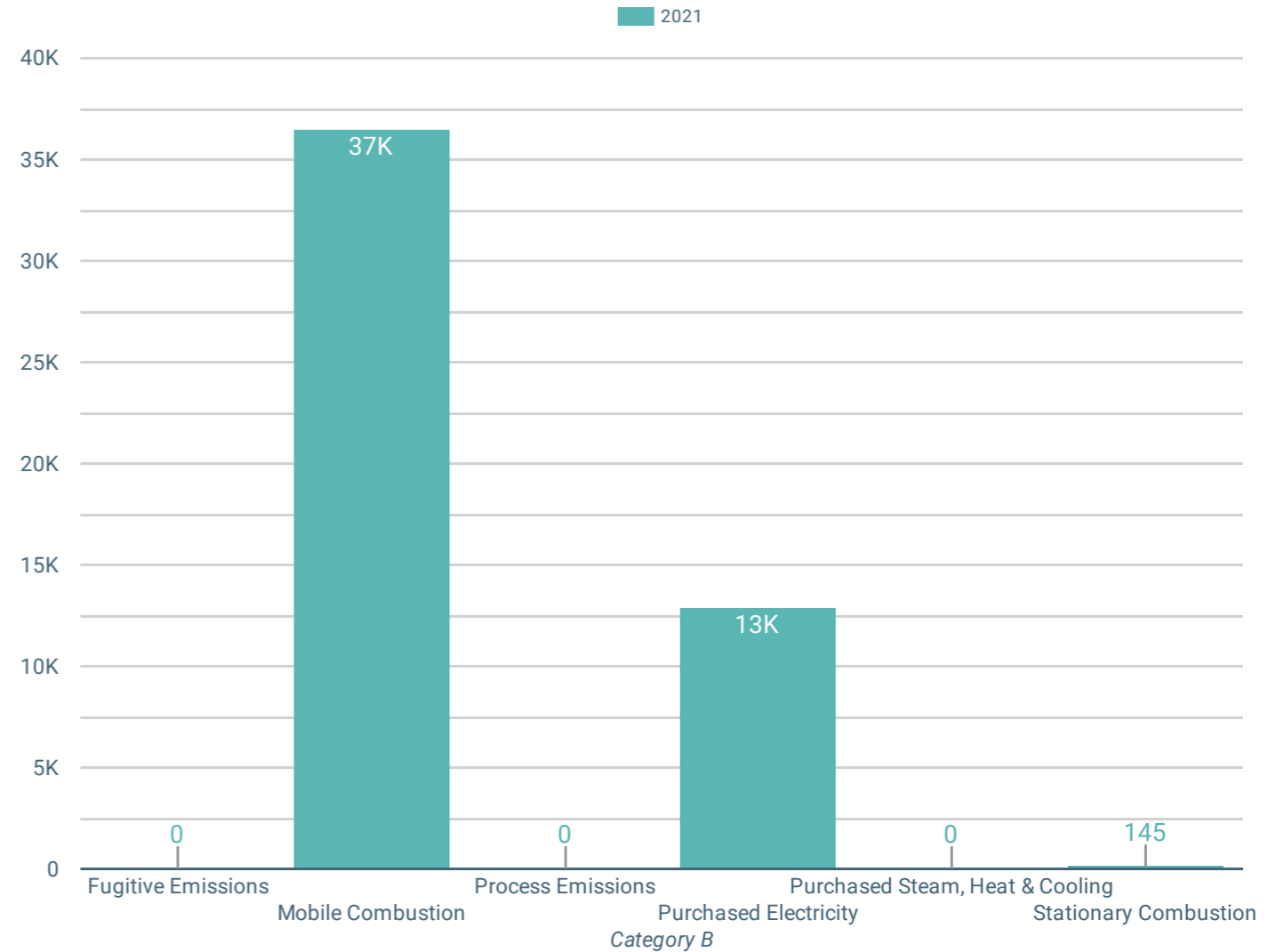
# Footprint Analysis - By Scope

Scope ^	2021
1	36.7K
2	12.9K
3	343.8K
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<b>Grand total</b>	<b>393.4K</b>



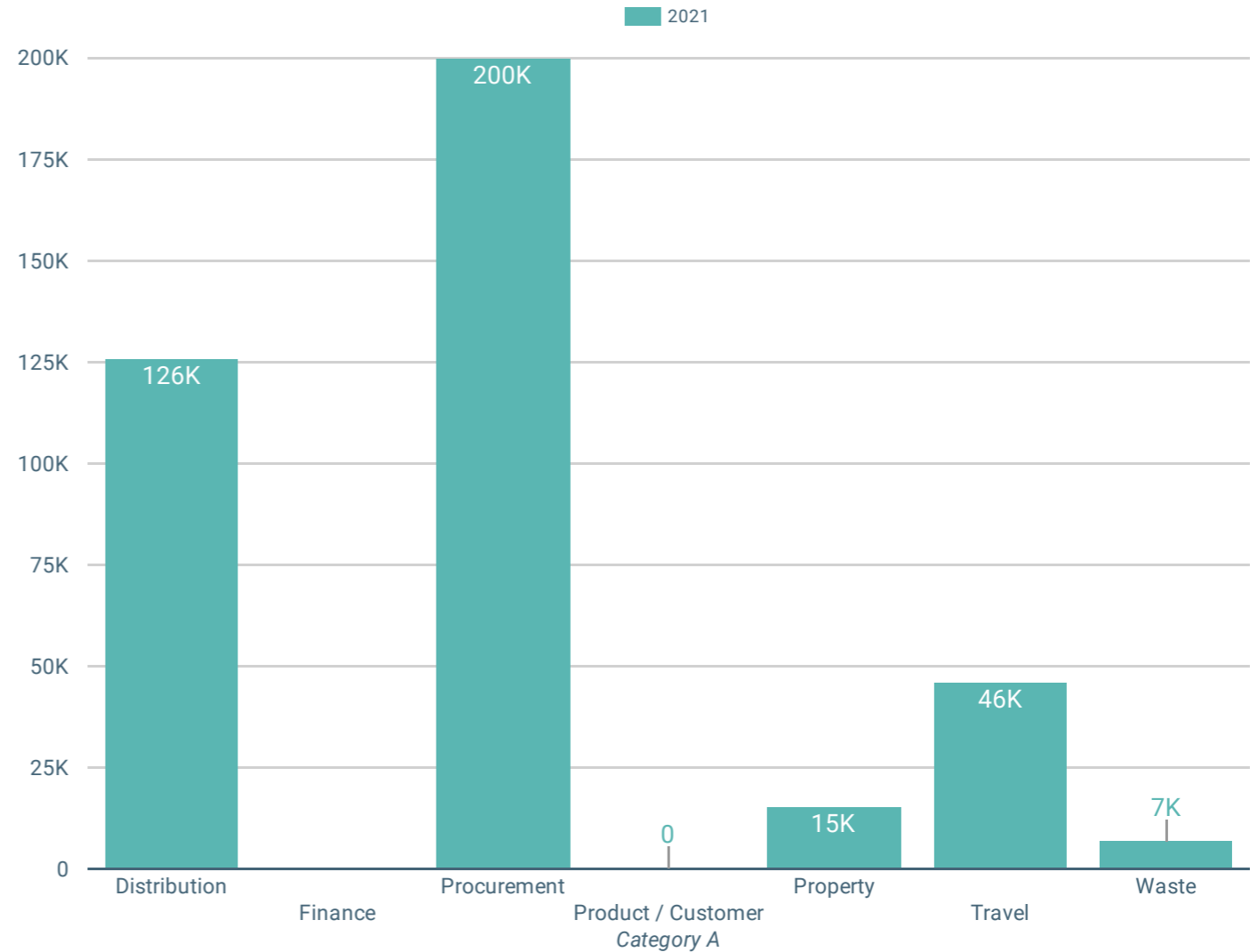
# Footprint Analysis - Scope 1 & 2 Breakdown

Category B ^	2021
Fugitive Emissions	0
Mobile Combustion	36.5K
Process Emissions	0
Purchased Electricity	12.9K
Purchased Steam, Heat & Cooling	0
Stationary Combustion	144.7
<b>Grand total</b>	<b>49.5K</b>



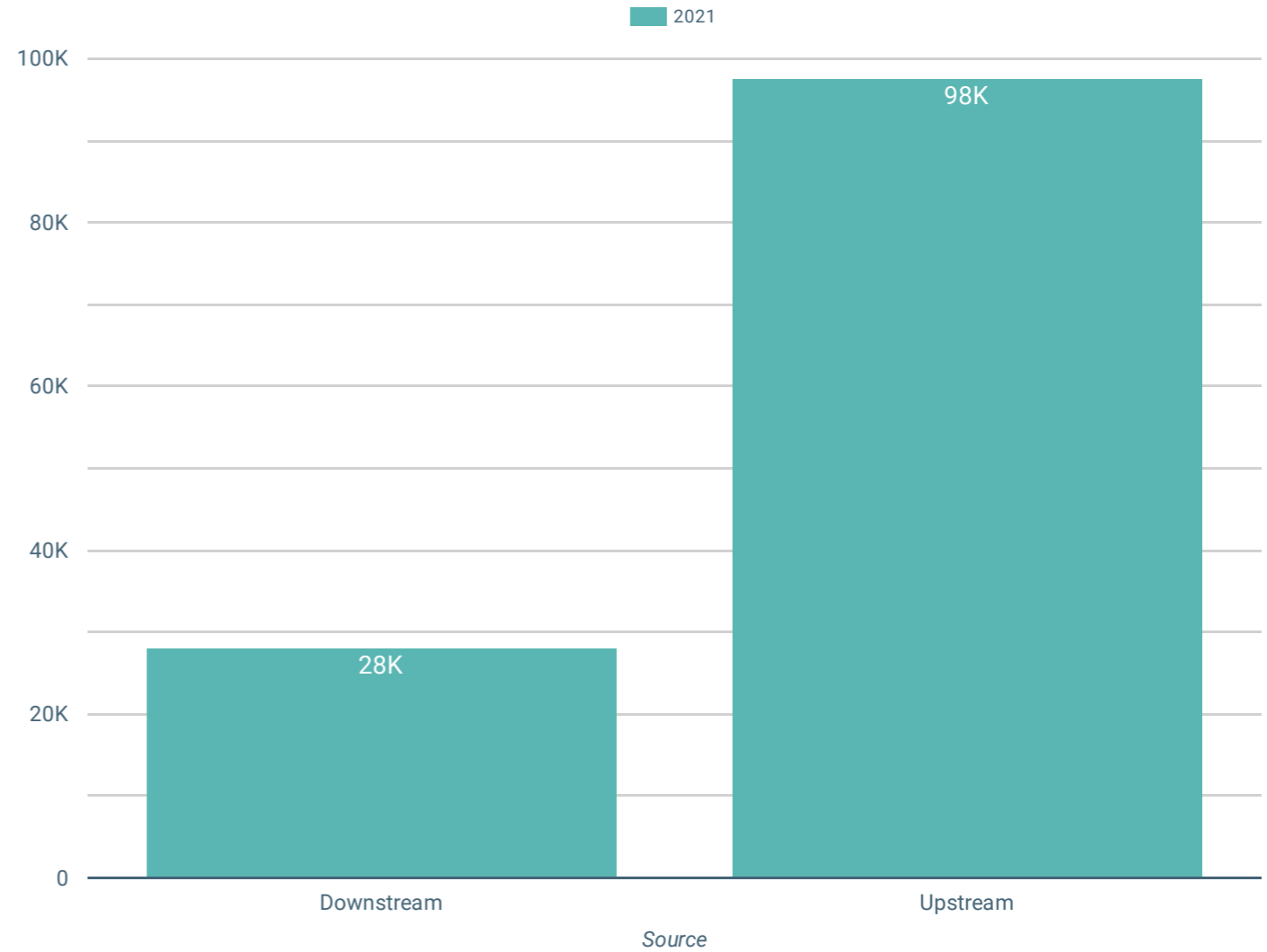
# Footprint Analysis - Category Breakdown

Category A	2021
Distribution	125.7K
Finance	0
Procurement	199.8K
Product / Customer	0
Property	15.2K
Travel	45.9K
Waste	6.8K
<b>Grand total</b>	<b>393.4K</b>



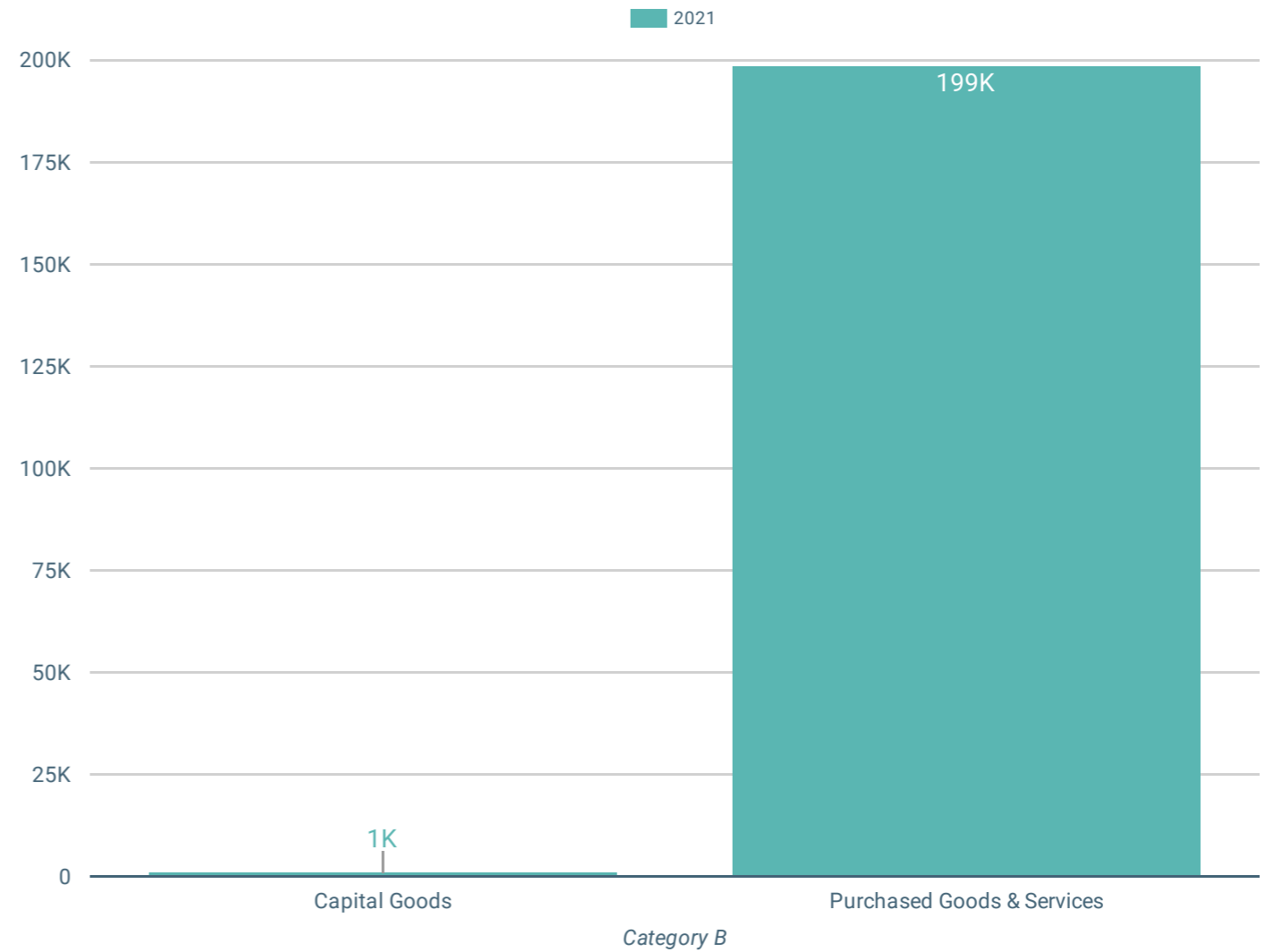
# Footprint Analysis - Distribution

Source <span>ⓘ</span> <span>▲</span>	2021 <span>📅</span> <span>▼</span>
Downstream	28.1K
Upstream	97.6K
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<b>Grand total</b>	<b>125.7K</b>



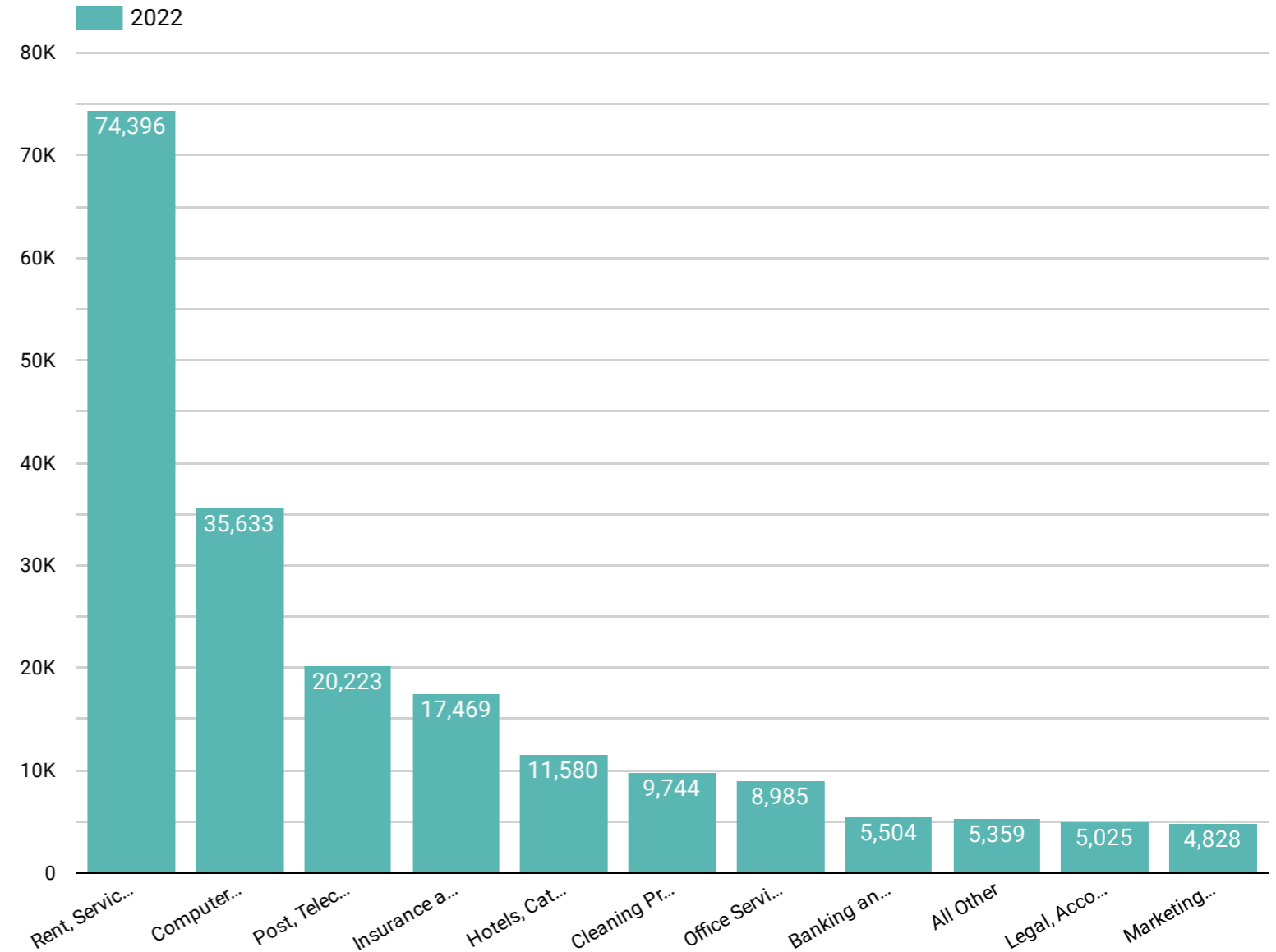
# Footprint Analysis - Procurement

Category B	2021
Capital Goods	1.1K
Purchased Goods & Services	198.7K
<b>Grand total</b>	<b>199.8K</b>



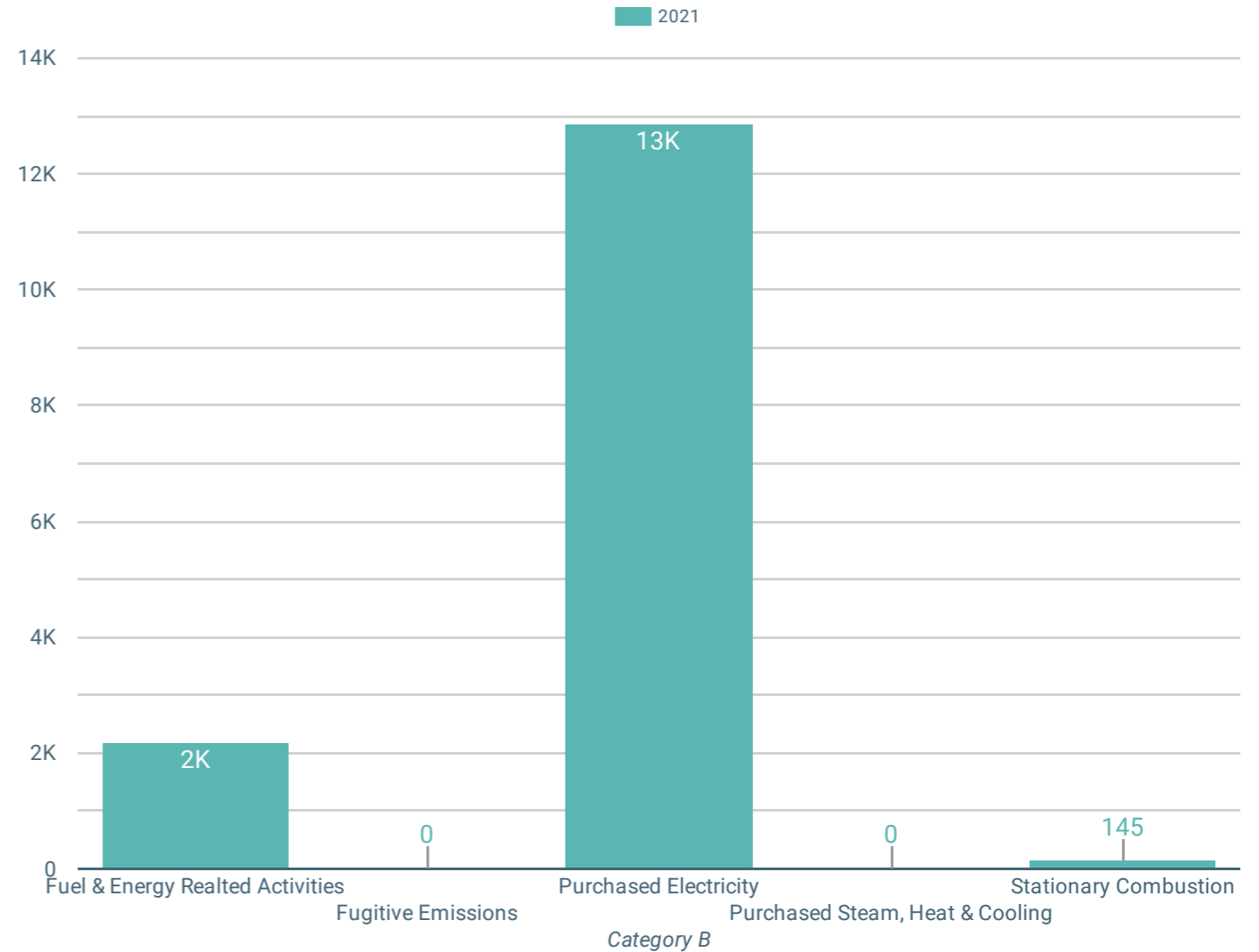
# Footprint Analysis - Procurement 2021

Category B	2022
1. Rent, Serviced Offices and Hot Desks	74,396
2. Computer Services, IT Support & Websites	35,633
3. Post, Telecoms, Internet	20,223
4. Insurance and Pension Funds	17,469
5. Hotels, Catering, Pubs - Entertaining	11,580
6. Cleaning Products	9,744
7. Office Service Charges	8,985
8. Banking and Finance	5,504
9. All Other	5,359
10. Legal, Accounting, Consultancy and All Othe...	5,025
11. Marketing Costs - TV, Radio and Online	4,828



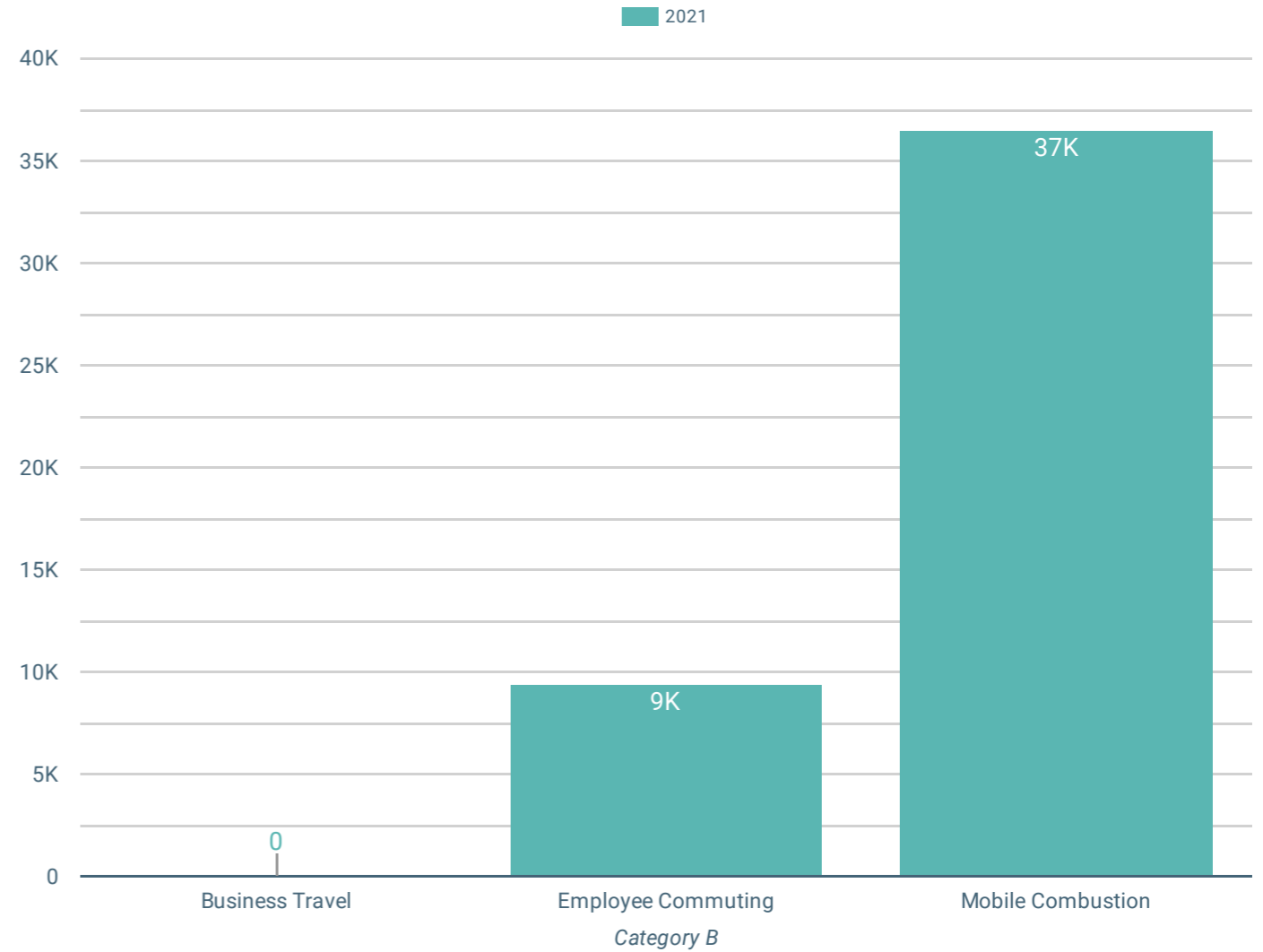
# Footprint Analysis - Property

Category B ▾	2021
Fuel & Energy Related Activities	2.2K
Fugitive Emissions	0
Purchased Electricity	12.9K
Purchased Steam, Heat & Cooling	0
Stationary Combustion	144.7
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<b>Grand total</b>	<b>15.2K</b>



# Footprint Analysis - Travel

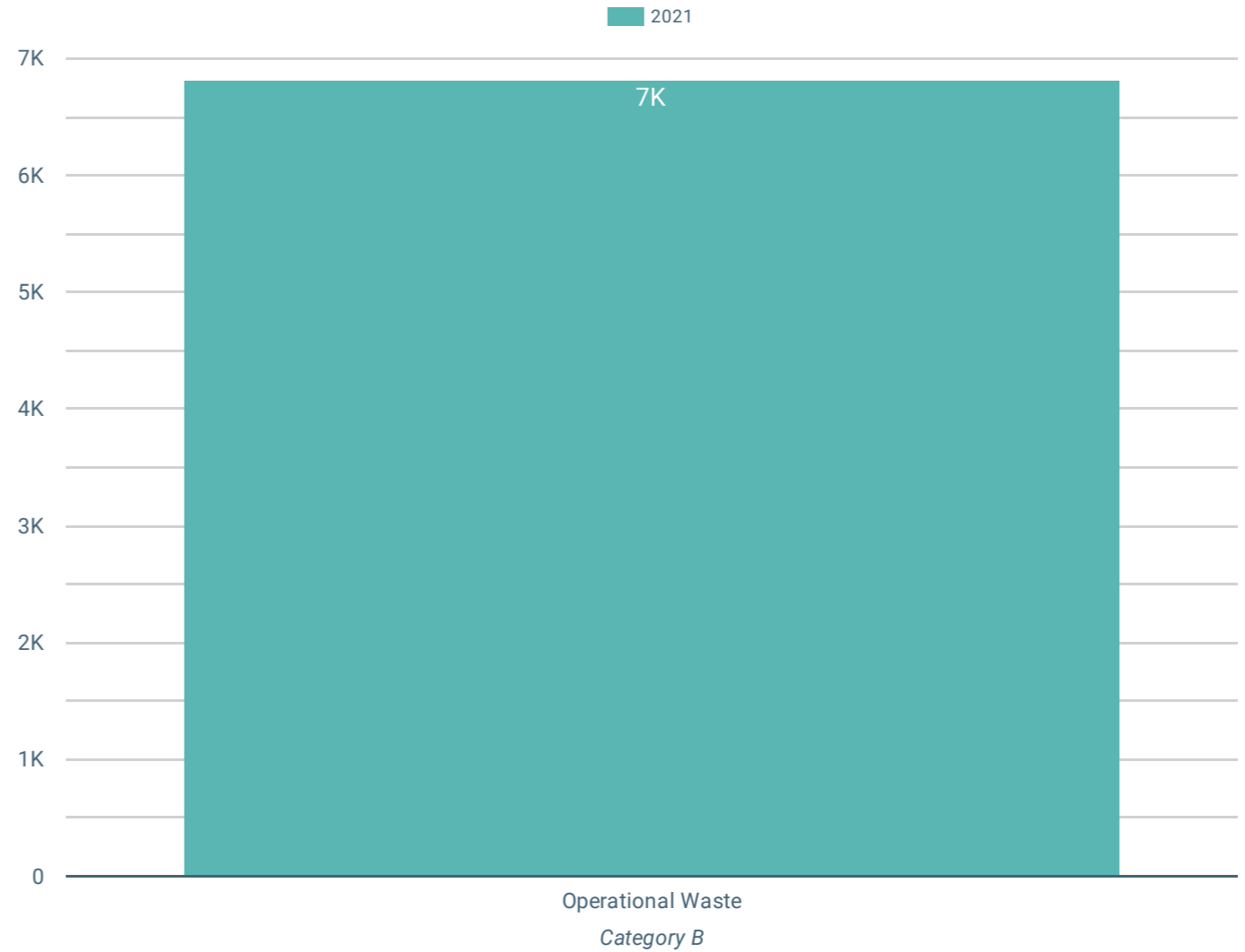
Category B ^	2021
Business Travel	0
Employee Commuting	9.4K
Mobile Combustion	36.5K
<b>Grand total</b>	<b>45.9K</b>





# Footprint Analysis - Waste

Category B ▾	2021
Operational Waste	6.8K
<hr/>	
Grand total	6.8K



# Next Steps

Now you have your carbon footprint analysis the next steps are;

- 1) Consider offsetting your emissions. This will cost from £6 per tonne of CO<sub>2</sub>e and will come with a wide range of UN Sustainable Development Goals to further boost the positive impact of your business.
- 2) Once you have confirmed your decision to offset your emissions we will then certify your business (Carbon Neutral if you have offset or Planet Positive if you haven't). Your badges will be sent to you on email to add to your website, emails and social media posts.
- 3) Next comes your dashboard. We will create, and send a link, to this within a few days of certifying you. We will also send out your sustainably printed certificate if you chose to have one.
- 4) Your reduction plan will take a few weeks longer. In order to ensure you are always getting the latest advice we discuss the latest developments with academics from Manchester Met who form part of the Positive Planet Advisory Board.
- 5) The final thing is to start working your way through your reduction plan. We will check in with you every few months to see how things are progressing. If you would like to speed this up, by getting access to more knowledge and support, you could consider joining the Positive Planet Net Zero 2030 Program.