Breakdown of Annual Energy Consumption Costs (£ Ex VAT)

- Site Energy Use: £22,852.705
- Transport: £8,097.280831
- Water: £4,436.855769
- Waste: £1,233.5771883
Produce 146,000 ‘Welcome to’ folders in 17 regional editions
Produce 200,000 Where to Stay guides
1.5 million Welcome to Edinburgh guides in 6 languages
750,000 Welcome to Scotland also 6 languages
Operate the *welcometoscotland* website and app
We distribute 5 million leaflets from 400 customers to 1700 display racks across Scotland.
The Carbon management Plan is structured and straightforward
It establishes where we are now, what can we improve and how will we make that improvement.
It projects CO2 and cash savings that can be made **NOW**
Establishing where you are now does involve number crunching but it is critical
Diesel

- Vans: age, performance, maintenance schedule
- Drivers: training course thru EST
- Folders & leaflets: weight, size, over-stock in vans
- Routes & destinations:

Having said that we are still heading for a **9.7% reduction**
over 2 years in fuel costs at a time of rising prices.

Electric

- By agreement, after consultation set office and collation room temperatures
  - Install controllers set to agreed limits
  - Monitor on standby costs £52 overnight
  - Water heater in staff area controlled

Small measures that seem picky, but do them consistently and you will save.
Put half the saving into the staff fund, pay for a day out

Waste

- Reduce landfill by re-cycling paper and card
- Sort paper & card to generate revenue
- Bale cardboard to reduce storage space and increase value
- Monthly stocktakes fed back to customers to inform next year’s print
- Obtain SEPA licence pick up card and paper from adjacent businesses

£4k annual cost becomes a revenue source
Comparison of actual emissions with Business As Usual increases and reduction targets predicted

Baseline Emissions: [Graph showing baseline emissions]
Target: [Graph showing target emissions]
BAU emissions: [Graph showing business as usual emissions]
Comparison of emissions with Business As Usual increases and reduction targets - financial

Baseline Cost
BAU cost
Target cost
**Marketing**

Like most companies, we can say

We abide by

Compliance with environmental legislation
Procurement of environmentally responsible products
Participation in Energy Saving Trust Initiatives (we’ve changed our bulbs)
Use of public transport, couriers & multi-purpose journeys
Network printer more energy efficient than multiple printers.
Invoices, Christmas Cards and marketing material are emailed
Phone conferences
Encouragement of best practice behaviour among staff to ensure lights and other appliances are not left on unnecessarily.

With the help of the Carbon Trust we can now say

We are on track to reduce our CO2 production by 47%
Recycling under licence on behalf of ourselves and others
Working environments changed by agreement and are more environmental
Designated carbon staff, we have had Zero Waste Scotland training, Carbon Trust training & pilot scheme
Our staff demonstrably buy in to carbon saving and can see the difference

**CO2 production is down by 47% profit is up by up to £9k per annum**
Thank you