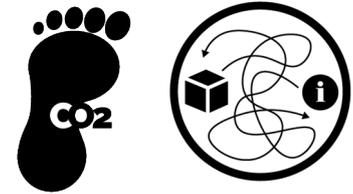


CASE STUDY -

CRUNCHY CARROTS



THE CHALLENGE

The company was looking to accelerate their move towards the Net Zero goal for its business. It had taken a number of steps in that direction; however the need was for a long term practical plan to continue and accelerate transition to net zero. The aim was to establish a baseline off GHG emissions linked to business activities, and to produce a targeted plan with ways of reducing or offsetting GHG within the business while introducing the business to tools to signpost their longer-term route to a net zero.

“The team were excellent, knowledgeable, and very helpful. We would not have been able to carry this work out in house. Thank you to Colin and the team.”

- Scott Henderson

THE SOLUTION

The EXTEND programme worked with Crunchy Carrots to develop a baseline of its green house gas (GHG) emissions in terms of tonnes of CO2 equivalent (tCO2e). The main value streams (MVS) for the company were mapped and the core operational activities that impact GHG emissions identified. The combined process of GHG tool and MVS mapping allowed the company to identify key work elements to focus reduction efforts on to support their ongoing route to Net Zero. As the company had already instigated a number of carbon reduction projects (regarding their offices and work practices) offsetting the carbon used in the business is a practical part of this route to net zero. Crunchy Carrots now has an established GHG emissions baseline. Their actions taken during 2021 have significantly reduced the company’s footprint in 2022. The emissions are at a level where carbon offsetting is a practical approach to achieving Net Zero.

The company will use the developed GHG emissions tool to continue to monitor emissions and develop additional reduction actions as services