



What is it Carbon Action?

CARBON ACTION is for you if you can answer 'Yes' to one or more of these questions?

- Does your organisation want to save money?
- Does your organisation want or need to reduce its CARBON FOOTPRINT?
- Do you want to increase your potential to attract new customers and win business by demonstrating better environmental management?

CARBON ACTION® is a Standard for Reducing Energy Consumption and Cutting Carbon Emissions. Of benefit to all types of organisations, from service, to manufacturing and even schools - if you consume energy in order to deliver your product or service, then CARBON ACTION is suitable.

- **Real Impact:** Reduced Energy Consumption - Those organisations achieving CARBON ACTION reported a reduction in energy consumption and positive direction of travel towards achieving targets for cost reduction.
- **Real Impact:** Supports ISO 14001 Compliance
- **Real Impact:** Increased Staff Awareness and Commitment to Cutting Costs and Saving Energy services - By involving staff by raising awareness of climate change issues and the costs and key contributors to the carbon footprint, organisations are able to influence the hearts and minds of employees, encouraging them to take positive action by powering off and suggesting new ways of saving energy.
- **Real Impact:** Winning new customers - Some organisations are now asking suppliers to demonstrate carbon reduction as part of their tendering process. Public sector organisations and local authorities are being asked to comply with 'National Indicators' (NI 185 and NI 186) which form part of their contract with Government Office. Tesco and Co-op are now requiring their supplier to have Carbon Reduction programmes in place.
- **Real Impact:** Competitive Differentiation - Being seen to be green is a positive strategic move. Many organisations are keen to take action before they are pressed to do so. In line with Corporate Social Responsibility, reducing their environmental impact sets organisation apart from the competition.
- **Real Impact:** Customer loyalty - As large organisations choose to 'green their supply chain', they will continue to contract/purchase from suppliers who demonstrate green credentials. (M&S, Plan A...because there is no Plan B).

What support is available?

Options available include:

- Diagnostic and Action Planning
- Workshops
- One to One Advisory support
- Use of the CARBON ACTION Toolkit. This includes an on-line tool/software for calculating your Carbon Footprint, sample forms and templates for Action Planning, materials and slides for raising awareness within an organisation.
- Bespoke support
So, what does the CARBON ACTION Standard look like?
- Compatible with Investors In People - PLAN DO REVIEW
- **Made up of 3 Sections:**
 1. Strategy and Planning
 2. Take Action
 3. Review and ReportingIn total there are 23 indicators, all of which much be met to achieve certification.

So, what is the assessment process?

Your journey is designed to be simple and value adding, there are 5 key steps:

- 1. Make a formal commitment.** Complete and return the simple form available on-line or via email. When you make a commitment, this is valid for 12 months during which time you can display a Certificate of Commitment and indicate that you are committed to reducing your carbon footprint when completing tenders.
- 2. Assessor Agreement.** Your assessor will contact you to discuss the scope and scale of your assessment and provide a final quote for the contract to carry out your CARBON ACTION assessment. Your assessor will also answer any questions about the assessment process and whilst he or she cannot directly advise you, they will clarify options for support, should you need any help in getting ready for assessment.
- 3. Self Assessment.** Completing a self assessment questionnaire will enable you to identify where you feel you comply with the standard, and where you need to take action. As you progress towards assessment, you should update the questionnaire as this forms one of the documents you are required to send to the assessor prior to your on-site assessment.
- 4. External Assessment.** The assessor visits your organisation to meet with the key contact or CARBON ACTION project managers. The first part of the site visit is spent confirming the carbon footprint and verifying the adequacy of the action taken. During the assessment, the assessor will also want to meet and speak with a small but representative group of employees as well as carrying out a visual observation of the site. Where the organisation operates from a number of sites, these will need to be visited. The assessor will establish the purpose and function of each site when planning and costing the assessment.
- 5. Report and feedback.** This is given on the day, at the end of the on-site assessment. A brief summary report is also produced following the assessment which is forwarded to the client via CFA Ltd. in an electronic format.

The possible outcomes

1. Compliance

You fully meet all 23 indicators and so can:

- Retain this status for 2 years
- Use your achievement to help build your credibility and competitiveness
- Display the CARBON ACTION® Certification Mark on your letterhead, website and all other communications to promote the fact that you are taking action to reduce your Carbon Footprint.

2. Partial Compliance

You have made significant progress and meet most of the indicators within the standard, however, there are some areas where you need to take action. You can now:

- Confirm the action you will take, and when this will be completed. Depending on the nature and extent of the action required your assessor will either agree to liaise with you by telephone and email, or arrange a follow up visit.

3. Non-Compliance

You have some way to go before you will meet all the indicators and are found to be partially compliant on more than 12. You have the opportunity to:

- Update your action plan and take further action, ensuring that approaches are robust and embedded across the organisation.
- Undergo a full re-assessment
- Retain this status for 2 years
- Use your achievement to help build your credibility and competitiveness
- Once you have achieved compliance against the standard, display the CARBON ACTION® Certification Mark on your letterhead, website and all other communications to promote the fact that you are taking action to reduce your Carbon Footprint.

Who are the Assessors?

Centre For Assessment Ltd. maintain a register of approved Assessors who have been trained and demonstrate assessor competencies. All assessors are required to liaise closely with Centre For Assessment Ltd., demonstrate Continued Professional Development and comply with a strict code of conduct which includes maintaining confidentiality and declaring any prior involvement or Conflict of Interest.

Costs

The cost of assessment is based on the size of your organisation in terms people employed and number/location of sites. For a small organisation, employed up to ten people, all based at one site the cost of assessment is £600 (+VAT).

A quote for assessment will be provided upon request.

So where do you go from here?

**Give us a call - 01925 266672 and ask for Jonathan
Or E mail: jonathan.aghanian@carnw.co.uk**



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