10 TIPS FOR DECARBONISING YOUR BUSINESS:

CUTTING CARBON WITHOUT COMPROMISING SUCCESS

Decarbonisation is no longer a distant goal—it's an essential business strategy. It's about reducing greenhouse gas emissions to combat climate change while maintaining profitability and competitiveness.

But where do you begin? This guide offers 10 practical tips to help you decarbonise your operations, supply chain, and products while staying ahead in the green economy.

START WITH
A CARBON AUDIT

Before you can reduce emissions, you need to understand them. A carbon audit is your first step, measuring emissions across your operations, supply chain, and even your product lifecycles.

The process involves categorizing emissions into Scope 1 (direct emissions), Scope 2 (energy-related emissions), and Scope 3 (indirect emissions across your value chain). By identifying your largest emission sources, you can focus your efforts on where they matter most.

Many businesses are surprised to find that Scope 3 emissions—like those tied to suppliers or product usage—often dominate their footprint. While tackling them can seem daunting, accurate measurement and targeted action plans make it manageable

SET SCIENCE-BASED TARGETS

The next step is to set realistic yet ambitious goals for reducing emissions. Science-based targets (SBTs), aligned with the Paris Agreement, ensure your efforts are credible and reflect global best practices. These targets outline how much and how quickly you need to decarbonise, balancing urgency with feasibility.

To gain stakeholder trust, make your targets public and ensure you track and report your progress transparently. This accountability will also push your business to innovate, ensuring you remain a leader in sustainability.

**Note there are other frameworks against which to formally set targets like PAS 2060 and ISO 14067 (Carbon Footprint of Products).*

TRANSITION TO RENEWABLE ENERGY

Energy is one of the easiest areas to target for significant carbon reductions. Shifting to renewable sources like solar or wind energy can dramatically cut emissions.

In many countries, wheeling—a system where businesses source energy directly from renewable producers—is making this transition easier and more affordable.

For those with the means, installing on-site renewable energy infrastructure, such as solar panels, offers long-term savings and energy independence.

Others may explore wheeling through power purchase agreements (PPAs) with renewable energy providers or invest in renewable energy certificates for immediate impact.

FOCUS ON ENERGY EFFICIENCY

Not all carbon reductions require revolutionary change; some come from simple efficiency improvements.

Upgrading equipment, improving building insulation, and using smart energy management systems can deliver quick wins. For instance, replacing old lighting with LEDs or optimizing HVAC systems can reduce energy use by 20-30%.

Automated systems powered by IoT can also monitor and reduce energy consumption, ensuring your facilities run at peak efficiency. Over time, these changes lead to significant cost savings, proving that sustainability and profitability go hand in hand.

DECARBONISE YOUR SUPPLY CHAIN

For many companies, supply chains account for the bulk of their carbon footprint.

Decarbonising your supply chain means working closely with suppliers to encourage sustainable practices, switching to greener logistics options, and sourcing materials responsibly.

Consider implementing supplier sustainability scorecards to evaluate and improve their carbon performance. Additionally, local sourcing can reduce transport emissions, while switching to rail or electric freight options further cuts your indirect impact.

EMBRACE CIRCULAR ECONOMY PRACTICES

The days of a "take, make, waste" model are over. Businesses embracing circular economy principles reduce emissions while creating economic opportunities.

Circularity involves designing products and systems for durability, reuse, and recycling, turning waste into a valuable resource.

For instance, companies can reimagine their production processes to incorporate recycled materials, redesign products for easier repair or disassembly, and establish take-back programs for end-of-life goods.

Not only does this reduce emissions, but it also strengthens customer loyalty by aligning with growing expectations for sustainability.

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7» ADOPT LOW-CARBON TECHNOLOGIES

Innovation is key to long-term decarbonisation. From carbon capture and storage (CCS) technologies to electrification of vehicles and manufacturing processes, businesses have an ever-growing toolbox for reducing emissions.

For example, heavy industries like cement or steel production can explore CCS to mitigate unavoidable emissions. Meanwhile, companies in logistics can electrify their vehicle fleets or adopt hydrogen-powered alternatives. These investments not only future-proof your business but also demonstrate leadership in your industry.

8» USE OFFSETTING STRATEGICALLY

Carbon offsetting should never replace actual reductions, but it can be a valuable tool for unavoidable emissions. High-quality offsets focus on nature-based solutions like reforestation, wetland restoration, or soil carbon sequestration.

However, not all offsets are created equal. It's crucial to choose projects with rigorous monitoring, transparency, and lasting impact. Think of offsetting as the last step after you've maximized reductions internally and in your supply chain.

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INVOLVE EMPLOYEES AND STAKEHOLDERS

Sustainability isn't achieved in a vacuum—it requires collective action. Engage your employees, suppliers, customers, and investors in your decarbonisation strategy.

Employees can be some of your strongest allies; educate them about your goals and encourage behaviour changes, like carpooling or using energy-saving practices.

Creating sustainability-focused committees or "green teams" within your organization can also drive initiatives forward.

And don't forget your customers and investors—by communicating your progress, you can build trust and attract like-minded partners.

LEVERAGE INCENTIVES AND GREEN FINANCE

Transitioning to a low-carbon model doesn’t have to be financially overwhelming.

Many governments and financial institutions offer incentives to ease the burden.

Look for grants or tax breaks for energy efficiency upgrades, renewable energy installations, or research into green technologies.

Green finance, like sustainability-linked loans or green bonds, is another powerful tool.

These funding options align with your decarbonisation goals and often come with favourable terms for meeting emissions reduction targets.

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