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GREEN DIGITAL

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Evaluation and Action Plan Report



The Green Digital Academy is here to support your business and your commitment to Net Zero or Action on Climate Emergency.

The support is here to see the value of using new digital technologies, accelerate efficiency, productivity, carbon reduction and to reduce costs. This report will evaluate your current position, diagnose your business, and provide you with an action plan to develop, identify training and funding to support you to reduce your carbon footprint.

Carbon Footprint and Digital Overview	
This Decarbonisation RoadMap was prepared for Capacity Marketing for the reporting year 01/04/2023 – 30/03/2024	
The assessment took place on the 04/11/2024 by Ewan Bent of The Clean Tech Business Group.	

Business/Company Name	Ashton Maund Associates t/a Capacity Marketing for Charities
Business/Company Number	2903417
Sector	Marketing
Business/Company Description	The business provides marketing services for charities, specifically, enabling legacy donations via will writers.
Number of Employees	17
Business/Company Address	17 Mold Business Park, Wrexham Road, Mold, Flintshire CH7 1XP
Contact Person	Faye Briggs
Contact Phone Number	+44 (0)1352 755 771
Contact Email address	faye@capacitymarketing.com

Clywd Chambers

Please specify the business' turnover for the reporting period of Apr 23 to Mar 24	£ 2,289,512
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Total Estimated Emissions	132.5 tonnes CO ₂ e
Scope 1	0 tonnes CO ₂ e
Scope 2	2.8 tonnes CO ₂ e
Scope 3	129.7 tonnes CO ₂
Total Expenditure	£not given

Summary of all emissions

Source	Tonnes
Electricity	2.83
Business Travel	2.27
Waste	0.16
Staff Commuting	10.80
Paper products	2.93
Home Working	0.07
Merchandise	10.24
Advertising	97.65
Printer Cartridges	0.04
Postage	5.55
Total	132.54

Section 1: Organisational Background and Priorities

Please state the overall goals and commercial objectives of your business on taking on this project?

The business sees that taking a lead on environmental sustainability is vital in the current day, for both its position with its charity customers, and for the consumers benefiting from its service.

Being an ethical and environmentally sustainable business is at the core of its future planning.

What is your business's desired approach and pace for the action of this project?

The business has done much on understanding it's environmental impact, and how to communicate it going forward. The Carbon Reduction plan is the last piece of that agenda and wish to begin to implement it straight away.

What is your current business situation? E.g financial situation, approach to carbon and digital solutions

The business has already taken significant measures and committed significant time to understanding it's environmental impact.

Measures have been taken to reduce waste, to make its use of paper and printing the most efficient it can be, to make public transport the default travel choice, to eliminate unnecessary plastic, to minimise where possible its use of energy and to favour ethical sourcing, particularly with regards water.

The company has an Environmental Policy statement which is communicated to all staff, and has appointed an Environmental Champion, who has received training in Carbon Literacy.

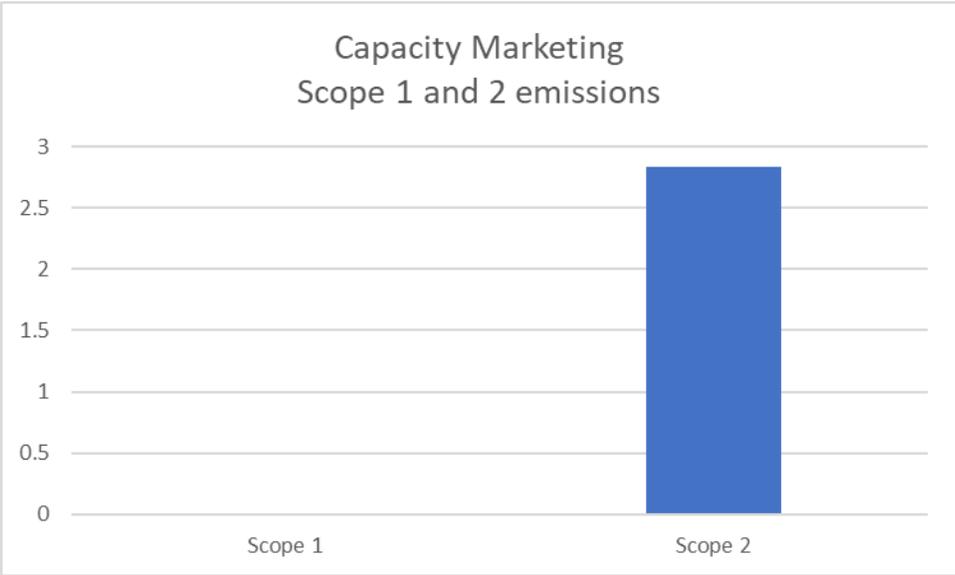
The building leased by the company has extensive rooftop solar PV and EV charge points.

Desired timescale/deadline to complete the project?

By November 2024.

Section 2: Infrastructure and Equipment

Figure 1: Breakdown of emissions across scope 1 and 2 based on measured energy use.



Total annual electricity consumption for the reporting year	13,677 kWh
Total annual Gas consumption for the reporting year	0 kWh
Total Expenditure	Approx £.3,500

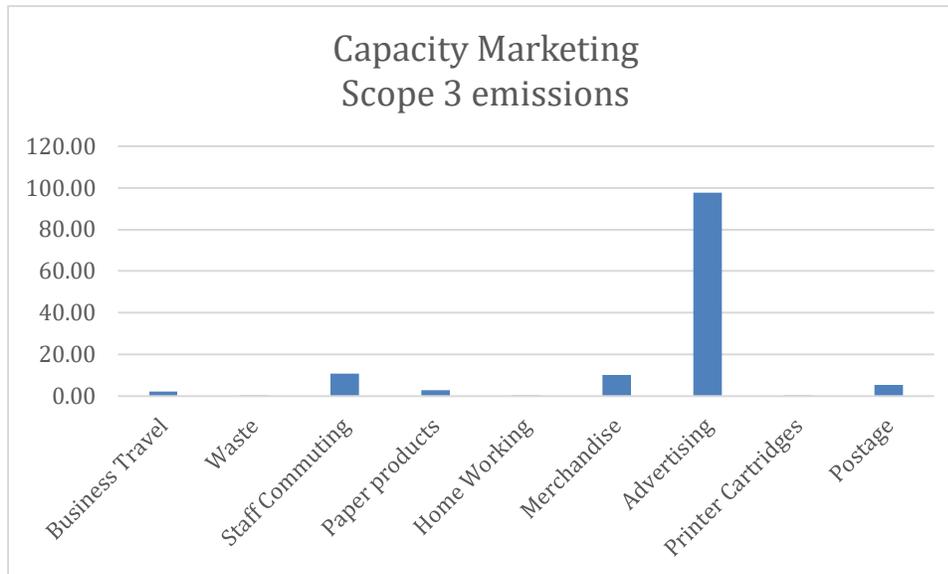
The business reported the current situation and level of monitoring and controls for each of the categories. These are explained below:

Heating	On-peak electric heaters with time control.
Cooling	None.
Lighting	Modern LED lights with partial motion controls in the hall way and meeting room.

Process	none
Small Power	General office equipment. Numerous printers of varying sizes.
Transportation of employees/goods in company controlled vehicles:	none
Renewables and Storage:	PV system already installed (by landlord)
Digital Solutions	Extensive customer databases using proprietary software systems.
Additional space if needed.	

Section 3: Understanding the Supply Chain

Figure 2: Breakdown of scope 3 emissions



This shows that overall the Scope 3 emissions are significant, as to be expected, with Advertising services being by far the most significant.

Table 1: Breakdown of scope 3 emissions

Business Travel	2.27
Waste	0.16
Staff Commuting	10.80
Paper products	2.93
Home Working	0.07
Merchandise	10.24

Advertising	97.65
Printer Cartridges	0.04
Postage	5.55

Purchased Goods and Services

The estimated emissions from purchased goods and services for the business is 106 tonnes CO₂e.	Purchased goods and services comprise Merchandise, Postage, Advertising, and Paper products. Of these, Advertising is the largest.
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Capital Goods

Estimated emissions from capital goods for the business	The business does not routinely purchase capital goods. Printers and IT equipment is generally kept for several years.
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Upstream transportation and distribution

Estimated emissions from upstream transportation and distribution for the business	The business makes significant use of postage services.
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Waste Generation

Estimated emissions from waste generated from the business	0.16 tonnes CO ₂ e.
Total waste generated in operations during the reporting year	7.3 tonnes

The method of waste disposal	Recycling as appropriate by contractor
Waste generated in operations consisted of	Paper and card, plastics and non recycleables
Business Travel	
Estimated emissions from business travel	2.27 tonnes CO ₂ e.
Total Business Mileage for 01/04/2023 – 30/03/2024	6,812 miles Train 1,777 miles Car 276 miles Ferry
Total Expenditure	£ mixed modes – no calcs.
Top 3 modes of transport utilised at this time	1 Train - 0.38 tonnes CO ₂ 2 Private Car - 1.83 tonnes CO ₂ 3 Ferry - 0.05 tonnes CO ₂

Employee Commuting	
Estimated emissions from employee commuting (number of staff)	10.8 tonnes CO ₂ e
Total employee commuting mileage for 01/04/2023 to 30/03/2024	40,171
Total annual employee commuting mileage expenditure	£ 6,025
Top 3 modes of transport utilised at this time	1 Private car 2 n/a

	3 n/a
Downstream Transport and Distribution	
Estimated emissions costs from downstream transport and distribution	0 tonnes CO ₂ e.

Section 4 Decarbonisation Roadmap	
Target to decrease the business emissions by <ul style="list-style-type: none"> • 8% by 2027 • 32% by 2030 • 68 % by 2040 • 100% by 2050 	
Recommendations	
<p>In order to reach the business’s GHG emission goals, short-, mid- and long-term recommendations have been made. These recommendations will look at all areas within the business. The vast majority of the emissions, across all Scopes, arises from Scope 3 emissions, which are not under the direct influence of the business however.</p> <p>Capacity Marketing has taken all the measures it can to reduce its Scope 1 and 2 emissions as far as possible, so reducing Scope 3 emissions relies on commitments of others – it’s employees but mostly it’s suppliers.</p> <p>The focus of Capacity Marketing in reducing emissions is in engaging its supply chain in decarbonisation and making procurement choices based on its ambitions for Net Zero.</p>	

Short Term	
<ul style="list-style-type: none"> Request primary advertising service providers for any carbon reduction or Net Zero commitments they have made and implemented. 	
Mid Term	
<ul style="list-style-type: none"> Implement a policy of procurement services only from suppliers who are able to report their carbon and/or provide environmental product declarations. Use this information to inform purchasing decisions. 	
Long Term	
<ul style="list-style-type: none"> Continue to put pressure on suppliers to not only report their carbon emissions, but also to demonstrate actual reductions through annual reporting. 	
GHG Hotpots	
<p>To reach this target trajectory for business’s GHG emissions by 2050, alongside these short-, mid-, and long-term recommendations, emission reduction projects must be implemented based on the GHG hotspots. The GHG hotspots are the areas within the business which have the highest emissions.</p>	
The emission hotpots for the business	<ol style="list-style-type: none"> Advertising services Merchandise Staff commuting

Carbon Action Plan		
1. Engage with Advertising services suppliers on their carbon reporting	No Capital Expenditure needed	Early 2025
2. Engage with all materials and services providers on their carbon reporting	No Capital Expenditure needed	2026
3. Implement Net Zero based procurement for all services and products	No Capital Expenditure needed	2030
4. Training	Carbon literacy training has already been undertaken by the key personnel.	done
5. Skills	As above	2025
6. Climate Change	No specific risks	n/a
7. Biodiversity	No opportunity – constrained urban site.	n/a
8. Opportunity for Offsetting	Some investigation is underway into suitable schemes, with a preference for local projects,	Under consideration

Section 6 Digital Overview

Please provide an overview of digital technologies you currently have in place? And how would you like to improve?

The business operates a considerable database of individuals, all of which is digitally secure. Cyber Security Training is mandatory within the business, and is refreshed annually.

Staff use proprietary software in all aspects of the business, but are always looking to improve proficiency levels, so there is a desire for advanced software training such software, for example, with MS Excel.

The use of Digital Marketing is an increasing part of its marketing strategy, so further competence in this respect would be welcomed.

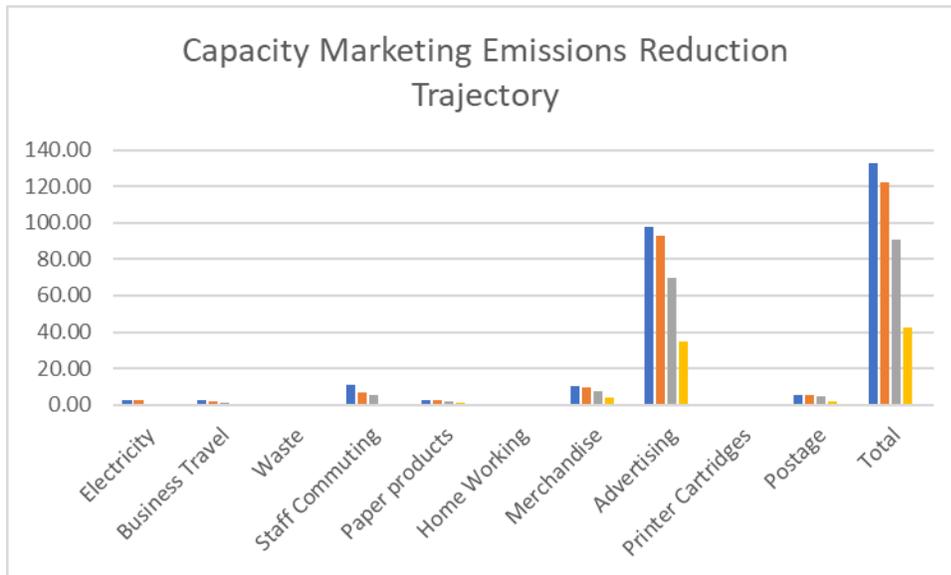
Digital Decarbonisation Actions

1. Advanced software use	No capital expenditure needed	Late 2024 / Early 2025
2. Digital Marketing	No capital expenditure needed	Late 2024 / Early 2025

Action Plan

Figure 3 demonstrates the action plan ahead to reach the targeted trajectory of the business's GHG Emissions.

Source	23-24	2027	2030	2040	2050
Electricity	2.83	2.27	0.00	0.00	0.00
Business Travel	2.27	2.04	1.53	0.15	0.00
Waste	0.16	0.15	0.12	0.06	0.00
Staff Commuting	10.80	7.00	5.25	0.53	0.00
Paper products	2.93	2.78	2.08	1.04	0.00
Home Working	0.07	0.07	0.05	0.02	0.00
Merchandise	10.24	9.73	7.30	3.65	0.00
Advertising	97.65	92.77	69.58	34.79	0.00
Printer Cartridges	0.04	0.04	0.03	0.01	0.00
Postage	5.55	5.11	4.44	2.22	0.00
Total	132.54	121.94	90.38	42.48	0.00
% reduction		8	32	68	100



Emission Areas:

- Electricity – Complete decarbonisation by 2030 as per the UK Government commitment
- Business Travel – gradual decarbonisation of private car use as employees switch to Evs
- Staff Commuting – encouragement and supporting active travel, and switch to Evs.
- Waste – gradual industry decarbonisation in line with corporate commitments.
- Advertising, products, merchandise and postage – gradual decarbonisation, driven by pressure and active procurement choices.
- Home working – gradual decarbonisation driven by the electrification of heating, and grid decarbonisation.

Working Together to Reach Net Zero

By signing up to the Working Together to Reach Net Zero Green Growth Pledge, your business is asked to make a commitment to one or more positive actions that will help reduce your carbon footprint and impact on the environment while ensuring sustainable performance, including: Working with responsible suppliers.