

LONDON & PARTNERS



LONDON GOING GREEN

Introduction

This document provides a snapshot of the opportunities and benefits for businesses to become more sustainable and tips on what you can do.

For more detailed information, read our comprehensive [sustainability guide for business](#).

LONDON GOING GREEN: **THE BUSINESS OPPORTUNITY**



Whether you are setting up or have operations in the capital, here are some reasons why choosing London can help you transform into a stronger, more resilient and sustainable business.



The halo effect

Growth and innovation

Talent

Funding



The halo effect: choosing London as a destination for your business can green your brand. London is determined to be a global leader in taking action to meet global climate commitments and is one of the first cities in the world to publish a climate plan compatible with the highest ambition of the Paris Agreement.

Embracing ESG (Environmental, Social and Governance) and being able to demonstrate your commitment to sustainability has become a necessity for all businesses in the capital. As noted by [KPMG](#), those who fail lose customers, employees and financing.



Growth and innovation: London's sustainability scene is a golden business opportunity which will help you get your product to market. London provides easy access to a large, young and high-income audience.

Research undertaken by [Deloitte](#) in the UK in 2021 concluded sustainability remains a key consideration for consumers, with many looking to support the businesses and brands that are taking action.



Talent: London ranks number one in global city talent rankings due to its universities and highly educated workforce. Sustainability is increasingly a major draw for talent and, in London, the two combine, giving businesses with strong sustainability credentials access to the cream of the crop.

77% of organisations say their sustainability strategy is having a positive impact on employee engagement and retention, according to global 2020 research by [Smurfit Kappa](#).



Funding: VC investment into London's tech sector remains strong, with \$10.5B in VC funding landed by London companies in 2020. Increasingly, investors are looking at sustainability when they allocate funding, irrespective of whether your business is part of the conventional market or has a special sustainability focus.

In [Investec's](#) 2021 Survey of GPs (general partners or fund managers), 62% of respondents said ESG or ethical factors have been significant contributors to the decision not to invest in one or more companies.

LONDON GOING GREEN: **BUILDINGS**

Commercial buildings account for around 32% of London's emissions. With most existing building stock likely to still be in place by 2050, it is crucial to take steps today to green your building. London has a wide array of resources and organisations to help.



Tips to improve your building's footprint:

- Work through the [Quick Wins to reduce building energy consumption guide](#) and make your buildings operate as energy efficiently as possible. The guide can be taken to your landlord, facilities management team, engineer or Buildings Management System contractor to help you start saving energy in your building.
- Harness [The Carbon Trust's](#) free, independent advice on efficient energy usage and installing sources of renewable energy. Use its [Green Business Directory](#) to find accredited suppliers.
- Visit the [Energy Savings Trust](#) for case studies, energy efficiency resources and events to help make informed choices, including supply chain advice.
- When moving to a new building, choose one with stellar sustainability credentials, such as a BREEAM rating, or being A-rated for energy efficiency.
- Take inspiration from the [Mayor's Business Climate Challenge Pilot](#) which supports businesses in reducing their emissions.
- Write down 100% of the installation costs of energy efficiency measures for your business against corporate tax liability.

LONDON GOING GREEN: TRANSPORT

With a world-famous transport system, and a vast network of parks, pavements and cycle routes, London makes it easy and enjoyable for citizens, businesses and visitors to choose green travel options.



Tips to promote sustainable travel:

- Encourage active travel and plan journeys using buses, underground and rail using the [Transport for London](#) website. London's public cycle hire scheme, [Santander Cycles](#), has more than 750 docking stations and 11,500 bikes around London located near to public transport and cycleways.
 - Set up annual travelcard or [cycle to work schemes](#) to support staff in investing in these low carbon transport options by easing the burden of the initial outlay. About 42% can also be saved on the cost of bicycle equipment through tax benefits to the employer and employee.
 - Take part in the electric scooter rental trial in the City of London and surrounding boroughs to see how this can fulfil your business travel needs.
 - Replace fleet vehicles with Low Emission Zone compliant vehicles through the [scrappage scheme](#). Choosing electric when purchasing new vehicles also enables you to write down 100% of the purchase price against your [corporate tax liability](#).
 - Utilise government incentives to [install workplace charging points](#) to power electric fleet or staff vehicles.
 - Have a policy to use hybrid meetings and reduce air travel, where possible.
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LONDON GOING GREEN: WASTE

The Mayor of London's Green New Deal targets to be net zero carbon by 2030 and zero waste by 2050 will be achieved through London's environment strategy.



Tips to help you tackle waste and improve efficiencies:

- Loan or buy assets from other organisations in London who are supporting resource efficiency and circular systems through innovators such as [Globechain](#) or [Warp-it](#).
 - For sustainable office equipment, moves or the sustainable management of office waste, London-based sustainable workplace specialists such as [Crown Workplaces](#) or [Rypeoffice](#) can help.
 - Reduce, reuse and recycle IT equipment with IT refurbishers such as the London-based [Reuse Technology Group](#). These take end of life, used and unwanted IT hardware, replace faulty and broken parts, and create refurbished units for reuse.
 - Get behind the [Guardians of Grub](#) campaign to reduce food waste or work with redistribution partners such as [City Harvest](#), [The Felix Project](#), [Olio](#) or [Too Good to Go](#).
 - If you are selling perishable goods, use new dynamic pricing systems such as [Wasteless](#), which use artificial intelligence to find the right prices to ensure everything sells, reducing food waste while increasing revenues and net margins.
 - If you're involved in the buildings industry or want to make a construction you're involved in sustainable, [ReLondon's guide](#) to sourcing reclaimed construction materials can help.
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LONDON GOING GREEN: DIGITAL

Technology will play a major part in helping us to achieve our climate goals, but is also responsible for its own impacts and footprint. The internet, gadgets and the systems responsible for supporting them account for 3.7% of global emissions. This means all companies' digital processes must be designed and applied in ways which use resources wisely.



Tips to help you optimise your company's digital potential:

- Consider IT equipment carefully and choose for energy efficiency. Consider refurbishing, upgrading, or repurposing where possible, and recycle unused equipment, collaborating with IT refurbishers such as the London-based [Reuse Technology Group](#).
- Consider the footprint of existing digital products including emails, apps and management systems, and potential carbon savings if technology was upgraded or replaced, certain data were removed, or digital layers taken out.
- Commission new tech carefully, reviewing everything from your systems to your business model to see how technology can help you deliver your product or service in a more planet positive way. Then brief your digital providers to ensure sustainability is at the heart of any future digital solutions.
- Ensure your digital systems and partners – from servers to search engines and cloud storage – are run by a provider powered by green energy.
- If you're a green tech business, ensure you've tackled your own digital footprint. Once this is done, think creatively about how you can widen your impact to share what you've learnt with your clients and networks to help them address their own digital footprints.
- Apply your tech knowledge and see if your product or service can be applied to solve sustainability challenges. Check what funding is available to help scale and maximise your impact – through [London's Green New Deal](#), the [Mayor's Energy Efficiency Fund \(MEEF\)](#), the [Greater London Investment Fund](#), the [Sustainable Innovation Fund](#) and the [Clean Growth Fund](#).

GET CONNECTED

Bringing together vibrant networks and expert resources, London combines access and opportunity to drive sustainability solutions and business success

For help setting targets alongside the tools to achieve them:

- The UN-backed [Race to Zero](#) campaign, to which London is a signatory, rallies non-state actors to take action to halve global emissions by 2030 and deliver a healthier, fairer zero carbon world in time. Businesses can join in various ways, including via the UK [SME Climate Hub](#), which brings together a huge array of resources, including the [Climate Fit](#) education course, the [Normative carbon calculator](#) and a [reporting framework](#).

For help setting a net zero strategy:

- The [Tech Zero Toolkit](#) demystifies climate jargon and walks through the key steps all organisations need to take when setting out a net zero plan.
- The [First Steps: Emission Impossible Toolkit](#) is a two-page infographic that sets out the key stages to setting zero emission targets simply.
- [The journey to net zero for SMEs](#) is a Carbon Trust guide specifically for SMEs.
- The [Better Futures+](#) programme provides dedicated support to help London SMEs on their net zero journey.

To measure and manage emissions:

- The [Greenhouse Gas \(GHG\) Protocol](#) sets the standards. This is supported by the free, Excel-based GHG Emissions Calculation Tool that helps companies estimate their greenhouse emissions based on the GHG Protocol.
- The [London Business Hub's Climate Hub](#) brings together resources and frameworks for specific sectors to help businesses reduce their emissions.
- The [West London Business Hub](#) provides free online and face-to-face business support to London-based businesses.
- The [Climate for SMEs: 4 steps to action](#) is a new course to help SMEs in the City of London take climate action.