

Executive Summary

It's been two years since the Oh Yes! Net Zero movement was launched. With the support of business leaders, scientists, universities, political and community leaders, schools and residents of all ages, the aim of achieving Net Zero by 2050 is on track.

Our member pledge:



1560 hrs

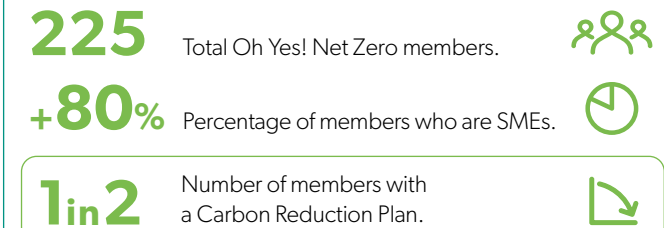
Given in kind by members over the first 2 years of the project.

Equivalent to **195** workdays or **1 person** working **77%** of the working year.



Measuring our positive impact:

2025 Key performance indicators



A **Carbon Reduction Plan (CRP)** is a critical early deliverable that Oh Yes! Net Zero can actively support its members in producing.

If a CRP is implemented, a reduction in carbon will follow.



"Just over one million tonnes – that's the government's estimate for how much greenhouse gas was produced by Hull in 2021"

"The calculation is done by the Department for Energy Security and Net Zero (DESNZ), and because it's such a monumental task it takes two years to crunch the numbers"

"Since 2005, when the process started, Hull's total has roughly halved so there's been a dramatic downward trend"

Department for
Energy Security
& Net Zero

1,120,080
TONNES

Greenhouse gas
produced by Hull
in 2021

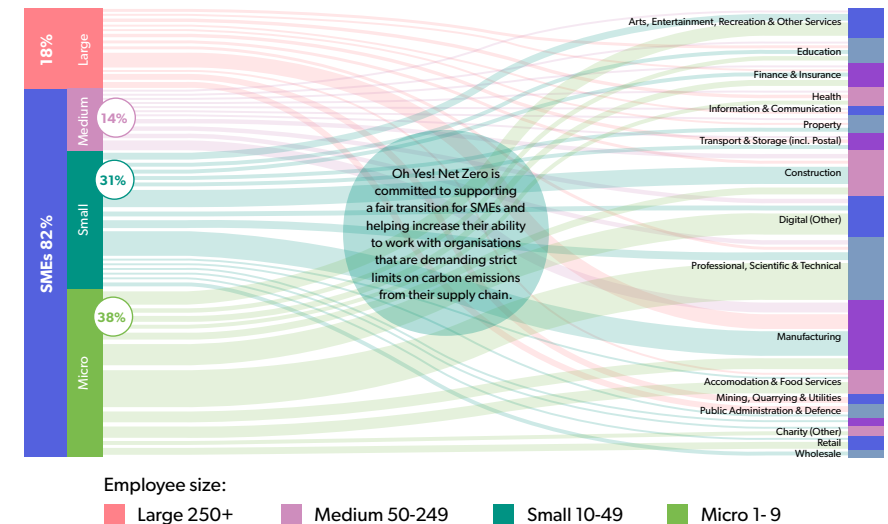
David Shukman

Former Science Editor
BBC News

7 key takeaways from our members:

- 1 The importance of a carbon reduction plan
- 2 Reporting your progress can energise your employees
- 3 Collaboration can help reduce scope 3 emissions
- 4 Sharing information saves time and builds local supply chains
- 5 Reducing emissions makes it easier to win certain contracts
- 6 Start with what you can control
- 7 Empower young people

Strong SME representation across all sectors:



Founding members



REAL
support

for local organisations to achieve Net Zero

www.ohyesnetzero.co.uk
hello@ohyesnetzero.co.uk



Delivering Net Zero for Hull

It's been two years since Hull City Council, the University of Hull, Reckitt and Future Humber launched the Oh Yes! Net Zero movement at the Reckitt Science and Innovation Centre.

With vocal backing from The Rt Hon Alok Sharma, President of COP26, and the support and enthusiasm of business leaders, scientists, universities, political and community leaders, schools and residents of all ages, Oh Yes! Net Zero capitalises on Hull's history of innovation and the enthusiasm of its people to decarbonise our region, with the aim of achieving Net Zero by 2050.

Why are we doing it?

Hull has been a centre of industry and a hive of activity for hundreds of years.

We've played a huge role in generating prosperity and employment for the region and provide the country with everything from fish to pharmaceuticals. And we're one of the UK's biggest ports, handling 10 million tonnes of cargo every year.

But centuries of industry have come with a cost. The area around the Humber Estuary emits 12 million tonnes of carbon dioxide every year – more than any other region in the UK, and second only in Europe to the Ruhr Valley in Germany. We're also particularly vulnerable to flooding and rising sea levels.

If the UK is to achieve its commitment to Net Zero by 2050, our region has an outsized role to play.

We want to accelerate our journey to Net Zero and establish Hull as a world leader in industrial decarbonisation, securing the economy of the region for the future and creating an environment where green businesses can flourish faster than anywhere else.

This report shows how far we've come in the two years since our formation and how far we still have to go. It also demonstrates how we can work with and learn from other cities around the world facing similar challenges to Hull and the Humber region.

95% of the businesses in our region have under 250 employees, so it's important that our programmes and activities are geared to ensuring that these businesses can decarbonise successfully. SMEs (small medium-sized Enterprises) make up more than 80% of the membership of Oh Yes! Net Zero and are key to meeting our Net Zero targets.

Founding members



Turning up the heat on decarbonisation

A foreword by David Shukman



David Shukman
Former Science Editor
BBC News

Hottest year, hottest decade, ocean temperatures flying off the scale – there are lots of climate developments to be gloomy about.

But luckily, there's plenty of positive news around too – from all walks of life, including the worlds of music and sport.

For all big events, the challenge is helping fans to travel in the most climate-friendly ways and we're seeing some imaginative solutions to that right here.

For 2023's Humber Street Sesh, Hull Trains, a member of Oh Yes! Net Zero, encouraged the 15,000 ticket holders to ditch their cars by offering them free rail travel between Hull and Doncaster. The festival organisers are now working with train and bus companies and Hull City Council on a green travel plan for 2024. [Read more about it here.](#)

Even Formula 1 is thinking along the same lines, with 2023's Dutch Grand Prix urging fans to come by train – a very big ask for a crowd of car enthusiasts – but it went down well.

The 2024 Olympic and Paralympic Games in Paris this summer are also discouraging car use by laying on public transport between all the venues, and dozens of miles of new cycle lanes.

So we're witnessing an extraordinary shift: from it being unusual for cities, businesses and public sector organisations to have carbon reduction plans, to being unusual for them not to.



It's part of a transformation that's faster than many thought possible.

Solar panels are less than one-tenth¹ of their cost a decade ago. Batteries have tumbled in price² and are set to become even cheaper. And electric cars are becoming more affordable - Geely, a Chinese company now sells one for \$6000³.

Not many years back, zero carbon technologies looked a bit implausible. Now they're not only credible but in hot demand. China, the US and the EU are racing to be dominant, because that's where growth and jobs will come from.

Not everyone gets it. Some critics feel the government has backpedalled on its green plans, as have some other countries, which misses the point about Net Zero: **the right investments will save money in the long run**, reduce our dependence on expensive imports of oil and gas, and ensure we're on the front foot of the new industrial revolution.

It means that local action is more important than ever and the number of communities and companies joining this worldwide movement is growing fast. One is Australia's second largest city, Melbourne. An estuary city, it's similar to Hull in many ways and its approach is featured in this report.

At the UN climate summit, COP28 in Dubai, Oh Yes! Net Zero was singled out for praise. Delegates wanted to know more about its partnerships and the regular sharing of experiences, good and bad, the nitty-gritty of what works and what doesn't. **No one's finding carbon reduction straightforward but they're tapping into a lot of enthusiasm and that's creating real momentum.**

¹ Documenting a Decade of Cost Declines for PV Systems | <https://www.nrel.gov/news/program/2021/documenting-a-decade-of-cost-declines-for-pv-systems.html>

² The Rise of Batteries in Six Charts and Not Too Many Numbers | <https://rmi.org/the-rise-of-batteries-in-six-charts-and-not-too-many-numbers/>

³ Geely Panda mini Launched On The Chinese Car Market For \$5,880 USD | <https://carnewschina.com/2023/02/06/geely-panda-mini-launched-on-the-chinese-car-market-for-588-usd/>

Measuring cities' decarbonisation efforts

How on earth do you work out the carbon emissions of a city like Hull? David Shukman investigates.

You can't very well have someone running around after every car to measure its exhaust, or visiting everyone's gas boiler to check what's being released. So a whole new science has been developed to try to get measurements that are accurate but also practical – and different systems have evolved worldwide.

In the UK, the standard approach begins with the government. It needs to know the total of the country's emissions, because we're part of a UN climate treaty that requires us to submit national figures every year. The UK's own legally binding target of reaching Net Zero by 2050, also means emissions have to be tracked.

So that's the national picture. To get a city view, you might think the easiest thing would be to divide up the national total between the different local authorities according to the number of people in them – but that takes no account of city-by-city variations.

So instead, the Department for Energy Security and Net Zero (DESNZ) gathers as much local information as it can: checking how much electricity and gas are sold in each area and monitoring the traffic to estimate emissions from transport.

It's a complex task which takes around two years to complete. So any carbon reduction we're experiencing today, in 2024, won't show up in the data until 2026.

This approach is what's called 'territorial' – calculating the greenhouse gases actually released within a local area.

Some cities like London want to include as much detail as possible, but that involves specialist consultants which aren't always affordable.

Others prefer a broadbrush view. Yes, the basic data is studied, but the main focus is on the three big sources – power, heat and fuel – and acting on them:

- **helping people save on electricity and heating by insulating homes and other buildings**
- **generating as much green power as possible with solar panels and heat pumps**
- **doing everything to encourage people to walk, cycle, use public transport or go electric**

Tackle these three and you're bound to see a fall in emissions in your area.

"It's the direction of travel that matters," according to Professor Anne Owen of the University of Leeds and an expert in tracking emissions.

"You don't need to know every gramme of carbon dioxide – you just need a baseline and go for it from there."



David Shukman
Former Science Editor
BBC News

But what happens when people buy products that were made outside their city? Or indeed outside the UK?

At the moment, emissions are counted in the territory they're released in. If a car is made in, let's say, Germany, then the emissions generated during its production are counted there. After all, that's where the carbon dioxide and other gases entered the atmosphere.

So if someone in Hull buys that car, the emissions given off while manufacturing it aren't Hull's problem... unless you take a different approach.

You could say that it's fairer to count what are called 'consumption emissions' – those emissions associated not with making a product but with consuming it or owning it. In other words, you bought the car so the emissions that helped bring into existence are yours.

This matters on a global scale.

In recent years, a lot of manufacturing which used to happen in the UK and other Western countries, moved to China. The result is that our emissions went down and China's went up.

The Chinese say we need a system that better reflects who's really behind all these gases: producers like them or consumers like us?



Anne Owen
Associate Professor
University of Leeds

"It's the direction of travel that matters.

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Measuring cities' decarbonisation efforts

How on earth do you work out the carbon emissions of a city like Hull? David Shukman investigates.

Professor Anne Owens believes that looking at consumption emissions gives a clearer picture of what people's spending habits actually mean for the climate.

"Ideally, we'd measure everything because we want people to be aware of the emissions they're responsible for," she says.

And that raises yet another way of thinking about all this.

Manchester is working on emissions figures, not just for the city as a whole, but for each of its 32 wards. Ten of them have their carbon footprint assessments up and running already and the others will follow.

This 'hyper-local' scheme, called In Our Nature⁴, is designed to make people feel closer to the process and its solutions, by showing them the progress that their own neighbourhoods are making.

It's a three-year project and it's about exploring how best to motivate people to take action and to support their efforts. The theory is that having this fine-grained data will help, and it seems to be working so far.

So it's an innovative time for counting carbon. The key thing – as Professor Anne Owens indicates – is that there's no right or wrong about the measurement options.

Ultimately, what's important is having enough knowledge to deliver the outcome that matters: pushing for green power, heat and transport as quickly as possible, so we all reap the benefits of going Net Zero.



CO₂e

Carbon Dioxide equivalent

Greenhouse gases contribute in varying degrees to global warming, depending on their heat absorptive capacity and their lifetime in the atmosphere. In order to standardise the global effects of these gases, the Intergovernmental Panel on Climate Change (IPCC) created the global warming potential (GWP) index, which describes the cumulative effect of these gases over a certain time frame (usually 100 years) compared to that of Carbon Dioxide (CO₂). The unit of measure for this standardisation is CO₂ equivalent (CO₂e).

1,120,080 tonnes
of greenhouse gas was created by
Hull in 2021.



David Shukman
Former Science Editor
BBC News

Hull's greenhouse gas emissions

Just over one million tonnes – that's the government's estimate for how much greenhouse gas was produced by Hull in 2021. The exact figure is 1,120,080 tonnes.

If that sounds a lot, bear in mind the UK total for that year: over 400 million tonnes. And for the world as a whole: 40 billion tonnes.

It's a measure of what's called CO₂e or 'carbon dioxide equivalent' – a bundle of the most important planet-heating gases. The biggest is carbon dioxide. Two others, methane and nitrous oxide, are present in smaller quantities but are much more potent.

The calculation is done by the Department for Energy Security and Net Zero (DESNZ), and because it's such a monumental task it takes two years to crunch the numbers.

This means the latest stats are for 2021. We'll get the data for 2022 – the year that Oh Yes! Net Zero was launched – this summer.

Since 2005, when the process started, Hull's total has roughly halved so there's been a dramatic downward trend.

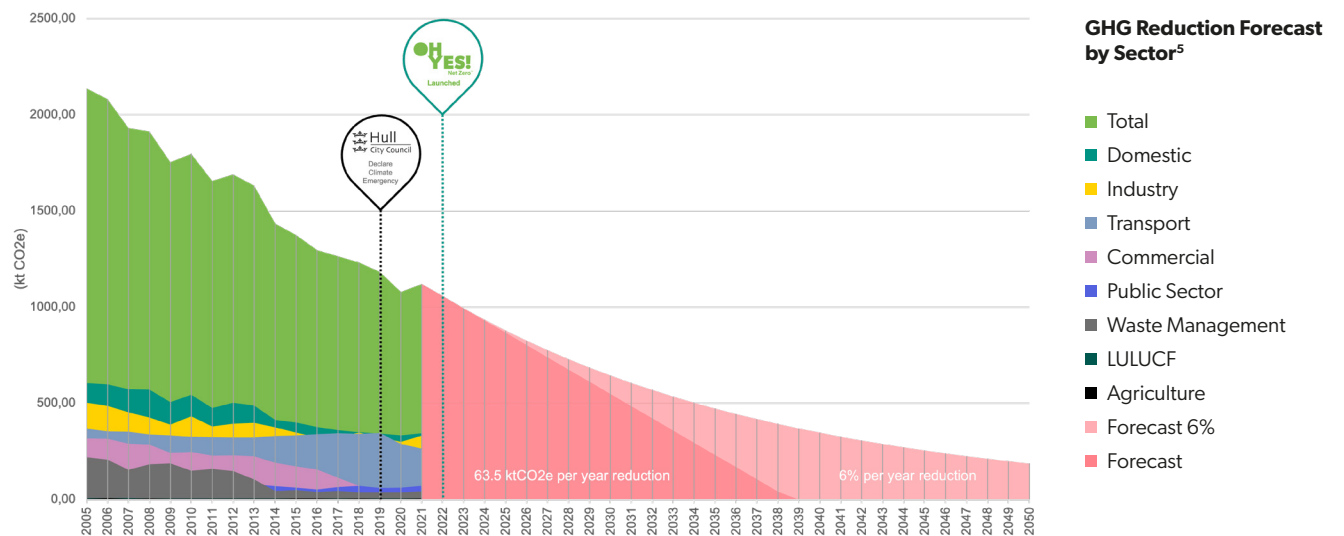
The sharp-eyed will spot a few jumps upwards on the graph, most recently between 2020 and 2021. That almost certainly reflects the bounce back in economic activity after the Covid lockdowns.

It's best not to worry too much about the figures year-by-year. For example, a big construction project attracting a lot of traffic could also cause a short-term rise. What matters more is how emissions are changing over a longer period.

If the average annual reduction continues, Hull will meet Net Zero – but possibly not until 2039.

Meeting the target sooner will take a big effort and will need a lot of support. But it should be achievable.

New green technologies have been falling in cost far faster than predicted and are forecast to become cheaper still. So solar panels, heat pumps and electric vehicles could be adopted much more rapidly than expected – one of many positive factors that could help Hull to reach net zero by 2050.



⁴ Our Carbon Footprints: Measuring Emissions Across Manchester | <https://www.inournature.uk/our-carbon-footprints>

⁵ UK local authority and regional greenhouse gas emissions national statistics, 2005 to 2021 | <https://www.gov.uk/government/statistics/uk-local-authority-and-regional-greenhouse-gas-emissions-national-statistics-2005-to-2021#full-publication-update-history>

The impact of Oh Yes! Net Zero

If it's tricky to accurately and reliably record carbon emissions for a region or city at present, how do we measure the impact of the carbon reduction measures we're taking in Hull?

Our answer is to look at what we can actively support which would serve as a leading indicator – something that, if monitored, could reliably predict outcomes in the future. We believe that tracking the number of members who have produced a carbon reduction plan (CRP) meets this criteria.

Organisations with CRPs have calculated their carbon footprint and have worked out the best way to start targeting their carbon reduction efforts. They've identified changes they can make and, importantly, they've put dates against them. They have made a commitment to do something and said when they will do it.

We know if a CRP is implemented, a reduction in carbon will follow, and will be measurable.

This is why we have set a target of one in two of our members having a CRP by 2025.

Membership growth

At our launch in 2022, we were looking for 30 companies to sign up, and 70 did. After two years we have over 180 member organisations. By the end of 2025, we're anticipating this growing to 225, meaning approximately 62,200 employees will be behind us.

We're seeing continued organic growth over a broad range of sectors, providing a varied base of knowledge for all members to draw upon. Although 70% of Hull's largest organisations are members, our focus is on Hull's SME population.

Our member pledge



Commit



Champion



Collaborate

2025 Key performance indicators

225

Total Oh Yes!
Net Zero members



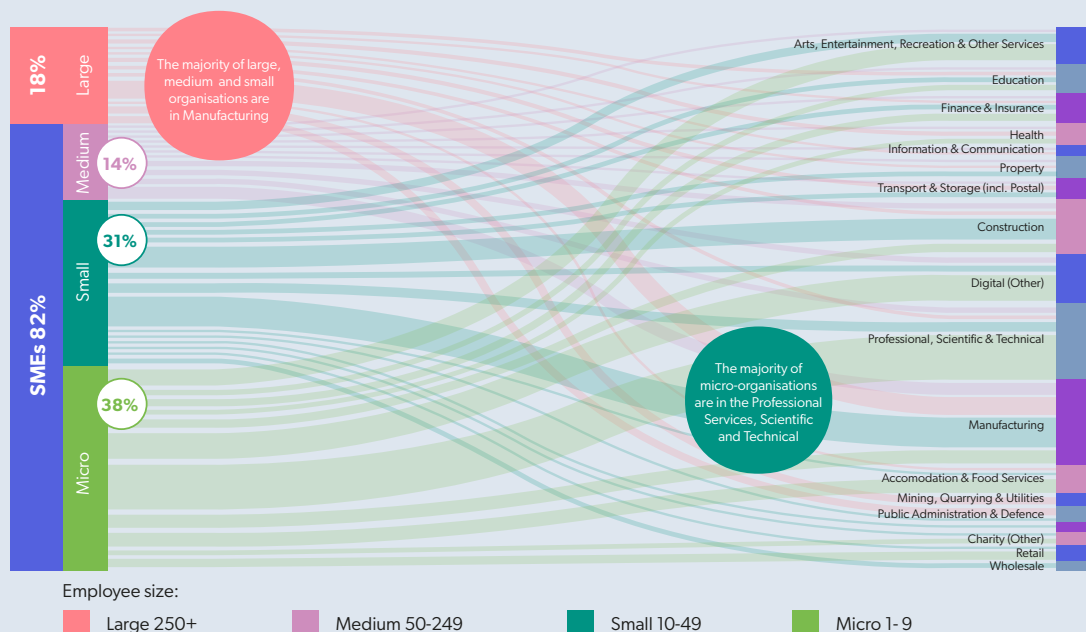
+80%

Percentage of members
who are SMEs



1 in 2

Number of members with
a Carbon Reduction Plan



Why SMEs are important

Small and Medium Enterprises (SMEs) with under 250 employees currently account for 82% of our membership and will always make up more than 80% of the total. The vast majority of Hull businesses – as in the rest of the UK – are SMEs and hold the key to significant carbon reduction in the coming years.

Oh Yes! Net Zero is committed to supporting a fair transition for SMEs and helping increase their ability to work with organisations that are demanding strict limits on carbon emissions from their supply chain.

For example, some of our SMEs contract with the NHS or are in a supply chain with the NHS at the top. NHS England supplier criteria already requires companies to produce a carbon reduction plan and commit to net zero by 2050 if they are bidding for contracts over £5 million. In fact, suppliers are encouraged to plan for net zero by 2045 to prepare for future NHS roadmap milestones.

Other large businesses are likely to demand similar commitments in the next few years, which is why Oh Yes! Net Zero wants to ensure as many of our SMEs as possible have CRPs available to give them that essential competitive edge in bidding for lucrative contracts in the next decade. Our Carbon Clinics programme harnesses the power of the supply chain and the resources of our large business members to help SMEs develop a carbon reduction plan and make that fair transition.

As you'll see from many of the businesses featured in this report, collaboration up, down and across the supply chain is paying dividends and providing a real boost to the Humber region's business infrastructure.

Carbon Clinics

Partners in a joint ambition

SMEs are often less able than larger businesses to easily respond to new climate-related regulatory, policy and market changes, and have less influence over their own supply chains. When larger companies support and incentivise SMEs in their supply chain to make this transition fairly, everyone benefits. This is the idea behind Carbon Clinics.

There are around 31,000 small and medium businesses in the Humber region, and the remarkable thing is that only 7% say they are not working towards reducing their carbon footprint.

That's one of the more surprising findings of a survey run in 2021 by the University of Hull's Aura Innovation Centre, one of the major partners in Oh Yes! Net Zero. "We were absolutely amazed at how small the proportion of completely inactive – in a carbon-reduction sense – SMEs there were in the region," says Aura's former director Louise Smith.

22% of businesses said they were 'fully active' in reducing emissions, with a further 46% reporting they were 'on the journey' with some way to go. But 85% of businesses in the region have under 10 people. "Companies of that size don't usually employ someone with the time or expertise to work out how to reduce scope 1 and scope 2 emissions," says Louise. "There are always more pressing operational challenges. They don't feel they have a lot of agency."

Bringing the knowledge and expertise of the companies who are already making changes to mentor and advise those who have yet to start in any meaningful way is the premise behind Carbon Clinics – an idea that emerged from a meeting of business members of Oh Yes! Net Zero. The Clinics bring two businesses together – usually a larger company inviting a smaller company in their supply chain to help kick start their net zero journey.

Global management consulting firm Partners in Performance (PiP) is working with Oh Yes! Net Zero on a pro bono basis to implement and guide the Carbon Clinic initiative. Together, we worked out a step-by-step process encompassing guided conversations where information is gathered, carbon footprints calculated, improvements identified, actions taken and progress monitored.

31,000

Small and medium businesses
in the Humber region



Carbon Clinics

Paying it forward

Importantly, the final step in the process is helping other companies in their supply chains do the same, as Louise explains:

“What we’ve found is that companies who have seen the benefits of reducing their carbon use and emissions have been ‘converted’ and they want to convert others. And even if companies aren’t convinced by the environmental argument for net zero, the business efficiencies and potential financial savings that ensue are pretty persuasive.”

It’s not a one-way street. As well as sharing experiences, the ‘big brother’ client and the ‘little brother’ supplier often have very useful conversations and develop a real understanding of each other’s challenges and how they could help each other.

For example, one supplier began to realise that by working together with their client to redesign a part to make it smaller, they could cut costs and carbon. Discussions are ongoing and, if it works out, they will collaborate earlier in the design process, and will probably have a closer and more productive working relationship.

The collaborative conversations facilitated by Oh Yes! Net Zero are making Humber businesses more aware of the ecosystem in which they operate. Supplier companies realise that their huge multinational clients often have the same challenges when it comes to measuring, understanding and taking action around their carbon footprint, but on a global scale. And client companies begin to understand that they can possibly achieve their carbon reduction goals faster by getting suppliers involved at an earlier stage.

“Collaborating with other businesses who have been there and done that can help companies who may find carbon reduction measures a challenge,” says Louise. “For example, they may think they can’t afford to swap to electric vehicles and cope with all the issues around where they re-charge the fleet and the initial outlay costs or purchasing the vehicles – but when they see the evidence around the reduction on cost in petrol and tax, the investment starts to make a lot more financial sense over the longer term, as well as being good for the environment.”



Louise Smith
Former Director
Aura University of Hull

“Collaborating with other businesses who have been there and done that can help companies who may find carbon reduction measures a challenge.”

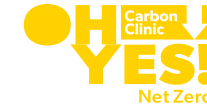
Supporting a local supply chain

The social impact of building low carbon supply chains in the Humber is undeniable in terms of employment and economies of scale.

We’re already a big player in offshore wind technology, but a local supply chain has been slow to get off the ground, with many of the top tier businesses in the sector still working to understand how they can encourage local SMEs in the lower tiers of the region’s supply chains to participate in this new industry.

However, Hull’s long history of working with composites (as the ‘British capital of caravan manufacturing’) has led to a wealth of readily transferable skills for wind power blade manufacture. This is one of the key reasons Siemens chose Hull for its offshore wind facility in 2014.

Humber companies need to recognise the opportunities there are in green tech, and the fact that students and young people living and studying in the region are keen to stay local and work in the low-carbon sector.



“Oh Yes! Net Zero is helping these companies think more broadly and deeply about the opportunities available, and showing top-tier green energy businesses that although they can buy directly from China, there are opportunities to buy local instead, right here in Humberside,” says Louise.

“If we are successful, this could create massive social impact by generating more well-paid jobs and opportunities, boosting the bottom line for the region’s businesses with less importing, fewer air miles and lower transport costs — and delivering a huge shot in the arm to the Humber’s Net Zero by 2050 ambitions.”

Carbon Clinics will be officially launched in the summer of 2024.

The Carbon Clinic process

Working together to cut your carbon footprint



Bio-D

Making sustainability a team challenge

Bio-D is a business with sustainability at its core. Established in 1989 and independently owned, the company supplies affordable cleaning products, manufactured locally from plant-based, ethically sourced ingredients.

Bio-D became a B Corp in January 2022, joining a movement of companies that have voluntarily met the highest standards for social and environmental performance.

“Ever since the business began, there’s been a focus on the eco market,” says Heather Nixon, Bio-D’s Sustainability, New Product Development and Regulatory Manager. “But it’s about more than just our products and the environment. B Corp certification focuses on people and the planet, and ensuring our people are fully behind our values and understand why we do what we do is vital for us.

“We’re investing in areas which might not have a direct and immediate financial reward, so bringing our employees with us on that sustainability journey is key to building a stronger team.”



Making progress public

Bio-D began producing a sustainability report when the business was part of the Ellen MacArthur Foundation, a charity committed to creating a circular economy that eliminates waste and pollution.

Sustainability reports are a legal requirement for larger listed companies and widely used by fund managers when deciding where to put their clients’ investments. But Bio-D’s sustainability report has a different, more purposeful remit.

“It’s for our customers, our employees, our retailers and wholesalers who may consider stocking our products. It’s really important for them to see the work that we do behind the scenes, and that we do what we say we do. It’s a crucial document for us and it really energises our staff. I have people coming up to me all the time with ideas for things we can include in the next report.”

Bio-D has two sustainability meetings a year to review progress, and the sustainability team includes people from all areas of the business. “We invite suggestions from all over the company at our all-staff meetings,” says Heather. “It gets people thinking about what can be done to improve sustainability in their particular area. When people start seeing changes that came about as a result of their suggestions, it becomes self-motivating.”

Staff suggestions include recycling pallet layer pads instead of throwing them away and using rechargeable batteries in the office. “It’s important to have big goals and small goals,” says Heather. “Small goals may seem insignificant on their own, but they add up. Big goals take longer and staff only really notice them when they’re done - like the LED lighting and EV chargers we installed last year.”



Certified in 2022

B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.



Heather Nixon
Sustainability, New Product Development
and Regulatory Manager

bio^D

Oh Yes! Net Zero Member #7

Bio-D

Making sustainability a team challenge

"When we started reporting back the savings in CO2 emissions, they really engaged, especially when they can see the environmental and cost-saving implications. The LED lighting in the warehouse saved us something like one third in the first month. We thought it was going to take many years to pay back the investment, but it won't. After about 18 months, that's pure profit on the bottom line."

The company often hosts PhD students who work with Bio-D to explore the sustainability of their products and packaging, providing not only research material for the students but insights for the company as well.

The current cohort of University of York students are investigating replacing the company's existing washing powder packaging film with what Bio-D hope will be a better alternative. "There's no point changing our packaging unless we can prove there's a benefit to the environment," explains Heather.

"Lots of our competitors move from plastic packaging to what are ostensibly more 'eco-friendly' pouches, but they're not recyclable, so you're adding to landfill. We asked the university to do a life cycle analysis and give us that independent academic scrutiny – and it turns out the right thing to do is to stick with our current packaging."

Public reporting is crucial, Heather believes. "If you don't report back, then people aren't bothered. They don't see it as a priority. But when you start getting public feedback, it holds you to account, which is a really healthy thing for a business that wants to improve."

Membership of Oh Yes! Net Zero is very important to Bio-D.

"We're Hull based and love the city. Being involved in Oh Yes! Net Zero helps us connect with other local businesses and hopefully inspire them. Since we've become B Corp certified, other local companies have approached us to ask us to talk to them about the process and benefits. It's about supporting local companies to change, and Oh Yes! Next Zero is a great platform for that."

"Our sustainability report is driving change. Setting our goals every year and reporting back on how those goals are being met is incredibly powerful for us. It gets people thinking about what can be done to improve sustainability in their particular area. When people start seeing changes that came about because of their suggestions, it becomes self-motivating."

Heather Nixon

Sustainability, New Product Development and Regulatory Manager
Bio-D



Heather Nixon

Sustainability, New Product Development
and Regulatory Manager

bio^D

Oh Yes! Net Zero Member #7

City Health Care Partnership

Decarbonising a diverse healthcare estate

City Health Care Partnership (CHCP) is a community interest company (CIC) tasked with delivering over 50 different NHS services, from urgent care to dental services and palliative care to psychological wellbeing, in Hull and the East Riding of Yorkshire.

As a provider of NHS services, CHCP is committed in its Green Plan to fulfilling the NHS England net zero targets, which are generally more ambitious than for other UK sectors. The targets for scope 1 and 2 emissions are an 80% reduction by 2032 and net zero by 2040 (from a 2020-21 baseline); and for scope 3 emissions, the target is net zero by 2045.

"It's a very ambitious target that will be challenging to deliver," says CHCP's Sustainability Lead, Tom Hearfield, "and it's imperative that we start acting now."

One complication for the business lies in the fact that, of the total NHS estate administered by CHCP, only 30% is directly owned and in the control of the company. The remainder is leased from NHS Property Services and various community health partnerships. Whilst CHCP can influence a lot of this estate, they cannot make decisions for every property they lease, and funding is not guaranteed.

"In the initial phase, we've decided to focus as much as possible on the 30% of property we directly control and where we can have the biggest impact," explains Tom. "That currently comprises our Business Support Centre, three care homes and several pharmacies in Hull – although we are adding more to our portfolio as we grow as an organisation."

The first tranche of work has focused on the CHCP Business Support Centre in Hull. By the end of 2024/25, CO₂e will have reduced by over 40% on the 2021/22 financial year baseline.

To achieve this, CHCP optimised the building management system, fine tuning the temperature and adjusting operational hours. Installing Coolnomix intelligent energy optimisation thermostat controls on multiple airconditioning units reduced energy consumption by 35% in the pilot phase.

A 68kWp (kilowatt peak) solar array has been installed on the roof, which promises to generate over 50,000kWh annually, and CHCP is actively encouraging the use of EVs at the centre, with 12 chargers more than tripling the demand for EV charging from staff over two years. A salary sacrifice scheme for eligible staff also promotes the adoption of EVs, bikes and e-Bikes for commuting.



Tom Hearfield
Sustainability Lead

chcp

Oh Yes! Net Zero Member #23

City Health Care Partnership

Decarbonising a diverse healthcare estate

Tackling renewable energy and green travel

“When you remove the sites we don’t control, our travel and transport emissions are actually higher than our estate emissions,” reveals Tom. “But if you think about the sort of work we do, that makes sense. We serve a huge geographical area and our people can cover a lot of miles every week. District nurses, for example, can’t deliver insulin digitally. They have to go where the patients are.

“We are increasing the number of pool cars and where possible these are EVs, but if the landlord of a particular property doesn’t want to install chargers (because it increases their energy costs and puts pressure on capacity) it’s a bit trickier. We’re talking this through with landlords at the moment to find a solution. We won’t be able to buy or lease internal combustion engine (ICE) vehicles after 2026 anyway, so it’s something we need to prepare for, but we also need to be cognisant of the cost pressures on the sector and be pragmatic about how we do it.

“In some areas, like acute care, which produce a lot of their own energy, installing EV chargers is very cost effective. There are a lot of competing charges for finance, but I can see this moving up the agenda in a lot of health trusts.”

There are a lot of challenges ahead. Some of the properties controlled by CHCP need more attention than others.

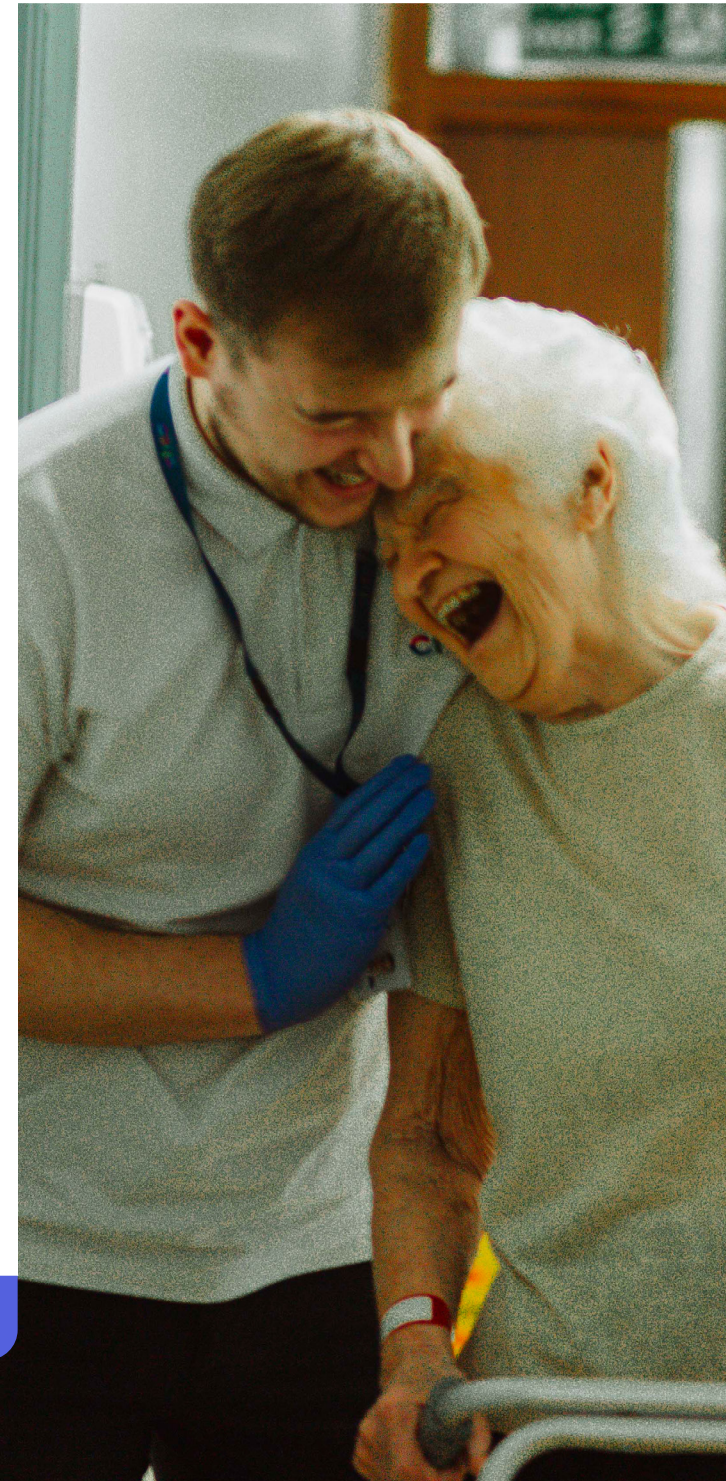
“Certain properties have old gas boilers from the late 1970s which we could replace with newer, more efficient models,” says Tom, “but in eight years’ time we can’t have any gas if we want to reach our targets, so we may need to invest more now to save money later. These are the sort of decisions we’re having to make now against a background of increased financial pressure on a lot of our operations. But we are definitely going to deliver: we have a target to install 100kWp of renewables across the estate and I think we’ll beat that by quite a bit, maybe 150kWp.”

Collaborating with other healthcare providers at regional Integrated Care Board (ICB) level – which includes organisations like Hull University Teaching Hospitals NHS Trust, Humber Teaching NHS Foundation Trust and York and Scarborough Teaching Hospitals NHS Foundation Trust, as well as NHS Property Services – is an efficient way to get things done. All are working to the same targets. Each has to present their green plan at ICB meetings, sharing knowledge, challenges and achievements.

“I do feel we are going to make significant inroads over the next year or so,” says Tom. “I’ve been really pleased with what we’ve delivered in our first year. When you’re working across so many areas it takes time to get everything rolling, but I feel like we’re in the position now where we are making a real dent in our net zero goals.”

“We only own and can change or control around 30% of our direct estate footprint – and we’re looking to meet NHS carbon targets that are extremely challenging. It’s about being pragmatic and realising we can’t do everything at once. We’re prioritising low cost or no-cost measures and looking to make the biggest impact that we can in those areas.”

Tom Hearfield
Sustainability Lead
CHCP



Climate Changemakers

A new generation continues the journey to net zero



It's not just authorities, academics and businesses who are key to driving the net zero agenda. Those who will be most impacted by the climate emergency are still at school – and children, teenagers and young people are among the loudest voices calling for action.

Ahead of COP27 in Egypt in 2022, a survey of 3,000 British youngsters by [Save The Children](#) revealed that 70% of them were worried about the world they would inherit and 75% wanted the government to take stronger action on the climate and inequality crisis.

Climate Changemakers is an Oh Yes! Net Zero initiative that harnesses the enthusiasm and passion of young people, providing a positive outlet for feelings of climate anxiety and allowing them to help bring about real change in our region.

A project involving 11 secondary schools and colleges in Hull, it offers support from sustainability consultancy, C3 Group – an Oh Yes! Net Zero member – to help reduce their carbon footprint. It gives students the opportunity to get involved in researching and guiding the changes their school needs to make and encourages collaboration between schools and local businesses around green skills, mentoring and placements.

2023's project saw students from each school produce and present a video highlighting how their school was addressing the challenge of climate change.

A group of Year 8 students from Sirius Academy West researched and produced an impressive video that combined news footage and scenes from around the school to show some of the steps the academy is taking to measure and improve sustainability. They reported that 58% of the students arrive at the school by sustainable methods, including walking, cycling or taking the bus; and that all food and drink is locally sourced and supplied in recyclable packaging. The video acknowledged that this was just the start and there was a lot more to do.

Geography teacher Shawn Boatin works with the students on the Academy's Climate Changemakers programme and says that getting involved with the video and the programme in general has enthused all of the participants.

"Many of the Climate Changemakers students would like a career in climate change and so were really keen to join the programme. They all have different reasons to get involved. The region has a heavy focus on offshore wind and renewable energy, and some are interested in working on wind turbines, for example. Some of them are keen on working in the media on climate change issues, so producing the video was a great experience for them.

"We know that, as a school, we can improve, so Climate Changemakers is going to be an interesting programme for us to take part in," continues Shawn. "We have an enrichment club called Eco Warriors, which we're looking to grow. It's run by Mr Kay, the Assistant Head, and the students promote local sustainability around the school regarding litter, using reusable water bottles and so on. They also campaign for better facilities for the students to be more sustainable – they successfully pushed for more water fountains, for example.

"We hope that our Eco Warriors can get involved in the Climate Changemakers programme in the future, along with the current Changemakers cohort. We also want to link the project to Year 7s, and get the current students involved in mentoring the younger ones."



Climate Changemakers

A new generation continues the journey to net zero



2024 focus

The programme focus for 2024 is on sustainable buildings, and each of the schools has been assessed by C3 Group and had a bespoke carbon reduction plan produced.

"The calculations detail the school's carbon footprint, electrical consumption and gas consumption; its building performance, including energy efficiency and CO2 emissions, and gives it a score, with a roadmap showing the actions it can take to get to net zero," says Grace Chapman, Heritage Advisor for Reckitt, who leads the Climate Changemakers programme for Oh Yes! Net Zero.

"Obviously the cost and feasibility of those changes differs from school to school. Newer buildings are generally much better insulated than Victorian-era schools, for example, which will have a much longer, and potentially more costly journey ahead of them. So each school's carbon energy strategy is tailored to its own specific circumstances and requirements."

C3 Group's reports outline each school's key investment opportunities for saving carbon and reducing energy costs. Simple, relatively low-outlay solutions like energy management systems and LED lighting are achievable for most of the schools that don't already have them, and the report outlines grants and funding available to support measures like solar panels, insulation and air source heat pumps (ASHPs).

The key to the programme is getting students involved in deciding what changes should be made and in bidding for Oh Yes! Net Zero funding to make it happen. 2024's Climate Changemakers activities includes a grant application bid writing workshop, which draws on the vast experience of the NHS.

The co-ordinated approach of Climate Changemakers is designed to give schools' decarbonisation activities more clout and make them more effective.

"We're finding there are pockets of activity for schools on sustainability that businesses, local authorities and the University are offering. I'd love to pull those altogether and offer something that can have a massive impact, because everyone is working together," explains Grace. "That's what Oh Yes! Net Zero is all about."

The power of positive action

Climate anxiety – feelings of hopelessness, sadness and grief – are increasingly common in young people confronted with the realities of climate change. It's understandable that many choose to disengage and ignore the issues, believing they can't do anything to change the situation.

But by engaging positively with children and young people about climate change and the actions they can take can have the opposite effect – engaging them, inspiring them and energising them to make a difference.

Dr Lisa Jones is a Reader in Education and Director of Research at the School of Education at the University of Hull and leads on the Youth-led Adaptation to Climate Change Challenges in Vietnam (YACC) project, which has helped young people engage with the issues the country faces due to climate change. Lisa attended a recent Climate Changemakers session to explore how the learnings from the Vietnam project could reflect the challenges faced by the young people in Hull.

"It's all about a pathway to action – steps they can take to get from where we are now to where we need to be," says Lisa.

"We focused on the journey to action and what help and support they need from adults and from educators. We talked about what is possible and what might be needed to inspire others to tackle climate change.

"We find that young people have really good ideas, but they're not always listened to. The whole point of our research is that children and young people should be involved. They need to be at the table for those conversations. The young people in that room in Hull were identifying similar things to their counterparts in Vietnam, even though globally you'd think that their context is hugely different. But responding to a changing climate raises many of the same challenges, issues and barriers."

The Changemakers programme shows young people that it's not only small, individual actions like recycling and using reusable water bottles that young people can do. They can talk to their MP, get involved in their community, and come up with an idea that changes something.

"It's really important for adults and those in power to support this, and to create a space to let young people be innovative and creative," says Lisa.

"The fact that some of them will have the chance to visit parliament in Westminster is also so important. In Vietnam, although it's a more deferential society for young people, it's a very collective culture. Policymakers there have engaged with the young people on the YACC project, and some approaches within policy have changed as a direct result of their engagement.

"Young people seeing that their views and ideas matter and where possible, will be acted upon, is crucial."



Dr Lisa Jones
Director of Research



Oh Yes! Net Zero Founding Member

Greens the Signmakers

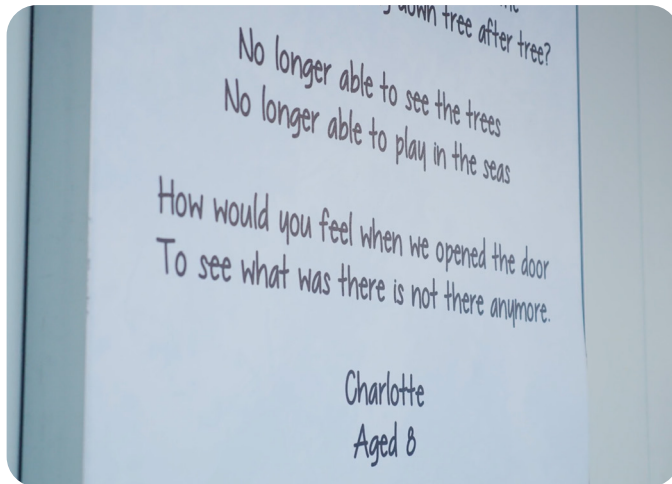
Green by name, green by nature

Hull businessman Lawrence Green has been at the helm of his family sign making business since 2018, but it was a heartfelt poem written in 2021 by his eight-year-old daughter Charlotte, that prompted him to embrace sustainability and make Greens the Signmakers as green as possible.

Lawrence is the third generation to run the business, which was established by his grandfather over six decades ago, and specialises in all aspects of internal and external signage. Thanks to the spark of Charlotte's poem, Greens is now leading the sector in sustainability and has won major industry and regional business awards.

"Charlotte's poem was written from the heart, asking what would be left for children like her if plastics continued to be thrown away and pollute the environment," says Lawrence.

"The next day I was at my office, looking out of the window at dozens of vans leaving with plastic products that I knew would eventually end up in landfill, and I thought yes, we've got to do something. There's no pressure on my children to join the business, but if they do want to, I'd at least like to ensure it's one they'll be proud to take over."



Investing in the future

The most significant change Lawrence put in place was to make a major investment in a new printer that uses water-based ink.

"This was a big step for us," explains Lawrence. "It meant that we were able to produce signage that was easily recycled. And it was the catalyst for an assessment of how and where we could make further changes."

These included installing 208 solar panels on the roof of the 26,000 sq ft factory, which have produced 70,000KwH of energy in the last year. 70% of the power they produce is used in the business and the remaining 30% is sold back to the National Grid. So far, the solar panels have saved 23,172 kg of CO2 emissions – equivalent to planting over 1,400 trees.

The installation of the panels was conveniently, if innocently, timed to precede the huge rise in energy prices the following year, making the payback period for the business much shorter than it would have been.

Swapping to electric vehicles for project managers has also had a big impact, with 45,000 of the 100,000 miles driven directly powered by electricity produced by the solar panels. Last year Greens used 12,000 fewer litres of diesel than the previous year.

Along with other measures to cut waste by 40%, Greens has managed to cut scope 1 and 2 emissions by almost 35,000 tonnes.

"As well as the savings from EVs and reducing energy use, we've consolidated our deliveries from suppliers, with monthly deliveries from some suppliers instead of every other day. So we're beginning to make a dent in scope 3 emissions too," says Lawrence.

"Because we manufacture everything in-house we can offer our clients a lot of flexibility. Reduced deliveries mean we have more stock here, so if they misplace an order or need more than usual, we can handle it, which they appreciate."



Lawrence Green
Business owner



Oh Yes! Net Zero Member #158

Greens the Signmakers

Green by name, green by nature

Bringing clients along on the journey

Customers are on board with the company's #ChallengeGreen sustainability agenda.

"We're raising awareness by providing quotes for more easily recycled products alongside traditional signage," says Lawrence. "Customers – including global and national brands – welcome this. They have net zero goals too, and suppliers can play a huge role in reducing a company's overall environmental impact."

Offering recyclable signage makes Greens very much a leader in the industry – evidenced by the company winning the 'Sustainability in Signage' category in the 2023 Sign Awards and the 'Environmental and Sustainability' category of the 2022 Hull Live Business Awards. Charlotte was unable to attend as it was a school night but, as the inspiration behind the initiative, she was very proud to be handed the award the next day.

Employee involvement is key to the success of Greens' sustainability activities. Two team members have completed a Training Qualifications UK (TQUK) Level 2 Certificate in Understanding Environmental Sustainability, and a #ChallengeGreen team, made up of employees with a passion for environmental issues, are tasked with finding more ways to save energy and cut waste in the business.

Involvement in industry groups – Lawrence is the only sign maker invited to join an industry action group for more sustainable use of self-adhesive vinyl – and membership of Oh Yes! Net Zero means that Greens can work alongside other businesses to both learn and teach.

"I'm keen to promote what is available, what options there are, and demonstrate that doing the right thing can actually save you money. So, it makes good business sense even if you're not bothered about the environment. If we're all doing it, then we're getting somewhere. Sharing that knowledge and learning from others at Oh Yes! Net Zero meetings is simply a good thing to do and helps build connections locally.

"We hope that by promoting what we're doing to improve our own carbon footprint can help the wider industry move forward and reduce its environmental impact."

3 steps to carbon reduction

Advice from Lawrence Green to other businesses keen to make a start on reducing carbon emissions.

- Measure your impact: we calculated our scope 1 and 2 emissions for the first time in 2022. If we'd measured at the start of our journey, we'd have a better idea of how far we've come.
- Take time to learn: there are lots of opportunities to learn from other organisations.
- Build sustainability into the business: once you start looking, you'll see opportunities to cut your carbon footprint everywhere, and sustainability will be part of your decision-making process.



Lawrence Green
Business owner



Oh Yes! Net Zero Member #158

Hull City Council and Ideal Heating

Decarbonisation begins at home

Around half of the housing in Hull is rented, with 19% (around 23,000 homes) being council housing and 8.1% other social housing. This is a higher percentage than average in the UK where, according to the latest government statistics, around 17% of households were rented from a local authority or other social landlord.

Emissions from consumer expenditure, largely through heating homes and travelling, are the largest single contributor to UK emissions and rose to over a quarter of total UK emissions in 2021.

For Hull City Council, which is committed to the region's challenging net zero goals, decarbonising its housing stock is a priority. Most of Hull's council homes have gas heating, and the housing team is investigating the most efficient and effective way to refurbish and retrofit the estate's energy infrastructure in line with its low carbon ambitions.

"There are different ways to reduce carbon emissions in housing," says Tom Crowther, Project Manager from Hull's Housing Investment Services. "A 'fabric first' approach – better insulation – will reduce the energy needed but then the remainder should be picked up by low and zero carbon solutions that provide heat and hot water at the lowest carbon footprint possible."

The Council's 2030 Carbon Neutral strategy, signed off in 2020, noted that over 1,000 private homes and 1,600 council homes had been improved with better insulation, with planned investment of over £18 million in further schemes in the future.

Oh Yes! Net Zero negotiated with Ideal Heating to donate air source heat pumps (ASHPs) to the Council to evaluate their effectiveness in the local housing stock. ASHPs are normally used in larger detached properties and capture the air circulating outside, boosting the temperature to provide heat and hot water. Compared to a gas boiler, an ASHP will emit around 75% less carbon and provide a more consistent, even level of heat.

As part of the cyclical refurbishment process of council properties, four ground floor flats were identified as in need of new heating systems and, instead of installing gas boilers, the Council installed the ASHPs.



Tom Crowther
Project Manager from Hull's
Housing Investment Services



Oh Yes! Net Zero Founding Member

Hull City Council and Ideal Heating

Decarbonisation begins at home

Less carbon, more comfort

"Some of the feedback we've received so far aligns with what's been documented elsewhere," says Tom. "The lower, more constant temperature of the radiators is conducive to a much more comfortable environment."

Any property with a 'C' rating for energy performance can be fitted with a heat pump now, says Martin Budd, the Council's Climate Change Manager. "It's part of changing how we relate to energy and how we actually feel heat. It takes longer to warm up, but it's a more even heat and it's not as dry. It's better for people with respiratory problems like asthma."

One of the first trial installations was in a home where the tenant had asthma, who reported that it was much more controlled after the heat pump had been installed. She had an all-electric home, and her energy costs were sky high. Installing a heat pump slashed her heating bill by around 60%.

Training and skills are a potential drag on the wider roll-out of ASHPs. At the moment, there aren't enough trained designers and installers to install the heat pumps the country needs. John Jackson, Ideal Heating's Technical Sales Manager for heat pumps, sums it up.

"We always use the target of 3,000 heat pump installers registered with MCS – a mark of quality assurance in the renewable energy sector," he said, "but the government wants 600,000 heat pumps installed by 2028, so those 3,000 qualified installers are going to be very busy. Installing a heat pump is a lot more complicated than installing a combi boiler. Pipework may need upgrading, flow rates evaluating, radiators replacing. And once the heat pumps are installed, housing officers need to be trained to advise tenants on the right energy tariff for their new type of heating, too."

Although commonplace in Nordic and Mediterranean countries, ASHP technology is still very new in the UK and this trial scheme and evaluation is critical to making sure it works for the benefit of residents.

"We've got to get it right. We already have the challenge of fuel poverty in the city, so it's important that when we decarbonise, we don't make it worse. Ensuring the system is set up for the residents to use properly, getting them used to a different way of heating their homes: it's vital that we learn from this trial period and then translate the information we have to provide to private rented sector landlords and owner occupiers in the city. We are all going to heat our homes differently, so we can't ignore it."



Martin Budd,
Climate Change Manager
Hull City Council



John Jackson
Technical Sales Manager

ideal
HEATING

Oh Yes! Net Zero Member #9

Sesh Events

Sustainability tops the bill

Humber Street Sesh is the region's biggest music festival and has been a cultural landmark for the past ten years. Held every summer around Hull Marina, the event features regional bands, family events, exhibitions and street food and provides a great day out for all the family. More than 100 acts are booked to appear at the 2024 event in August.

Festival director Dave Mays and Sponsorship And Communications Officer Elise Witty are committed to making the award-winning festival one of the most sustainable street events in the UK.

Music is in Dave's blood: "My dad bought a nightclub when I was 14 and wondered why I didn't do very well in my exams," he laughs. He now runs local venue Social on Humber Street and is the former owner of the Welly Club and Polar Bear. Around 12 years ago, Dave joined forces with Mark Page who founded the weekly gig night called the Sesh – the genesis of the annual festival.

Humber Street Sesh reached its peak in 2017, Hull's year as UK City of Culture, when the festival experienced a huge boost and the national spotlight encouraged big name sponsors. Despite the inevitable impact of the pandemic, the festival still acts as a powerful economic driver for the city and wider region, as well as providing a focus for local talent.

Sesh Events has been a member of Oh Yes! Net Zero since the early days, and was encouraged to join by its principal partner, the University of Hull. Dave and Elise saw a huge opportunity to reduce the festival's carbon emissions in its tenth year of operation.

"Our carbon emissions were probably the festival's most harmful environmental impact" says Elise. "We'd already transitioned to paper-free ticketing and reduced the use of disposable plastic, but we wanted to do more."

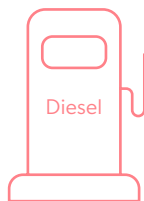


90% reduction achieved and verified

Largely down to the use of diesel generators and tower lights, the festival's 2022 emissions had totalled 3302.4kg CO₂e. Ahead of the 2023 event, Elise connected with The Rix Group at an Oh Yes! Net Zero meeting and, together with the University of Hull, the team spoke to the group's Chief Digital Officer, Harry Rix. He agreed to provide discounted hydrotreated vegetable oil (HVO) for the same price as diesel, resulting in a massive reduction in CO₂e.

"As well as Rix, we worked with Paul Smallwood, owner of Elecplant, who supplied the generators used on site to power all the stages, the bars, the lighting... the whole festival," says Dave. "Everything ran on vegetable oil, which we were informed by Rix would reduce our carbon emissions from over 3000kg of CO₂e in 2022 to just under 46 kg CO₂e."

2022 Festival power source



Diesel

2022 Festival emissions

3302^{KG}
CO₂e

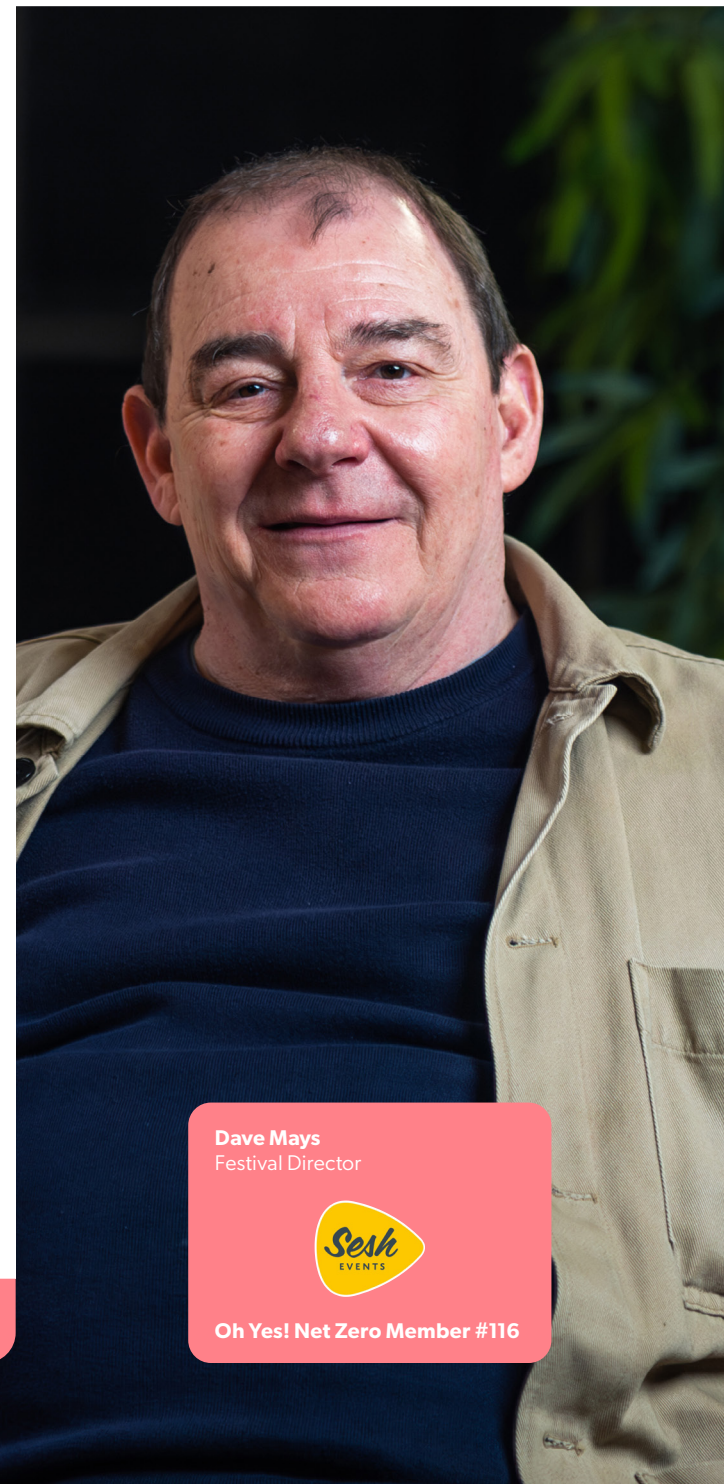
2023 Festival power source



HVO

2023 Festival emissions

46^{KG}
CO₂e



Dave Mays
Festival Director



Oh Yes! Net Zero Member #116

Sesh Events

Sustainability tops the bill

Dave and Elise didn't just take Rix's word for it but asked University of Hull scientists to verify the figures. They confirmed that the emissions generated by the 2023 festival were reduced by 90% compared to 2022.

"Sustainability has always been significant to us," adds Elise. "For many years we have operated a solar-powered Youth Stage which is supported by Wilberforce College – and for the past two years, with the support of the University of Hull, we have provided bamboo wristbands."

Encouraging performers and stallholders to adopt green practices was another feature for 2023. All the bars and street food vendors used biodegradable cups, wooden and biodegradable cutlery, and sponsors were not allowed to hand out leaflets.

Getting 15,000 fans to and from the festival in the most environmentally friendly way is another big challenge.

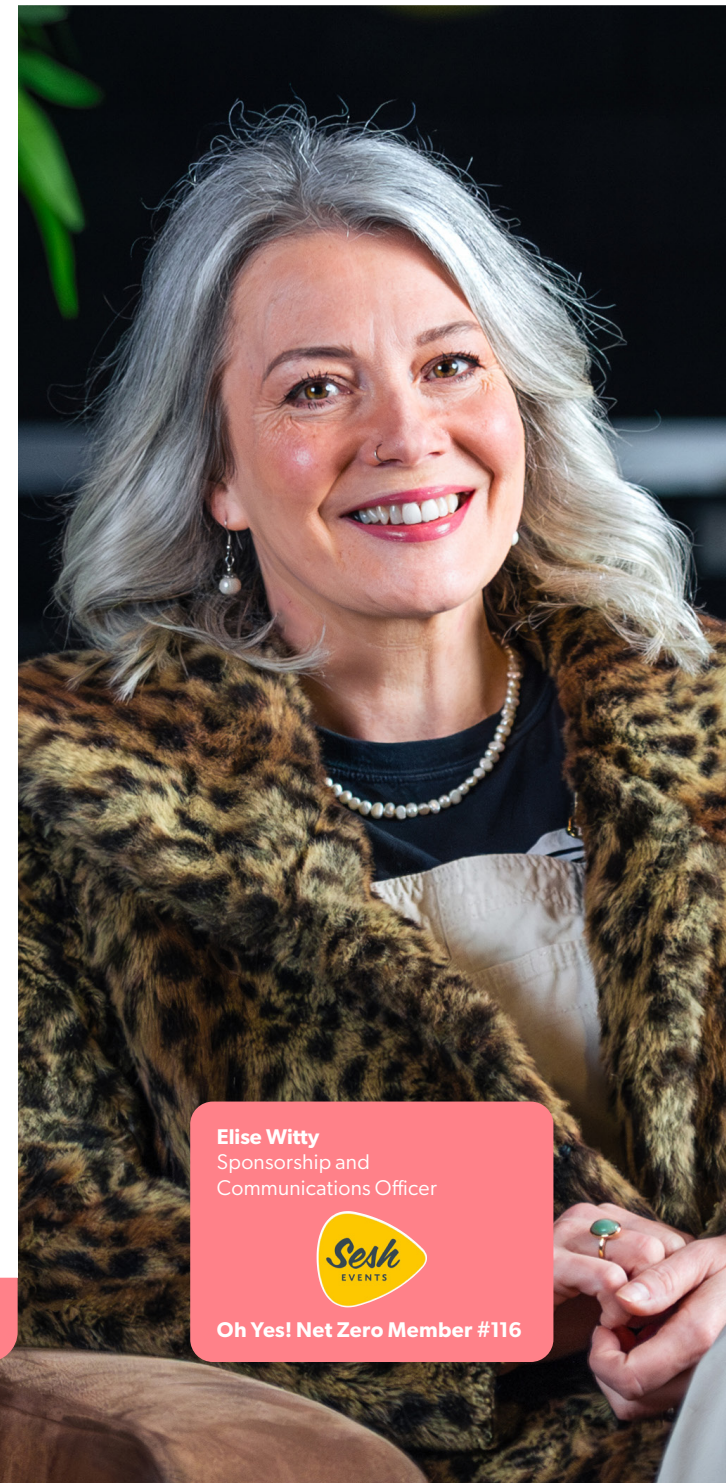
In 2023 Hull Trains – fellow Oh Yes! Net Zero members who sponsor the Dead Bod stage – offered free travel for festival ticket holders between Doncaster and Hull, encouraging people to ditch their cars. For 2024, the team is hoping to implement a green travel policy across buses and trains and is working with the train and bus operating companies and with Hull City Council to make this happen.

The council's input is vital. "We're formulating a plan which could be used as a test case by the council and rolled out for other big events, greening up travel to events in the city," says Elise.

Making the festival – already a highlight in the city's creative calendar – more sustainable could support Hull's fledgling ambition to become a UNESCO City of Music, following in the footsteps of Glasgow, Liverpool, Belfast and almost 300 cities around the world. The scheme recognises cities that have identified creativity as a strategic factor for sustainable urban development.

"As a lay person you have no idea of what you can do and the help you can get to make your business greener. But you get to an Oh Yes! Net Zero event and you realise there actually is the potential to make a difference. We've had the opportunity to network and meet people who can help us and teach us, and made the key connection that ended up reducing our carbon footprint by 90%."

Elise Witty
Sponsorship and Communications Officer
Sesh Events



Elise Witty
Sponsorship and
Communications Officer



Oh Yes! Net Zero Member #116

Smith+Nephew and Vic Coupland

Working together to build a greener supply chain

Smith+Nephew is one of the world's biggest medical technology companies and has been working with Hull-based electrical and mechanical contractors Vic Coupland for around 40 years.

Both are members of Oh Yes! Net Zero and form the 'big brother/little brother' team in one of our first Carbon Clinics. The two businesses are very different in terms of size and resources, but both are benefitting from the partnership.

The initial carbon calculation undertaken by Vic Coupland showed the scale of the issue and the potential for change. "Most of our emissions come from fuel, but we never really kept track of it that much. It's a necessity, so we just paid the monthly invoice," says Matthew Dodson, the company's director.

"But when we pulled out the spreadsheets and analysed what we'd spent and what our fleet of vehicles were using, it was eye-watering, really. It sets alarm bells ringing: is this how much fuel we really use? And what do we need to do to try and save that?"

The business had started to swap over to electric for the office cars and already had a 20kW solar system installed, which provides power for the office and enables some to be sold back to the grid.

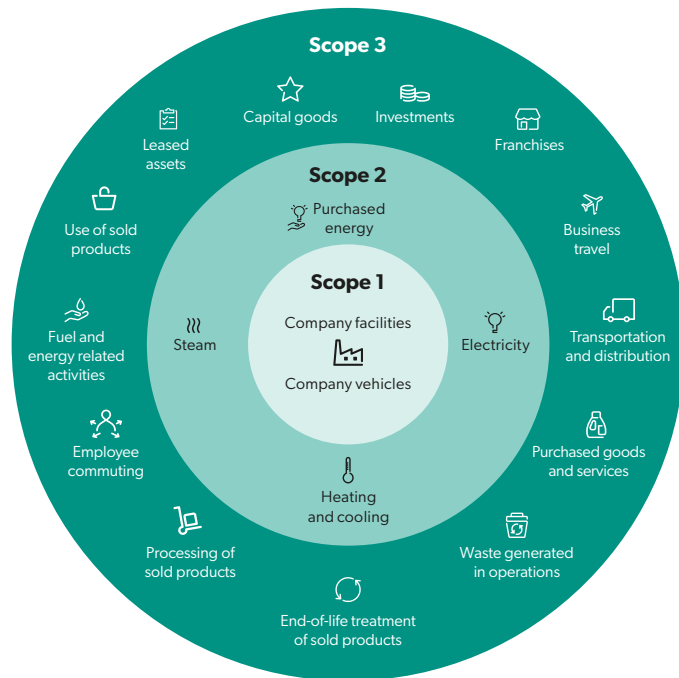
But increasing the fleet of EVs means more electricity is having to be bought at today's higher tariffs. "So, it's not all as simple as it seems," reflects Matthew.

Understanding the scope of emissions

Oh Yes! Net Zero brokered a Carbon Clinic collaboration between Matthew and Paul Andrews, Smith+Nephew's Director of Global Energy.

"It opened my eyes to the scale of carbon produced every day," admits Matthew. "As Paul said, even drinking a glass of water produces a carbon footprint, because it's got to be pumped and so on. You don't fully appreciate the impact everything has."

Paul says that getting involved in a Carbon Clinic as the 'big brother' is not a top-down process and they benefit from being able to work more closely with their supply chain on environmental issues.



Scope 1 (Direct)

Emissions from owned or operated assets

Scope 2 (Indirect)

Emissions from purchased energy

Scope 3 (Indirect)

Emissions from everything else – suppliers, distributors, product use, etc



Paul Andrews
Director of Global Energy

Smith+Nephew

Oh Yes! Net Zero Member #12

Smith+Nephew and Vic Coupland

Working together to build a greener supply chain

"Organisations are under similar pressures," continues Paul. "Smith+Nephew is a big company. We've set our net zero targets. Addressing our scope 1 and 2 emissions – what we do about energy efficiency, where we buy it and so on – is within our control. But most of our emissions are in scope 3 – those generated by our suppliers."

The two businesses have worked together to reduce Smith+Nephew's energy usage, because it's the right thing to do, says Paul. "Matthew and his team devised a solution for the LED lighting in our clean rooms that we'd not thought of, and that's because of collaboration and shared objectives that have been a benefit to both organisations."

Factoring ESG and decarbonisation into the decision-making process helps businesses reach their environmental goals but can also mean they save more money than they may have anticipated.

"We speak to clients who just want to fit an LED light hoping to save energy, but we tell them they could probably save another 50% on their energy costs by fitting a sensor on that light," says Matthew. "People don't realise that."

'Paying it forward' is key to Carbon Clinics. The collaborating partners are just two links in the supply chain and can influence suppliers further down the chain and clients further up it.

Size matters

The value of Oh Yes! Net Zero is that it gives SMEs like Vic Coupland the ability and resources to explore decarbonisation in a separate environment from the one where they have to get on with running their business, serving customers and making a profit.

"Smith+Nephew is a big corporation with people like Paul who are dedicated to improving sustainability and net zero performance. I'm in the middle. I'm trying to do it whilst I'm doing everything else," says Matthew.

"But then you have our supplier, perhaps someone doing deliveries in their own van, who doesn't even think about it. If you can help them become more aware and make changes, everyone benefits. Because all our scope 3 emissions are huge – it's everyone's supply chain and we're trying to narrow that scope 3 down."

"We can't influence the big corporations in our supply chain, but we can work with our SME suppliers to help them decarbonise. Sharing knowledge and expertise between large corporates and SMEs helps build robustness and sustainability through the supply chain, because the pressures are the same for us all, just on a different level."

Paul Andrews
Smith+Nephew
Director of Global Energy

At the top of the chain for Smith+Nephew and Vic Coupland are organisations like the NHS, which has very challenging carbon targets for itself and its suppliers. "In a few years you won't be able to work with the NHS if you don't have a carbon reduction plan and report your numbers," says Paul. "It's our duty to work with our suppliers and certainly with our SME base, because we need that sustainability in our supply chain."

"Organisations that recognise not just carbon, but wider ESG issues are normally more robust, have better planning and are able to look forward to changing markets."



Matthew Dodson
Director



VIC COUPLAND LTD

Oh Yes! Net Zero Member #163

Willerby

The power of green networks

Willerby is the UK's biggest manufacturer of holiday homes and lodges and was founded in Hull over 78 years ago.

Sustainability has long been a driver of Willerby's business and the company has worked over the years to make its products and its production process as low carbon as possible.

"Everything we do as a business is focused on three factors – product, people, and place," says Chief Financial Officer Sue Allan, who drives the business's sustainability agenda.

A typical holiday home can emit upwards of two tonnes CO₂e per year, but since October 2022, all Willerby holiday homes have been built to the 'Willerby GreEN standard', with upgraded windows and doors and a doubling of interior wall thickness improving thermal performance by up to 28% and reducing CO₂e by up to 250kg/year.

In addition – anticipating the phasing out of LPG gas boilers – the company has developed the first all-electric caravan that will be suitable for most 32 amp park pitches.

"We're working up and down our supply chain to ensure the units can be manufactured and operate to the highest levels of efficiency and sustainability," says Sue, "including field trials with clusters of all-electric units on test parks to understand the practical constraints and record the performance of the homes in use."

Willerby is also the first manufacturer in the industry to produce a sustainability report.

"It involved scrutinising everything we do in our day-to-day business and working out what the business needs to commit to, now and in the future," Sue explains. "Even though we're quite a big company with around 1,000 employees typically, we're like many other companies with limited time and resources to support our sustainability activities."



Sue Allan
Chief Financial Officer



Oh Yes! Net Zero Member #38

Willerby

The power of green networks

Making connections, sharing knowledge

Oh Yes! Net Zero has proved invaluable in helping Sue streamline the process of sustainability reporting.

"It was at an Oh Yes! Net Zero meeting that I met up with Axiom, a local company with a software platform that hosts all of our sustainability data in one place. It can examine our suppliers' sustainability reports, (if they produce them) or similar companies with the same Companies House SIC codes if they don't. That gives us a baseline to help prioritise which of our suppliers have the biggest impact on our carbon footprint and which ones we can work closely with to try and reduce our scope 3 emissions and our impact on the planet.

"It's been a great tool and absolutely essential to help us bring it all together into one place. And it's really easy for people to use, which is vital when you don't have people dedicated to sustainability, but plenty who need to monitor sustainability impacts nevertheless."

Willerby had already started its decarbonisation journey before joining Oh Yes! Net Zero and was able to use its experience to help other local businesses.

"We installed a biomass plant in November 2020, and I was able to explain how we use it to generate heat from waste products made into pellets. That's how we heat our factory, and how we have drastically reduced our use of gas."

A lengthy interruption to a journey – caused by a Network Rail 'meltdown' during the return trip from the Oh Yes! Net Zero visit to parliament in March 2023 – gave Sue time to talk with Caroline Morris from KCOM and Ash Wray from C3 Group, who had worked together on KCOM's solar panel project.

250kg/year CO2e reduced

through improving **thermal performance** of holiday homes.



"We were planning our own installation, and I was looking for a recommendation for somebody decent to work with. They suggested a really good local partner – GW Power-Safe. I learned so much because of that cancelled train! It just proves the power of that connection and the network. And I know that if we work on something else and get stuck, there are other members I can call to find out how they did it."

Willerby's decarbonisation measures are paying off. 96% of the business's total waste was recycled or recaptured in the 2022 financial year, and 3.5GWh of energy was produced from the biomass boilers. All Willerby buildings in Hull have been upgraded to LED lighting, and staff are encouraged to travel to work via environmentally friendly means, supported by a bi-annual cycle-to-work scheme, on-site bike storage and a company car policy that rewards those who choose electric and hybrid vehicles.

"We're looking to be as close to energy self-sufficiency as we can," says Sue, "so we're going to carry on looking at investing in projects like an organic Rankine cycle plant, solar panels and wind turbines. We're a major employer and player in the local economy and we're committed to actively contributing to the sustainability of the Humber region."

"It's obvious when I talk to people that I'm local, with the Humber region in my heart. And I'm really quite practical. So if somebody asks me how easy it was to install solar panels or EV chargers, for example, I can tell them about all the permissions they'll need to get in place and what it's like working with the National Grid – and most importantly, to be patient but persistent!"

Sue Allan
Chief Financial Officer
Willerby



7 Key takeaways from Oh Yes! Net Zero members

What have we learned this year?

1 The importance of a carbon reduction plan

A carbon reduction plan gives you a starting point and helps you measure where you are now compared to your position last year and the year before. It also gives you a goal to aim at and helps you plan next steps.

2 Reporting your progress can energise your employees

As Bio-D found, many of the best ideas come from employees. If you report on your carbon reduction actions – either publicly or via staff meetings or newsletters – colleagues feel empowered and involved.

3 Collaboration is key to reducing emissions

Scope 3 emissions are tricky for companies to control and measure. But working together with suppliers on carbon reduction projects gives you a head start, as Carbon Clinic participants like Smith+Nephew and Vic Coupland are finding.

4 Sharing information saves time and builds local supply chains

Oh Yes! Net Zero members have been able to work together and keep their spending in the Humber region by sharing their experiences and recommending suppliers.

5 Reducing emissions can make it easier to win certain contracts

The NHS's challenging Net Zero targets mean that companies without a carbon reduction plan and measurable reporting soon won't be eligible to bid for their work.

6 Start with what you can control

The challenge of carbon reduction can seem overwhelming and expensive. But you don't have to replace all your lightbulbs and install solar panels right away. There are smaller changes you can make – recycling, getting rid of disposable cups and cutlery, putting in bike racks for staff, implementing a cycle to work scheme – that can be easy wins to start with.

7 Empower young people

The younger generation is the one that's going to have to live with climate change. Many are anxious and want to do something about it. By giving them agency through programmes like Climate Changemakers, their energy and ideas can be harnessed for the benefit of us all.

