



Greener Energy Futures Impact Report 2023

"A word from our Founder"

I set up Greener Energy Futures in 2019 because it was clear that many organisations wanted to tackle their climate impacts but didn't know how. It was also clear that we'd need to be able to demonstrate our own contributions and explore some of the challenges customers might face, too. With that in mind, we've applied ourselves to investigating not only our emissions but also how we integrate that of being good corporate citizens as a part of our [B Corp Certification](#). The result has not only been an affirmation of our values, but also a rewarding experience of a journey into a positive future, where organisations and individuals contribute to a better World. We now need to uphold the values structure that being a 'Benefits Corporation' has entrusted to us.

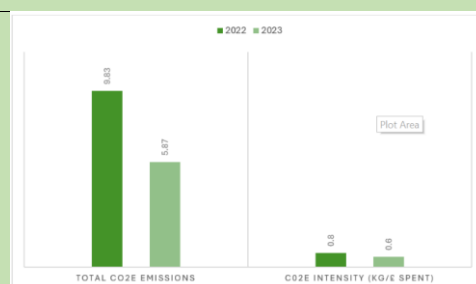
I hope that reading our journey gives you inspiration on your journey to a greener future!



Environment

Our Impact

How we operated in 2023



GEF produced 5.87 tonnes of CO₂e from operating our business in 2023, at an intensity of 0.06kg/£ spent (also a decrease from 0.08kg/£ spent). Our highest impacts were from homeworking (1.8 tonnes CO₂e).

What we'll do new for 2024

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- ✓ 100% Renewable Energy Tariffs at the home office
 - ✓ Use of Carbon Neutral shared office
 - ✓ Travel by battery electric vehicle, public transport or active travel only
 - ✓ Purchased only 2nd hand IT equipment
 - ✓ Sustainable pensions for staff (Nest)
 - ✓ Planted trees to offset our customer's carbon
 - ✓ Shifted our phone supplier to BCorp/zero carbon supplier
- Calculate emissions more accurately using better datasets using Carbon Alt Delete
 - Set a Net Zero goal date
 - Change more of our suppliers to lower-carbon or more sustainable options.

Community

Our Impact

Figure 1: Simon & Jessie working with the team at Hartcliffe City Farm

Greener Energy Futures volunteered at 2 community gardens in Bristol, supporting the creation of local food sustainability at [Hartcliffe City Farm](#) and [Grow Wilder](#)

We donated 0.5% of Operating Profit to charitable causes

How we operated in 2023

- Planted Trees
- Provided pro-bono carbon footprint to [Solid Bar Company](#) to help them pursue BCorp accreditation

What we'll do new for 2024

- Continue with volunteering & pro-bono advice

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Customers



Figure 2: Simon Pyne with Andrew Hufford, Chief Executive of Penny Brohn Cancer Care at their Headquarters in Somerset

Our Impact

Greener Energy Futures worked with 28 customers through the year, visiting Fire Services, Schools, Retailers, Charities, Events companies, and Marketing agencies. On average, we identified £27,337 of energy savings and 59 tonnes of emissions reductions.

How we operated in 2023

- ✓ We received 6 5-star reviews from customers on Google
- ✓ Standardised more of our reporting tools to streamline and improve client experience

What we'll do new for 2024

- Invest in new carbon footprinting software to better support clients
- Provide a standardised pricing tool for quotes
- Introduce a regular customer newsletter

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Governance



Our Impact

Turnover dropped 9% to £10 and net profit dropped 80% as we invested heavily in PR and in funding staff in our efforts to improve the brand and bring more revenue in-house. Spend on external energy consultants dropped by 40%. Advertising spend rose by 448%

How we operated in 2023

- ✓ Gained BCorp accreditation
- ✓ Rebuilt the company website to provide clarity and effectiveness

What we'll do new for 2024

- Ensure up to date NDAs for partner work
- Introduce e-signatures to ensure contracts for all direct client work
- Cut overheads substantially to ensure financial sustainability

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Workers



Figure 3: Intern Amber Rochette

Our Impact

In 2023 we hired and trained 6 interns on real client projects – Michelle, Amber, Will, Akshath, Florence and Qaiser

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What we did in 2023

- ✓ Ensured all workers got paid at least a living wage
- ✓ Provided relevant experience to support career advancement
- ✓ Hired 50% BAME interns and 50% women

What we'll do for 2024

- Agree expectations of internships
- Aim to train 6 per year

Why is net zero relevant:

Net zero is a critical global issue for multiple reasons. It is essential for limiting global warming to 1.5°C above pre-industrial levels, as advised by the Intergovernmental Panel on Climate Change (IPCC), and consequently avoid the severity of climate change. In doing this, it also protects ecosystems and biodiversity which returns to us the aspects of nature we require and enjoy such as clean air and water. It is no secret that public health is at a greater risk in polluted areas, net zero targets lead to cleaner air and better health outcomes.

Aside from the above, there is an economical factor to net zero's relevance. Firstly, it provides a basis for sustainable growth which in turn offers security for economies. Secondly, it reduces the reliance on fossil fuels, which as we have seen in the last year can be subject to unstable prices and disruptions in the supply chain. Moreover, it promotes the use of renewable energy sources like wind and solar, enhancing energy security and independence. Lastly, achieving net zero is beneficial to the reputation of your organisation and attracts eco-conscious consumers, fostering demand and competitiveness. Overall, tackling net zero targets is our global responsibility, ensuring a sustainable future for generations to come.

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