



Halston B2B

Leverage Your Carbon
Reduction Plan

Leverage Your Carbon Reduction Plan





Leverage Your Carbon Reduction Plan

Yes, a Carbon Reduction Plan for PPN 06/21 is a regulatory document, but it doesn't need to feel like one.

As the first legislation amendment to impact all tender sizes of any value, this may be the first stage for many businesses when it comes to reporting on carbon metrics or sustainability as a whole.

The PPN 06/21 requires a Carbon Reduction Plan that is publicly available, and with that, it can be showcased in the same way you would a sustainability or impact report.



Missed Opportunities



Commitment to achieving Net Zero

Optima Health is committed to achieving Net Zero emissions by 2035

Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

Baseline Year: 2022	
Additional Details relating to the Baseline Emissions calculations.	
2022 is being used as the baseline year due to substantial organisational restructuring, acquisitions, and growth within 2022	
Baseline year emissions:	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	273.70
Scope 2	95.78

A few examples of where a Carbon Reduction Plan is not being used to its full potential.

- Not easily accessible on-site (unintentional)
- Stored as a standard Word/ PDF document
- Not something that can be progressed internally
- Only used for that one circumstance

Privacy Policy

Please click [here](#) to view or download our Privacy Policy.

PAM Group Social Value Booklet

Please click here to [view](#) or download our Social Value Booklet.

Consultation Policy

Please click [here](#) to view or download our Consultation Policy.

Carbon Reduction and Monitoring

Please click here to [view](#) or download our Carbon Reduction and Monitoring Information.



Greenhushing



Many companies may be hesitant to showcase their Carbon Reduction Plan as they are worried about what the statistics show.

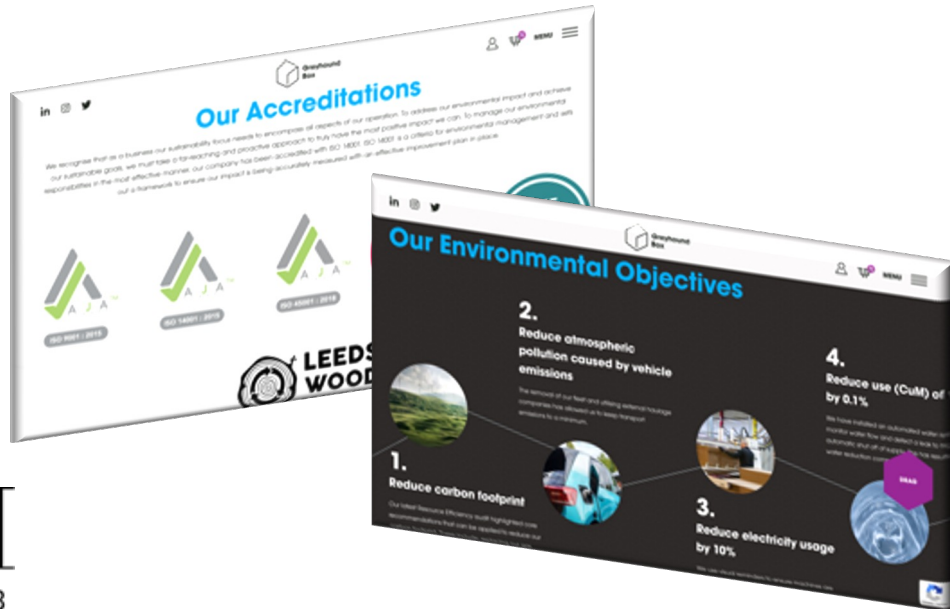
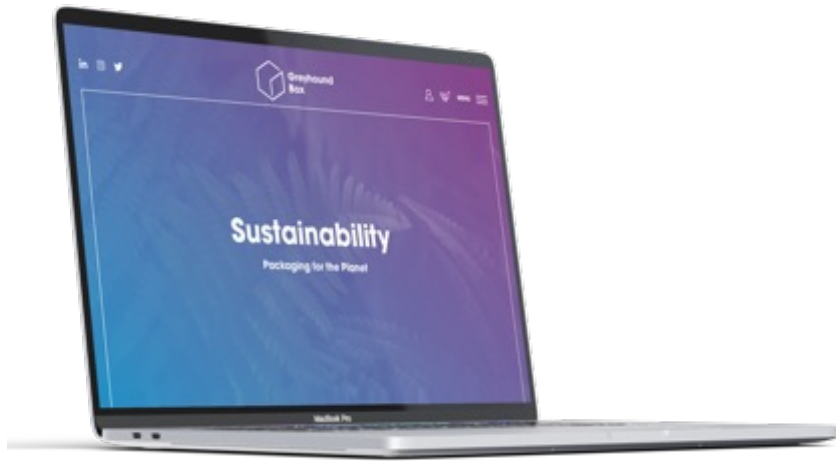
This fear and reluctance to share could be seen as greenhushing – which can be damaging to your business, but even the wider industry landscape.

The launch of the latest PPN 06/21 amendment is catalysing transparency.

How to Elevate Your Carbon Reduction Plan



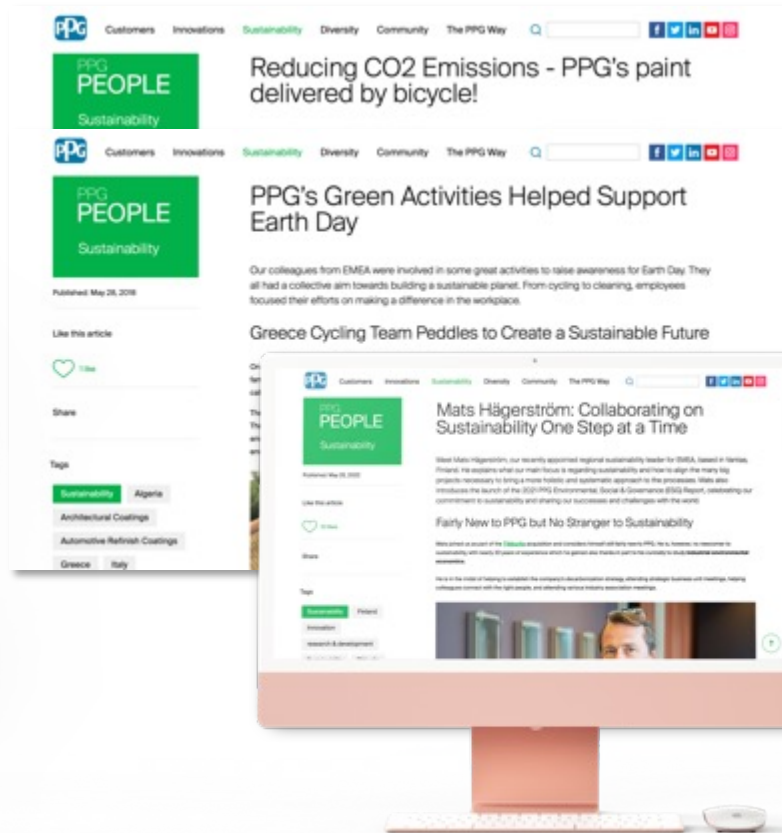
Accessibility



First and foremost, this document should be easily accessible.

Businesses need to consider the reason this legislation was brought about. It was implemented to allow the public sector to push sustainable action downstream and allow the public sector, particularly the NHS to gain real transparency from their suppliers. So why would you place your document in an area that is not as visible?

Engage Internally



Design & Formats



Strictly speaking, there are no rules saying that your Carbon Reduction Plan needs to be branded. Nevertheless, this should be a document you are proud of, not just a tick-box exercise.

Transforming this formal document into a branded document, that includes team quotes, infographics, partnerships, etc. will make this document more engaging for any audience.



Turning Data Into Evidence

► BUSINESS / BUSINESS NEWS / IMAGECO CONTINUE TO ECO-INNOVATE THEIR HIGH OUTPUT FACILITY 29 APRIL 2021

Imageco continue to eco-innovate their high output facility



SOCIAL SHARE OR EMAIL TO COLLEAGUE    

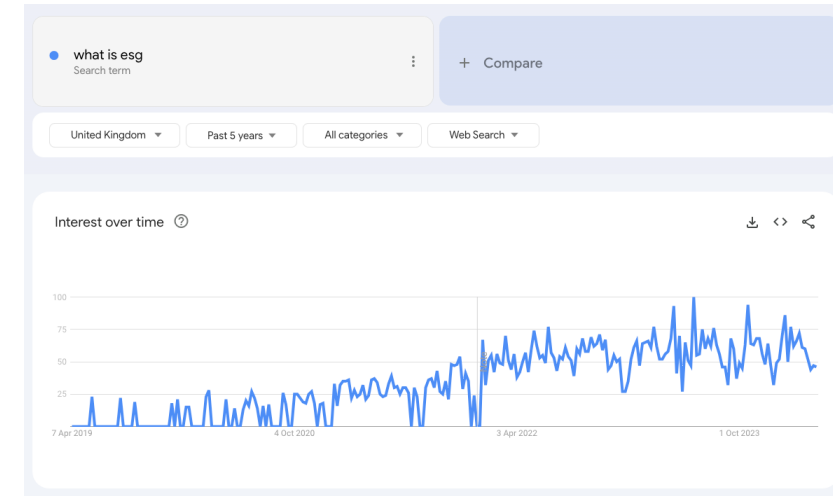
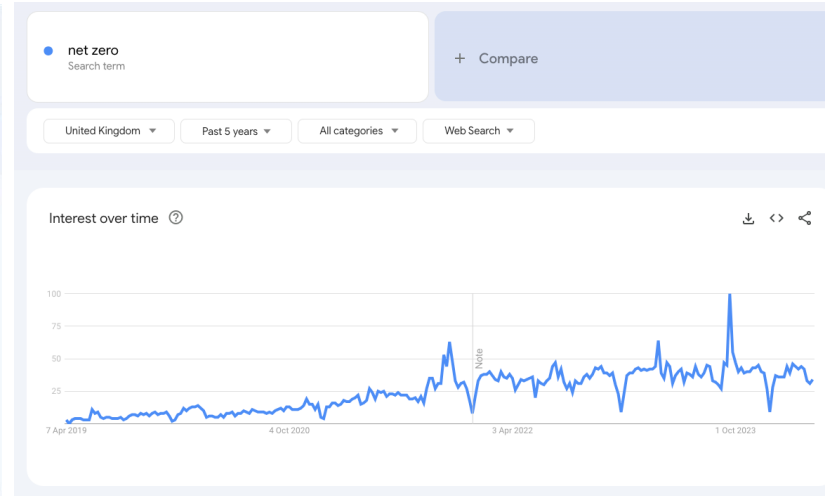
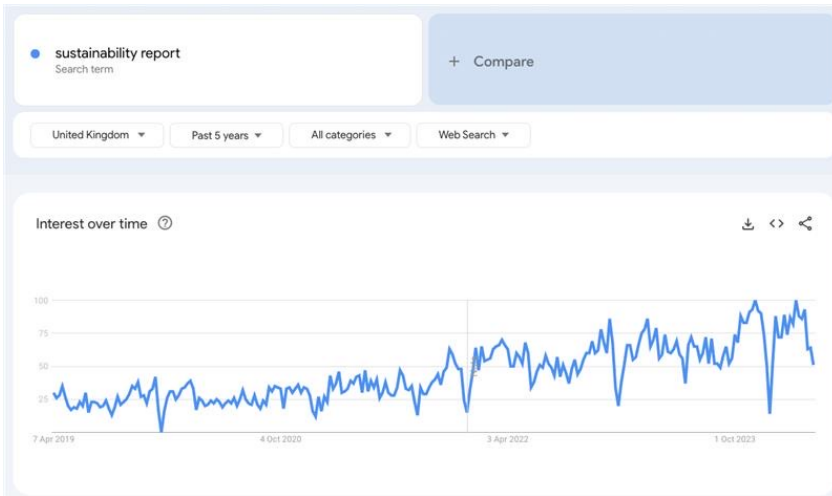
The Carbon Reduction Plan should never be a stagnant document. It is one that will be refreshed yearly to provide that crucial accountability.

A key element of the document is the carbon reduction projects and how you are going to actually achieve carbon-neutrality. You want these to evolve over time, showing progress in each year's edition, not just a list of tasks that no one ever looks at again.

Marketing can allow you to put your money where your mouth is.



SEO



Having an array of marketing materials discussing your sustainable actions and plans will also increase your opportunity to rank for key searches on Google from those looking to procure from sustainable businesses.

Imageco increased their ranking from position 81 for 'sustainable POS' to position 19 in one year, and this continues to increase each month.



Build Into A Larger Story



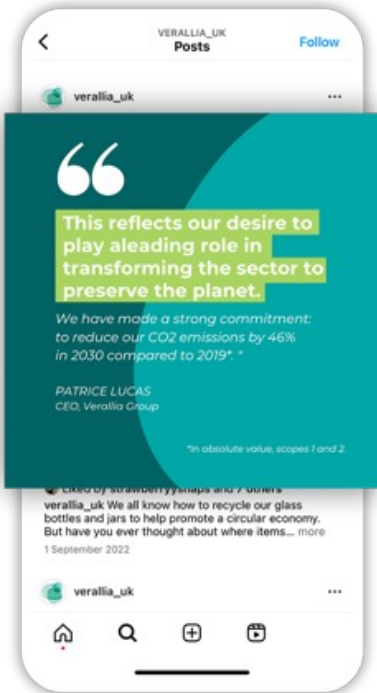
Every business has a sustainable story to tell...

Customers, investors, and employees increasingly expect companies to stand for positive change.

A strong sustainability narrative showcases your commitment to the planet and society, building trust, attracting talent, and driving growth.

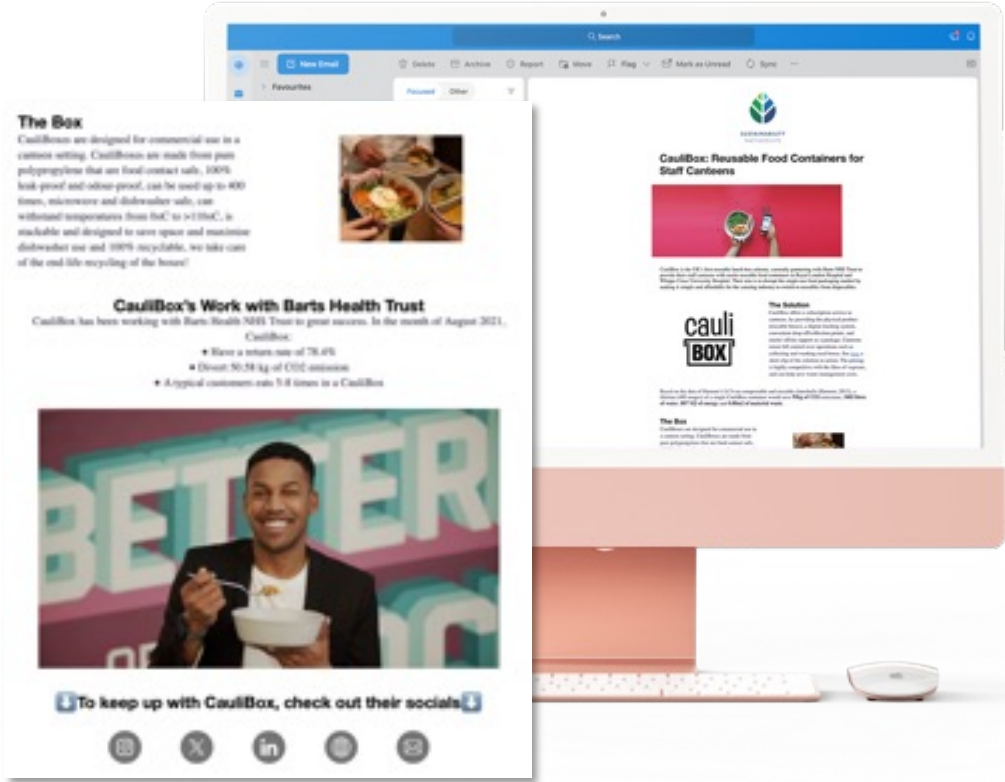
Use your Carbon Reduction Plan to build your sustainable story.

Activities





Activities



Thank You!

If you would like more information on how you can transform your Carbon Reduction Plan into a wider sustainability story, then get in touch!

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