

Article

# Getting Started: Simple Ways to Reduce Your Carbon Footprint

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*Please note this content was curated for SME businesses in the UK*

**In a time where environmental consciousness is prevalent, small businesses are discovering the impact they could make by reducing their business's carbon footprint.**

**This guide shares some practical steps from experts tailored for small businesses to work towards effectively decreasing their carbon footprint. From sustainable operational practices to informed decision-making, these approaches offer some possible pathways to contribute to a more eco-friendly world, while also possibly benefiting your business's bottom line.**

**Whether your business is just starting or has established roots, embracing these insights could help you drive positive change.**

**Why reducing your carbon footprint is important**

**Adapting to industry changes:** irrespective of your business's scale, synchronising your carbon footprint reduction efforts with industry trends could help you stay relevant and forward-thinking.

**Cost benefits:** minimising energy consumption and optimising resource use not only conserves the environment- it could also reduce operational costs. It is estimated that small businesses can save between 18%-25% on average by implementing energy efficiency measures **(1)**.

**Employee engagement:** a commitment to sustainability could boost your employee morale and engagement. Staff members often take pride in working for responsible organisations, leading to increased job satisfaction and retention. 1 in 5 say they will not work for a business that does not align with her values around sustainability, and this figure jumps to 1 in 3 for those under the age of 25, meaning it will be of increasing importance to those entering the workforce in the coming years **(2)**.

## **8 simple, yet impactful, approaches to lowering your carbon footprint**

The eight suggestions below are steps you could take when trying to lower your carbon footprint.

**Efficient energy practices:** implement easy measures such as turning off lights and devices when not in use, and utilising energy-efficient appliances to lower energy consumption. Upgrade your office environment with energy-efficient lighting, temperature control systems, and well-insulated spaces to conserve energy and create a comfortable workspace.

Learn more about what you could do in this [SME Guide to Energy Efficiency \(3\)](#).

**Resource management:** make thoughtful choices about resource utilisation, from reducing paper usage to conserving water.

Get started with this [guide](#) on Practical ways to reducing your business waste **(4)**.

**Mindful travel:** prioritise virtual meetings where possible to cut down on travel emissions. When travel is essential, consider eco-friendly transportation options such as walking, biking, or public transport.

**Supply chain enhancement:** collaborate with suppliers who share your commitment to eco-conscious practices, positively impacting your overall environmental footprint.

Learn more about ethical supply chains in our article [Your guide to sustainable and ethical sourcing \(5\)](#).

**Waste reduction strategies:** minimise waste by embracing smart practices like recycling and composting. Implement efficient waste management systems that reduce landfill contributions.

**Digital transformation:** embrace technology to minimise paper usage and streamline operations, reducing both resource consumption and your carbon footprint.

**Employee engagement:** educate and involve your team in your sustainability efforts. Empower them to contribute ideas, adopt eco-friendly practices, and foster a culture of responsibility towards the environment.

**Remember, each of these steps has the potential to contribute to a cumulative impact. By weaving these practices into your business operations, each small eco-conscious step could accumulate into a bigger stride forward for your business and the environment.**

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- 1 A guide to energy efficiency and cost savings in your workplace:  
<https://www.lbhf.gov.uk/business/business-support-and-advice/guide-energy-efficiency-and-cost-savings-your-workplace>
- 2 Rise of the climate quitters: 1 in 5 UK workers would turn down a job if a company's ESG credentials were found to be poor:  
<https://www.zerocarbonacademy.com/posts/rise-of-the-climate-quitters-1-in-5-uk-workers-would-turn-down-a-job-if-a-company-s-esg-credentials-were-found-to-be-poor>
- 3 SME Guide to Energy Efficiency:  
<https://www.seai.ie/publications/SME-Guide-to-Energy-Efficiency.pdf>
- 4 Why better waste management is better business:  
<https://prod.dxp.beazley.com/en-US/esg-centre/articles/why-better-waste-management-is-better-business-en/>
- 5 Your guide to sustainable and ethical sourcing: [Your guide to sustainable and ethical sourcing](#)

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