

# How low can you go?

Companies looking to save money can also help save the environment. Analysing carbon footprints is an important step for companies large and small.

**M**any Edinburgh businesses may be considering their company's environmental impact and what they can do to improve it. To move towards reducing an organisation's negative effect on the environment, they must first establish what their carbon footprint is. However, as with all initiatives, it is important that any work undertaken is transparent, consistent and accurate, to be accepted as credible.

## How does business measure up?

The Carbon Trust in Scotland has developed guidance and training

packages to explain the concept of a carbon footprint. The package includes routine half-day training courses and an online calculator to help quantify the reduction opportunities. This is supported by a wide range of free advice and assistance available through the Carbon Trust's website or dedicated advice line. These are open to all businesses, to help them identify and implement carbon (and therefore cost) reduction opportunities.

John Stocks, Manager of the Carbon Trust in Scotland, commented: "Working out your carbon footprint

shouldn't be intimidating, especially when there is help available to guide you through the process. It is important, though, that companies buy into taking action, as establishing an organisation's carbon footprint leads to identifying where steps can be taken to reduce emissions and, ultimately, where money can be saved."

**Tel. 0800 085 2005**  
**[www.carbontrust.co.uk](http://www.carbontrust.co.uk)**



## CASE STUDY



The Royal Yacht *Britannia*, permanently moored in the Port of Leith, is one of Scotland's iconic visitor attractions and premier corporate events venues. However,

it is also aware that as a business it needs to lead by example and demonstrate savings through energy efficiency, especially as it is cared for by a charitable trust. The Yacht's management invited the Carbon Trust to advise on ways it could reduce its energy consumption and, therefore, its overall carbon footprint.

Following this, the Yacht has put into place a number of actions including switching off

lights when not required for security or display purposes, installing energy efficient lamps and introducing a formal energy management policy and action plan, with increased emphasis on staff awareness. These actions have meant that not only has the Yacht saved in the region of £11,500 in energy costs, energy consumption has been reduced by 12%, putting them in a great position to be awarded a Green Tourism Award.