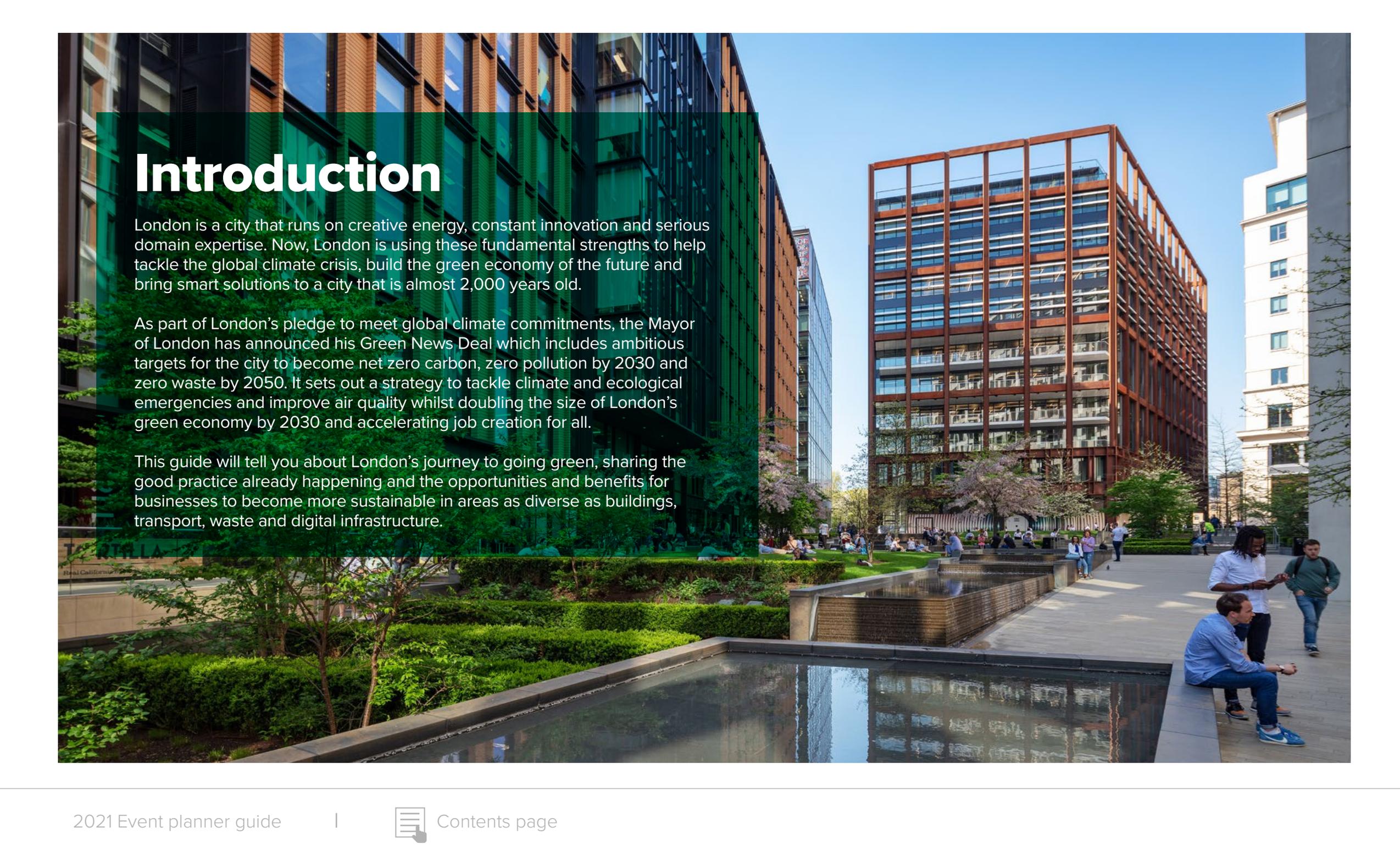




LONDON GOING GREEN

A sustainability guide for businesses



Introduction

London is a city that runs on creative energy, constant innovation and serious domain expertise. Now, London is using these fundamental strengths to help tackle the global climate crisis, build the green economy of the future and bring smart solutions to a city that is almost 2,000 years old.

As part of London's pledge to meet global climate commitments, the Mayor of London has announced his Green News Deal which includes ambitious targets for the city to become net zero carbon, zero pollution by 2030 and zero waste by 2050. It sets out a strategy to tackle climate and ecological emergencies and improve air quality whilst doubling the size of London's green economy by 2030 and accelerating job creation for all.

This guide will tell you about London's journey to going green, sharing the good practice already happening and the opportunities and benefits for businesses to become more sustainable in areas as diverse as buildings, transport, waste and digital infrastructure.

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This is an interactive guide,
so click on the title to jump to any section.

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LONDON GOING GREEN

THE BUSINESS OPPORTUNITY

LONDON GOING GREEN: THE BUSINESS OPPORTUNITY

Explore London's green opportunities and what you can do to ensure your business benefits

London is a city that runs on creative energy, constant innovation and serious domain expertise. Now, London is coming together to tackle the global climate crisis and bring smart solutions to a city that is almost 2,000 years old.

Whether you're visiting on business, setting up or you already have operations in the capital, London offers an unrivalled melting pot of talent, creativity, innovation and access to funds to support rapid green business growth and the transition to net zero.

This section will illustrate the benefits of going green and how choosing London can help you transform into a stronger, more resilient business.

The halo effect covers why choosing London as a destination for your business can green your brand.

Growth and innovation covers how London's sustainability scene is a golden business opportunity which will help you get your product to market.

Talent covers why London's number one spot in global city talent rankings mean companies with strong sustainability credentials can recruit the best talent.

Funding highlights why London's leading position in green finance drives growth and access to capital.

Good practice showcases two examples of London businesses which are using sustainability to strengthen and grow.

Sustainable ecosystem lists some of London's key networks and organisations you can plug into for advice, support and funding.

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2020 saw record inflows of finance into ESG funds.

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Ethical consumer spending has risen four-fold in the UK in the 20 years preceding the pandemic.

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The City of London launched the Climate Action Strategy in 2020. This committed £68m to making the Square Mile carbon neutral by 2040.



THE BUSINESS OPPORTUNITY: THE HALO EFFECT

Global standard setter for climate ambition

Embracing ESG and being able to demonstrate your commitment to sustainability – and, ideally, net zero – has become a necessity for all businesses. And, as noted by [KPMG](#), those who fail lose customers, employees and financing.

London is determined to be a global leader in taking action to meet global climate commitments, such as the UN [Sustainable Development Goals](#) and the [Paris Agreement](#). These require the entire economy to change business practices and commit to net zero emissions to help limit global temperature rises to below 1.5C.

London was one of the first cities in the world to publish a climate plan compatible with the highest ambition of the Paris Agreement.

This is why London has committed to being **net zero carbon by 2030 and zero waste by 2050**.

London's ambition to become a net zero carbon and zero waste city, backed by a strong strategy, targets, infrastructure and finance, demonstrates its commitment – and the commitment of the businesses and brands that operate within it – to being the city of the future, today.

Explainer: Net zero carbon and zero waste

Net zero carbon means that the net greenhouse gas (GHG) emissions from the city are zero. This is achieved by cutting emissions in every way possible, and then offsetting any emissions that remain.

Zero waste means London will make best use of all its waste where market opportunities exist to recover value from it. This means ensuring London sends no biodegradable or recyclable waste to landfill by 2026.

“

The consideration of ESG (Environmental, Social and Governance) factors has become critical to the success of businesses across all sectors. Customers, employees, shareholders, lenders, rating agencies and regulators are demanding companies consider how their business impacts the world, their contribution to society and how they conduct themselves.

KPMG report, July 2020

Ambition backed by action

London backs up its ambitions with the finance, expertise, energy and enthusiasm it needs to transform itself, and the businesses it supports, into the low carbon economy of the future.

London is a beacon of cleantech, low carbon and resource efficient industry. It is a hub for private and public sector funding, offers a plethora of grants and funds, and has a regulatory environment which supports innovation. It also has a myriad of support networks and expertise to champion every type of organisation and brand on its journey to net zero.

ESG equals growth

Data from [Stoxx](#), which tracked top performing companies between 2011 and 2021, found firms who have successfully implemented ESG into their business consistently outperform those who haven't. [Research by Blackrock](#) also indicates a long-term trend in sustainable indices outperforming their parent benchmarks.

For UK companies, ESG funds outperformed non-ESG funds by 12%, according to data from Lipper for Investment Management, shared by [Tilney](#).

[Research by Morningstar](#) found that in 2020, 29% of ESG-rated funds beat their index benchmark.



Green spaces, clean air

As the world's first [National Park City](#), London conjures up images of world-class attractions surrounded by the Royal Parks, grassy squares and tree-lined streets. A third of the space in the city is green, and there are targets to increase this to half.

London's [Healthy Streets](#) strategy prioritises walking, cycling and public transport to create a healthy, people-centred city which includes 260km of high-quality, safer cycle routes, as well as extended pavements, pedestrianised areas and thoughtfully designed urban spaces. London is also committed to clean air, with 99% of London a Low Emission Zone.



The Business Opportunity: The Halo effect

Green transport

London has committed to ensuring 80% of all trips in London are made by foot, by cycle or using public transport by 2041. But for Londoners and visitors to the city, active and sustainable travel is already a daily reality. London has one of the most comprehensive public transport networks in the world. The London Underground aims to be powered solely by renewable electricity by 2030 and all buses will be carbon neutral by 2034. The city has more than 500 public rapid charge points for electric vehicles and around 4,000 electric taxis operate in the capital.

For those travelling to London, the Eurostar provides one of the most sustainable ways to reach the capital from mainland Europe. Meanwhile, London Heathrow Airport is breaking new ground by trialling sustainable aviation fuel made from sustainable and waste materials, such as used cooking oil, to dramatically reduce the carbon impacts of short-haul flights.



50% of global consumers surveyed by Accenture said “the pandemic made me totally revise my personal purpose and what is important for me in life”.

Green buildings

Already home to some of the world’s most sustainable buildings, London is committed to helping businesses and brands green this vital component of their operational impacts, while providing tangible proof to stakeholders of the organisation’s commitment to ESG.

London has committed to ensuring all new buildings are constructed to zero carbon standards, and that they operate at net zero by 2030. Larger new build schemes are to be developed in line with circular economy principles from 2021. Existing buildings must be converted to net zero by 2050.

Buildings are responsible for around two thirds of London’s greenhouse gas emissions and most of the buildings which will make up London in 2030 are in the ground today - retrofitting London’s existing buildings, including workplaces, is a top priority of the Green New Deal recovery mission.

Green waste management

From repurposing and reusing office furniture to dry mixed recycling and food waste, London has a well-established but fast-evolving waste infrastructure focused on converting the city to a circular economy, with no waste by 2050. From disposable cup recycling schemes to national campaigns which tackle food waste, London makes it easy for brands to embrace circular economy principles.



THE BUSINESS OPPORTUNITY: **GROWTH & INNOVATION**

Why being sustainable makes good business sense

Customers

London provides easy access to a large, young and high-income audience and, with almost nine million people, London is western Europe's largest city. Research undertaken by Deloitte in the UK in 2021 concluded "sustainability remains a key consideration for consumers in 2021".

And those consumers are looking to support the businesses and brands that are taking action. The research found consumers of all ages want to do more, but many want brands to take the lead – 64% of consumers want brands to reduce packaging, 50% want information on how to recycle and 46% need clarity on the sourcing of products. And consumers consider sustainability most with frequent, essential purchases such as groceries, household items, personal care and clothing. The five sustainable



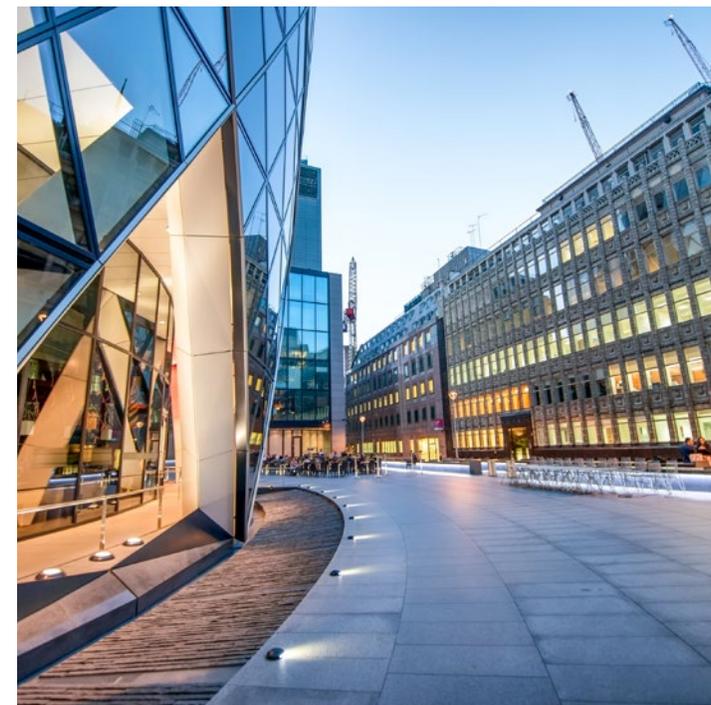
A Deloitte survey of UK consumers in 2021 found 34% had chosen brands with environmentally sustainable practices or values. Nearly 1 in 3 had stopped purchasing from brands because of ethical or sustainability-related concerns.

brand practices consumers value most are: waste reduction, reducing carbon footprint, providing sustainable packaging, committing to ethical work practices, and respecting human rights.

The research also found that Gen Z – those born between the mid-to-late 1990s and the early 2010s who make up a large proportion of the London demographic – are adopting more sustainable behaviours than any other groups. 50% had reduced how much they buy and 45% had stopped purchasing certain brands because of ethical or sustainability concerns.



53% of Londoners shop with sustainability in mind, according to a pre-pandemic survey conducted by ES Magazine.



The Business Opportunity: Growth & Innovation

Sustainable clusters

Bringing creativity, innovation and top talent together, London is a catalyst for sustainable digital solutions.

Take Queen Elizabeth Olympic Park – a hub for emerging technologies, from cleantech to cyber and mobility innovation.

It is home to one of the testbed locations for the £13.4m Smart Mobility Living Lab – the world’s most advanced urban testbed for the acceleration of mobility solutions that are clean, efficient, safe, reliable and convenient for everyone. It will also be home to world-renowned cultural and educational institutions – including the V&A, the BBC, Sadler’s Wells, London College of Fashion and University College London (UCL) – making it a hotbed of sustainable innovation.

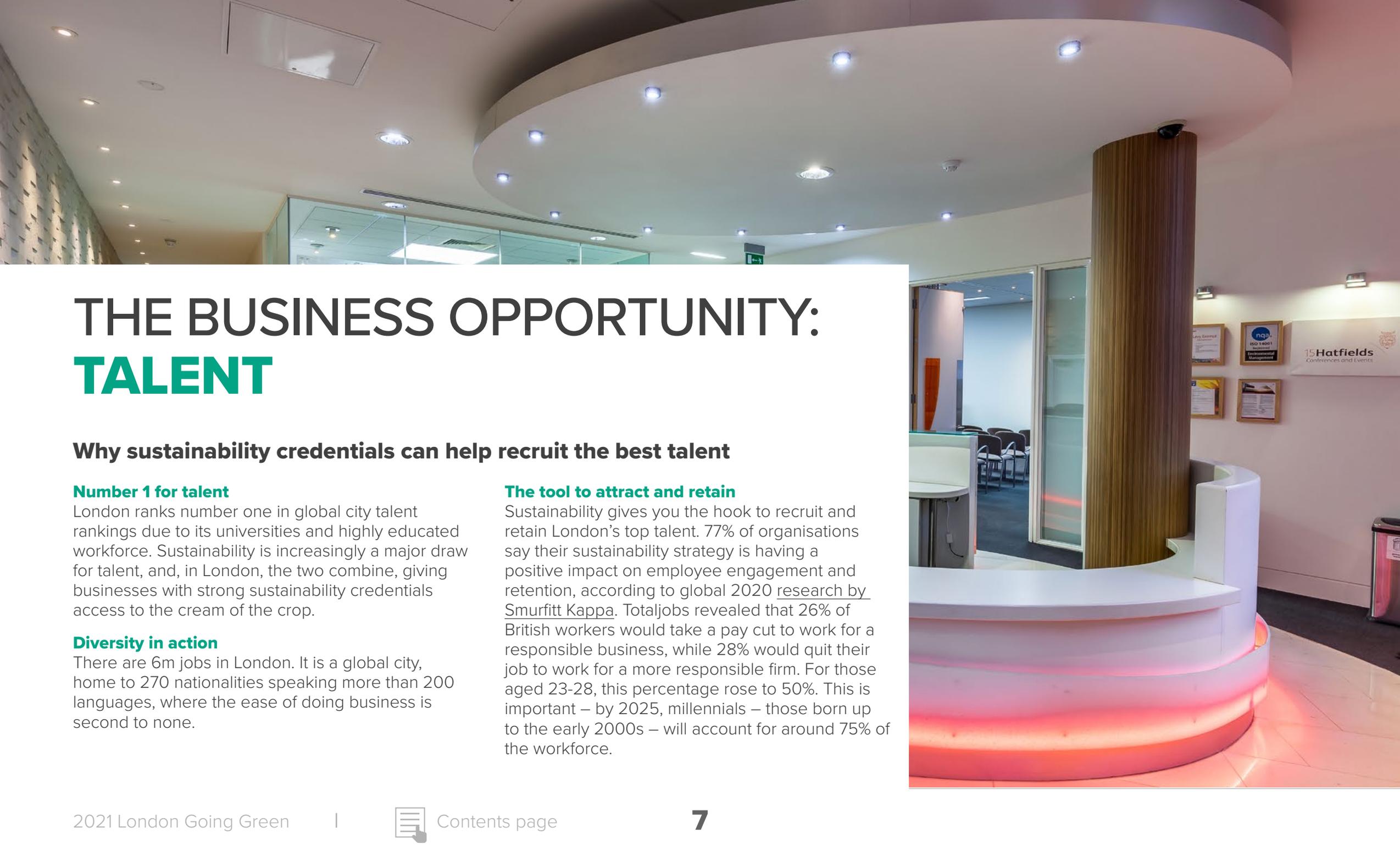
Another example is the London-based Octopus Centre for Net Zero (OCNZ), the “world’s first” energy technology research facility. It will focus on creating models and policy recommendations for potential paths to a green energy future.

Innovation economy

The next generation of smart infrastructure is emerging with investment in 5G and fibre optics bringing gigabit-speed connectivity to the city. This includes a project to bring the most advanced, high-speed mobile coverage to London’s Underground by 2025.

Meanwhile, disrupters such as Alibaba, Tencent and TikTok call London home and benefit from a city that’s producing more \$1bn unicorn businesses than anywhere else in Europe.





THE BUSINESS OPPORTUNITY: **TALENT**

Why sustainability credentials can help recruit the best talent

Number 1 for 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.

Diversity in action

There are 6m jobs in London. It is a global city, home to 270 nationalities speaking more than 200 languages, where the ease of doing business is second to none.

The tool to attract and retain

Sustainability gives you the hook to recruit and retain London's top talent. 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. Totaljobs revealed that 26% of British workers would take a pay cut to work for a responsible business, while 28% would quit their job to work for a more responsible firm. For those aged 23-28, this percentage rose to 50%. This is important – by 2025, millennials – those born up to the early 2000s – will account for around 75% of the workforce.

THE BUSINESS OPPORTUNITY: **FUNDING**

Why sustainability can help attract VC funding

ESG = funds

Increasingly, investors are looking at sustainability – often termed environment, social, governance (ESG) – when they allocate funding. This is irrespective of whether your business is part of the conventional market, or whether it has a special sustainability focus for its product or service. From retail to construction, energy to infrastructure, businesses in every industry are discovering that embracing ESG builds a resilient and stronger business.

Investors care about ESG

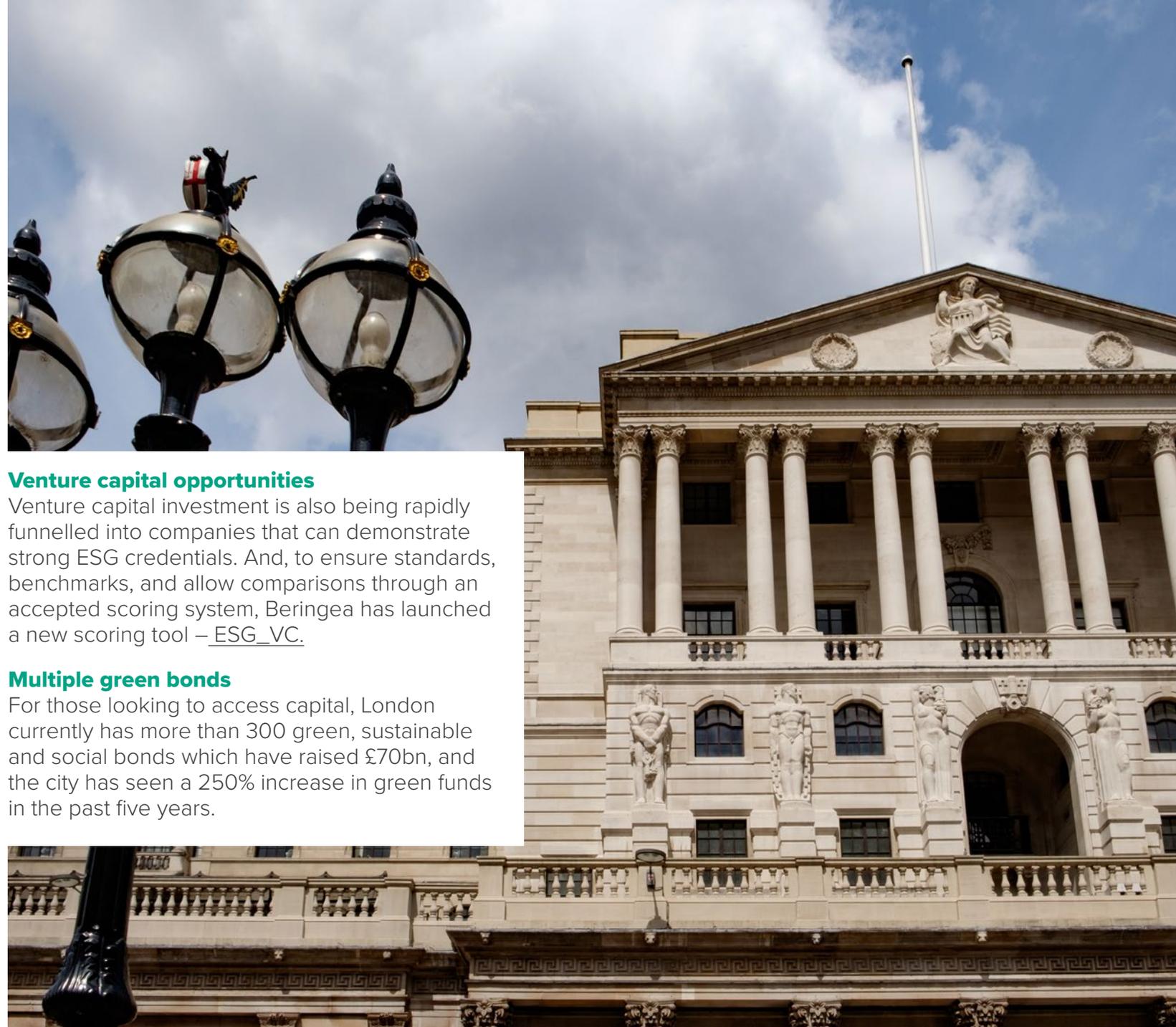
Investors are increasingly likely to consider ESG when deciding whether to invest. In [Investec's 2021 Survey of GPs](#) (general partners or fund managers), 62% of respondents said ESG or ethical factors have been significant contributors to the decision not to invest in one or more companies.

Venture capital opportunities

Venture capital investment is also being rapidly funnelled into companies that can demonstrate strong ESG credentials. And, to ensure standards, benchmarks, and allow comparisons through an accepted scoring system, Beringea has launched a new scoring tool – [ESG_VC](#).

Multiple green bonds

For those looking to access capital, London currently has more than 300 green, sustainable and social bonds which have raised £70bn, and the city has seen a 250% increase in green funds in the past five years.



THE BUSINESS OPPORTUNITY: GOOD PRACTICE

Be inspired by how London businesses are using sustainability to strengthen and grow

Nature needs heroes

London's commitment to urban greening made it the perfect partner for [Timberland's](#) Nature Needs Heroes campaign, enabling the apparel company to support local communities and improve their local environment while building brand value. With the help of Urban Growth, National Park City, and Croydon Council, award-winning British music artist Loyle Carner and Timberland transformed a disused area in Croydon into a thriving community space. This is helping Timberland to work towards fulfilling its pledge to plant 50m trees by 2025, and to create a net positive impact on the environment by 2030.

Baked in savings

Through the support they received from the [Better Futures](#) initiative, artisan food producer Dina Foods discovered 80% of its energy emissions come from gas, as this is used to heat the ovens in its bakery. To enable the specialist Mediterranean food producer to reach its targets to reduce 50% of its emissions by 2025 and achieve net zero by 2030, it will switch to a green gas tariff which puts profits into renewables to help offset emissions from the bakery. It will also switch to LED lighting throughout the business to reduce emissions and save on energy bills.



THE BUSINESS OPPORTUNITY: SUSTAINABLE ECOSYSTEM

A snapshot of London's green events and resources

Events and campaigns

- [London Climate Action Week](#): this week-long annual event harnesses the power of London, together with the international community, for global climate action. It brings together the city's world-leading array of climate professionals and communities to find global solutions to climate change.
- [Race to Zero](#): London is a proud and active signatory to this UN-backed global campaign rallying companies, cities, regions, and financial and educational institutions to take rigorous and immediate action to halve global emissions by 2030.

Hubs and advice

- The [UK SME Climate Hub](#) provides the business case, resources and a commitment for UK SMEs to cut emissions by 50% by 2030 and achieve net zero by 2050.
- The [London Business Hub's Climate Hub](#) brings together resources and frameworks to help businesses reduce their emissions.
- [Climate for SMEs: 4 Steps to Action](#) is a new course to help SMEs in the City of London take climate action.
- The [Carbon Trust](#) offers free, independent advice on efficient energy usage and installing sources of renewable energy.
- The [Tech Zero Toolkit](#) demystifies climate jargon and walks through the key steps all organisations need to go through when setting out a net zero plan.
- The [Tech for Net Zero Resource Hub](#) by Global Tech Advocates brings together useful information to help tech businesses reach net zero.



LONDON GOING GREEN

BUILDINGS



LONDON GOING GREEN: BUILDINGS

What's going on to transform London's buildings, and how you can minimise your organisation's impacts

London has a target to achieve net zero by 2030, which means reducing emissions from homes, workplaces and transport in line with this target. London has a well-established target for new homes to be net zero carbon which has been in place since October 2016. London Plan 2021 extends the net zero target to non-residential developments.

London is a leader in committing to ambitious policies to achieve its goals and is a signatory to the global [C40 Net Zero Carbon Buildings Declaration](#).

Achieving net zero is likely to require in excess of £61bn of capital investment for buildings and infrastructure, including £10bn to retrofit buildings with energy efficiency measures to make them net zero carbon.

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Homes and workplaces account for around 78% of carbon emissions in London.

London has set a mid-term target to achieve a 60% reduction in emissions by 2025. This translates to building-related targets of:

- Retrofitting 2.9m homes.
- Retrofitting 11m m² floor space of public buildings.
- Retrofitting 44m m² worth of private sector workplaces.

This factsheet will signpost how London can help you think green when it comes to buildings – whether you just work in one, you're a tenant, a landlord or you work in a built environment-related business.



BUILDINGS: WHAT LONDON IS ALREADY DOING

Access green buildings today

London's long history of supporting low carbon new builds and refurbishment programmes means the city already has plenty of green building options available today.

All new commercial buildings since 2014 have been constructed to achieve at least a 35% reduction in carbon emissions in build and operation than national standards. [London Plan 2021](#) goes even further and requires all commercial buildings to be net zero carbon.

London's [Retrofit Accelerator](#) programme (previously RE:FIT) has underpinned more than £140m of total investment in retrofit projects, more than 800+ public buildings in the last 11 years, helping to drive the increase in energy efficiency of buildings across London. It provides free, expert consultancy and benchmarking advice from start to finish, and [has already supported more than 220 organisations](#), saving a total of £9m and 110 GWh of energy each year.



London's low carbon and environmental goods and services sector is worth [£40bn in sales](#) and employs nearly 250,000 people. It supports a wide range of expertise across sustainable building materials, renewable energy and green technology.

A roadmap detailing how new buildings can meet UK climate targets has been created by a network of more than 1,000 built environment professionals through the [London Energy Transformation Initiative \(LETI\)](#).

The [GLA Circular Economy Statement Guidance](#) aims to drive circular thinking in the built environment. It explains how to prepare a Circular Economy Statement. This is required for planning applications which are referable to the Mayor, or which are required by the Intend to Publish London Plan (London Plan) Policy S17, as well as certain London boroughs.

The GLA has pioneered a Whole Life-Cycle Carbon approach to new development and requires all strategic developments to calculate and reduce embodied carbon as part of a WLC approach. The [GLA Whole Life-cycle carbon assessment guidance](#) explains how to prepare a whole life-cycle assessment and when to submit

it to the GLA. The guidance is for anyone involved in, or with an interest in, developing whole-life cycle assessments including planning applicants, developers, designers, energy consultants and local authority officers.

High regulatory standards for energy efficiency have been established for the construction of new buildings, with existing commercial and domestic leased property being given increasingly higher energy efficiency requirements through [MEES](#) (The Minimum Energy Efficiency Standards for Commercial Buildings).

[ReLondon](#), established in partnership with the Mayor of London and London's boroughs, focuses on improving waste and resource management and accelerating the transition to a low carbon, circular city. This includes a focus on improving London's buildings.



BUILDINGS: A FORWARD LOOK

A look at what's coming up in London's journey towards sustainable buildings

London has a robust, holistic approach to driving sustainable change in its built environment, from tackling existing building stock to ensuring new builds bake in sustainability principles from the start. London is transforming itself into a city for the future, but the benefits can be enjoyed by your business today.

The London Plan 2021 requires new buildings to be constructed to 'zero-carbon' standards - strengthening the existing zero carbon homes policy which was introduced in 2015 - and larger schemes to be developed in line with 'circular economy' principles. It requires circular economy statements and whole-life carbon assessments.

The key aim of circular economy statements is to ensure applicants seeking planning permission for major schemes:

- Consider strategies to facilitate the transition to a circular built environment
- Report against numerical targets that will facilitate monitoring of waste and recycling
- Recognise opportunities to benefit from greater efficiencies that can help to save resources, materials and money

The Local Energy Accelerator aims to help provide greener ways to power London's buildings. This £6m programme supports boroughs and private sector organisations to plan, develop, deliver and bring into operation clean, locally generated and flexible energy projects, including district energy networks that use renewable heat sources such as waste heat from the London Underground, data centres and industrial processes.

London is a member of the Circular Construction in Regenerative Cities (CIRCulT) project. This aims to reduce consumption of virgin materials by 20% in new built environments.

Greening Tfl's buildings

Transport for London (TfL) is trialling a new scheme called Licence Lite to use locally generated green energy to power its buildings. It is also expanding its solar power capacity and its energy efficiency measures across its buildings through the Retrofit Accelerator - Workplaces programme.



BUILDINGS: TAKE ACTION

What your organisation can do to green its 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 without delay. The good news is that London has a wide array of resources and organisations to help.

For practical advice and inspiration:

- Work through the [Quick Wins to reduce building energy consumption](#) guide. It lists measures to make London's commercial buildings operate as energy efficiently as possible. With many buildings consuming two to five times more energy than they need to, the Quick Wins guide, from the Mayor of London, [London Business Climate Leaders](#) and [Better Buildings](#), 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](#). It offers businesses 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 businesses 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.
- If you're involved in a new build, reference the guide to [sourcing reclaimed materials for construction](#). This ReLondon guide documents ways to source reclaimed materials and how to integrate this into the project development process.
- Register with [Solar Together London](#), a group buying scheme for solar panels for households and small businesses. It works with boroughs to bulk-buy solar panels and sell them to Londoners at a cheaper price.
- Take inspiration from the Mayor's [Business Climate Challenge Pilot](#) being run together with Better Bankside to support businesses in reducing their emissions by 10% within the first year. If successful, this pilot will be scaled up across London to support even more businesses on their path to net zero carbon.



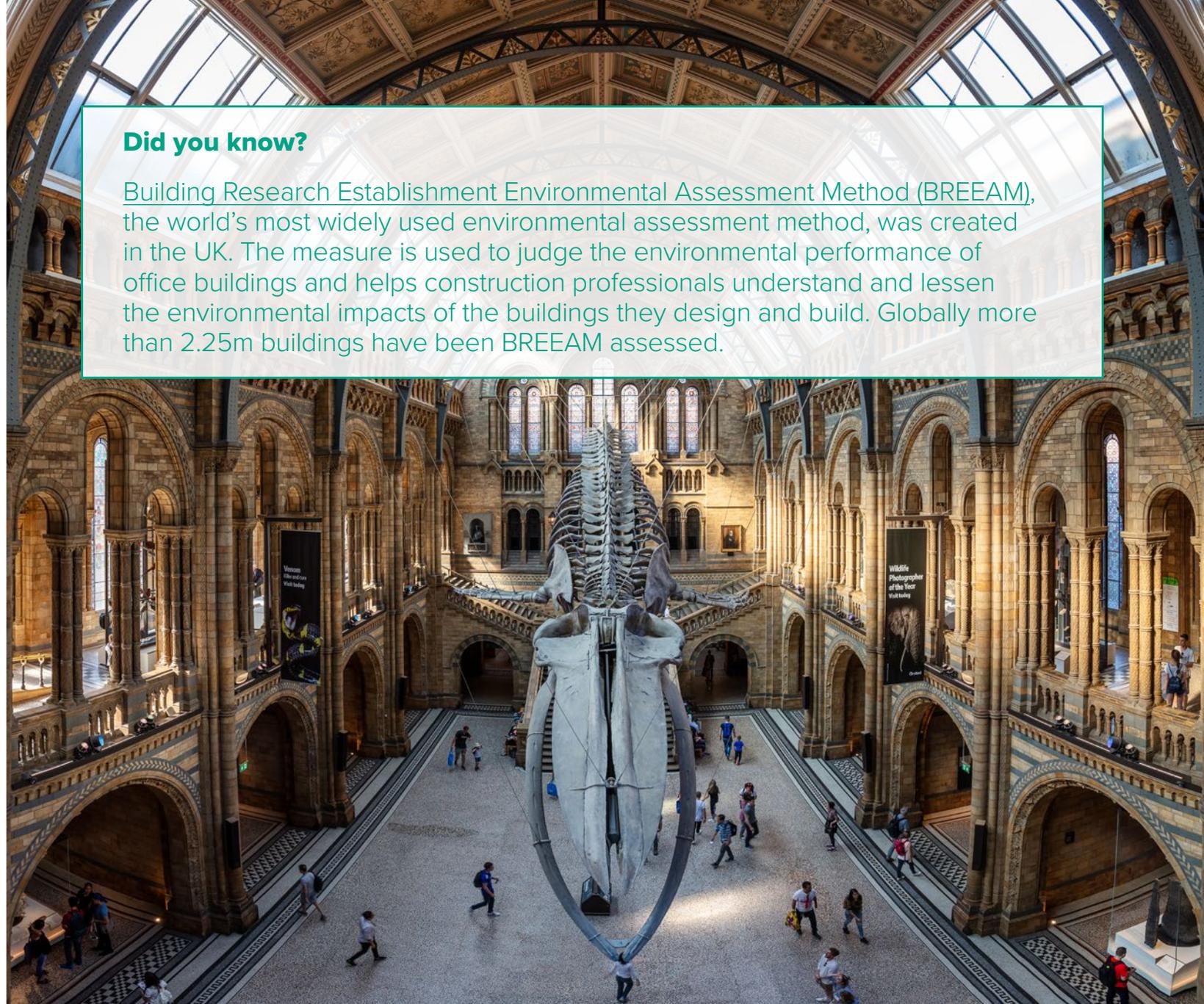
Buildings: Take action

For funds:

- If you are based in a public building, you can apply through the [Retrofit Accelerator-Workplaces](#) programme for fully funded technical support in identifying energy efficiency measures that may be installed in your building, whether it is rented or owned. They will provide a network of trusted suppliers who can then quote for the works.
- Apply to the Mayor of London's [£500m Energy Efficiency Fund \(MEEF\)](#). This provides flexible and competitive finance and funding options for delivering new low carbon technology or upgrading existing low carbon infrastructure in support of public buildings. It is the UK's largest ever ERDF dedicated investment fund for urban energy efficiency, energy supply and climate related infrastructure.
- If you have a community energy project, get ready to apply to the next round of the [London Community Energy Fund](#). More than £1m has been allocated to date to 86 projects across London, helping community groups to develop local power projects. This includes putting solar panels on schools, community halls and sports centres.
- Write down 100% of the installation costs of energy efficiency measures for your business against [corporate tax liability](#).

Did you know?

[Building Research Establishment Environmental Assessment Method \(BREEAM\)](#), the world's most widely used environmental assessment method, was created in the UK. The measure is used to judge the environmental performance of office buildings and helps construction professionals understand and lessen the environmental impacts of the buildings they design and build. Globally more than 2.25m buildings have been BREEAM assessed.



BUILDINGS: PARTNERSHIPS DELIVERING CHANGE

London's low carbon ecosystem marries expertise with innovation to drive action and inspiration

- The [Better Buildings Partnership](#) is a collaboration of leading commercial property owners who are working together to improve the sustainability of existing commercial building stock. They provide networking, training and benchmarks to help decarbonise the use of existing commercial buildings.
- The [UK Green Business Council \(UKGBC\)](#) has a mission to radically improve the sustainability of the built environment by transforming the way it is planned, designed, constructed, maintained and operated. Members can be found through its [membership directory](#).
- [NLA's Net Zero programme](#) brings together built environment professionals and decision makers to share best practices and accelerate the adoption of climate solutions to help create a zero carbon London.
- [London's circular economy route map](#), created in collaboration between numerous leading environmental organisations including [ReLondon](#), details how the capital can convert to a circular economy.



BUILDINGS: GOOD PRACTICE

Be inspired by how London businesses are improving their buildings to help reach their zero carbon target

Almost a third of the UK's largest businesses, many of which are based in London, have committed to achieve net zero carbon emissions by 2050. Many have improved their buildings – an activity which has helped them achieve a significant proportion of that target.

Veggie power

One Embankment Place is a commercial office building located above Charing Cross station. It was redesigned in 2013 to improve its sustainability credentials. The redesign reduced the building's energy use by 25% and its carbon emissions by 50%. It is powered entirely by refined waste vegetable oil and features green walls and landscaped garden planting. Most of the materials used for the redesign were waste materials.

Green roof thinking

Green walls and roofs covering the equivalent of 25 football pitches reduce pollution and promote clean water and biodiversity in central London. Examples include The Athenaeum Hotel & Residences in Mayfair, The Rubens at the Palace in Buckingham Palace Road, Sky Garden in Fenchurch Street, and Viacom International Media Networks in Camden.

Eco events in a Grade II-listed building

Combining history and sustainability, Friends House offers 32 meeting rooms and events suites in Euston Road. It has received the Green Tourism Gold accreditation and is an ECOSmart platinum venue. The building has been retrofitted with numerous sustainability measures, such as a building management system, motion sensors for lighting, energy efficient boilers, and solar film on windows to keep the building cooler in the summer. The building buys 100% renewable energy from Good Energy, and uses a low carbon biogas for its boilers. It continues to fulfil its zero waste to landfill pledge with processes designed to reduce waste, such as avoiding the use of single-use plastics. Menus are designed to be meat-lite, while beehives on the roof support biodiversity. Together, these activities, alongside many others, have led to a 29% reduction in Friends House's carbon footprint since 2009.

Sustainable station

King's Cross station has recently been redesigned with environmental sustainability at its core. Orientation, solar shading, the use of thermal mass for cooling, and passive ventilation systems help make the buildings extremely energy efficient. The buildings draw on the latest water-saving and recycling technologies where possible, and roofs, covering 9,000 metre squared, are planted to encourage biodiversity and wildlife.



BUILDINGS: USEFUL RESOURCES

- The [Carbon Trust](#) offers free, independent advice on efficient energy usage and installing sources of renewable energy for all businesses, as well as a specific guide for [implementing energy efficiency for startups](#).
- The [Business Climate Challenge](#) pilot offers free support to businesses in the [Better Bankside](#) Business Improvement District to help them on their path to zero carbon, including making their buildings more energy efficient. If the pilot is successful, the scheme will be expanded across London.
- The [UK Green Building Council Solutions Library](#) is a great resource for finding green building products and solutions, as well as inspirational case studies.
- The [Designing Buildings](#) wiki database for circular economy is a useful resource.



LONDON GOING GREEN

TRANSPORT



LONDON GOING GREEN: TRANSPORT

What's happening to transform London's transport, and what you can do to minimise your organisation's impacts from travel

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 and use green travel options.

The Mayor's Transport Strategy aims for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041.

London's [Healthy Streets](#) strategy prioritises walking, cycling and public transport to create a healthy, people-centred city. The strategy is designed to:

- Improve air quality
- Reduce congestion
- Make London a greener, healthier and more attractive place to live, work, play and do business.

This factsheet will signpost how London can help you travel green to achieve climate targets and build a stronger, more resilient business.

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London ranked #1
overall out of 174 world
cities in the [Cities in
Motion Index 2020](#).



TRANSPORT: WHAT LONDON IS ALREADY DOING

Travel green today

Green spaces

London is the world's first National Park City. A third of the space in the city is green, and there are targets to increase this to half, to increase protection for the natural environment and to build an even better network of green infrastructure designed to benefit all Londoners. The city is home to eight Royal Parks and four UNESCO World Heritage sites.

World-leading public transport

London has one of the most comprehensive public transport networks in the world. The London Underground (or tube) is the longest metro system in Europe. More than 9,000 buses crisscross the capital. The overground network complements the buses and tube with a further 112 stations, connecting London internally and with the rest of the UK national rail and bus networks.

The Mayor of London has spent more than £300m since 2018 to transform London's bus fleet by retrofitting thousands of buses and committing to phase out pure diesel double decker buses. TfL's entire bus fleet now meets or exceeds the ULEZ standards, this includes 550 zero-emission buses, both single and double decker. From September 2021, all new TfL buses will be zero-emission.

Green access to Europe

Rail links, including the HS1 trainline, home to the Eurostar, are some of the most sustainable ways to reach London from mainland Europe, with routes from Amsterdam, Brussels and Paris. When completed, the HS2 trainline will improve links with the north of England.

London's airports are also working hard to decarbonise air travel. London Heathrow Airport is developing a wide-reaching sustainability plan and is the first major UK airport to successfully integrate sustainable aviation fuel into its fuel distribution.

Since June 2021, fuel made from renewable and sustainable materials, such as used cooking oil and animal and fish fat waste, has been blended into the airport's main fuel supply. The pilot, a partnership between Heathrow, Neste and Vitol Aviation, aims to drive greater use of sustainable aviation fuel going forward.

Committed to air quality

About 99% of London is a Low Emission Zone, making it one of the largest such zone in the world. This restricts access for polluting vehicles, improves air quality and reduces emissions.

Central London is currently an Ultra Low Emission Zone, where polluting vehicles pay an emission-related charge. In October 2021, this zone expands further up to, but not including the North and South Circular Roads.

The Central London Ultra Low Emissions Zone has resulted in a significant drop in air pollution. There are 44,100 fewer polluting cars driving in the zone every day, and toxic NO2 concentrations have been reduced by 44 per cent.

Committed to low emission vehicles

London now has more than 500 rapid charge points and more than 7,000 residential charge points for electric vehicles, with some points dedicated exclusively to the circa 4,000 electric taxis operating in the capital. The Mayor's Transport Strategy aims to build on this with the target of halving road journeys made by petrol and diesel via combined measures that restrict polluting journeys and incentivise sustainable and active travel options.

Investing in safer streets and cycling routes

The Mayor's Transport Strategy includes a target for 28% of Londoners to live within 400 metres of the London-wide cycle network by 2024, growing to 70% by 2041. The Mayor of London delivered 260km of high-quality, safer cycle routes in his first five years in office. This includes improving London's cycleways – routes that link communities, businesses and destinations across London in one cycle network.

Transport: What London is already doing

More than 100km of new or upgraded cycle routes have been delivered or are under construction since the start of the pandemic. This is alongside hundreds of kilometres of quieter streets, extended pavements and new School Streets. School Streets is a scheme which reduces motorised traffic at drop-off and pick-up times. Many junctions have also been made safer.

Green city design

London is committed to designing vibrant, people-friendly spaces which promote wellbeing, stimulate creativity and nurture green business ecosystems. For example, Queen Elizabeth Olympic Park is a vast new public space, contributing 560 acres (2.3 square kilometres) of park space to the city, and creating a new green lung for London's east side. It is also home to the £13.4m Smart Mobility Living Lab. This is focused on developing future transport technologies, services and business models, including testing for connected and autonomous vehicles.



TRANSPORT: A FORWARD LOOK

A look at what's coming up in London's journey towards sustainable transport

On the rails

In 2020, the Mayor of London set out plans to power the all-electric London Underground with renewable energy. The aim is that all electricity requirements for the underground are met via zero carbon sources by 2030. TfL is one of the largest consumers of electricity in the UK, with a requirement for 1.6TWh per annum, equivalent to the electricity consumed by over 437,000 homes (12% per cent of homes across London).

New, state-of-the-art electric trains are being introduced on the London Overground. This includes the Inspiro London trains being added to the Piccadilly line in 2025. In addition to providing air conditioning, more space, increased capacity, greater reliability and frequency, they also consume 20% less energy.

Crossrail 2, the West London Orbital and the London Overground will be developed and extended, with the exact scope to be confirmed. Crossrail, a £17.6bn investment to extend the London Overground system supporting transport to Greater London, will increase central London's rail capacity by 10%, the single largest increase in the capital's transport capacity in more than 70 years.



On the roads

- The Mayor has committed to deliver a 100% zero-emission bus fleet by 2034 (three years earlier than the original 2037 commitment), with 10% of the network to be zero-emission by the end of 2022. Bringing the zero-emission commitment forward by three years will save an additional 1m tonnes of carbon.
- London's taxis and private hire vehicles will produce net zero emissions by 2041. This will be achieved through a variety of measures, such as changes to licensing rules and a delicensing scheme. Since 2018, taxis applying for licensing for the first time need to be Zero Emissions Capable (ZEC). This caps CO2 emissions at 50g per km and sets a minimum 30-mile zero emission range. Transport for London has restructured and enhanced the £42m taxi delicensing scheme. This makes payments to drivers to delicense polluting vehicles and replace them with ZEC taxis. Since January 2020 all private hire vehicles must be at least Euro 6, and new minicabs under 18 months old must be hybrid or zero emission.

Racing green

The all-electric street racing series Formula E will take to ExCeL London again in 2022. Back with a flourish in 2021, the unique track winds its way through the Royal Docks and ExCeL London, an area at the forefront of electric vehicle technology and the adoption of clean mobility solutions.

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To meet the goals of London's transport strategy, investment worth £445bn is needed by 2041, with £2.1bn invested in London's streets to make them better for walking and cycling.

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London's air quality policies should mean 30,000 fewer Londoners suffer diseases attributable to air pollution such as heart disease, lung cancer and dementia, saving the NHS around £5bn over the next 30 years.



TRANSPORT: TAKE ACTION

What your organisation can do to travel green

Promote active and low carbon travel through your organisation's policy and culture.

- Plan journeys using buses, underground and rail using the [Transport for London](#) website.
 - 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.
 - Utilise [free training from Transport for London](#) to encourage more people to cycle.
 - Promote the use of the rapidly expanding network of [Cycleways](#) that link communities, businesses and destinations across London, as well as London's public cycle hire scheme, [Santander Cycles](#). This has more than 750 docking stations and 11,500 bikes around London located near to public transport and cycleways.
- 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.
 - Create green company car policies which provide payments for those who opt out of a company car, and which only include low emission car options.
 - 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 [corporation tax liability](#).
 - Utilise government incentives to install [workplace charging points](#) to power electric fleet or staff vehicles.
 - Introduce gamification apps or create incentives, such as drinks vouchers, which track and reward active travel.
 - Have a policy of reducing air travel where possible.
 - Use hybrid meetings where appropriate to reduce business travel.



There has been a **22% increase in cycling in outer London**, and a **7% increase in inner London** between spring 2019 and autumn 2020.



One in five Londoners now live near the **[cycle network](#)**.

Blue sky thinking

In collaboration with Loughborough University London, the [Ford Fund Smart Mobility Challenge](#) invites students to propose new ideas for sustainable urban solutions.



TRANSPORT: GOOD PRACTICE

The carbon review also identified other actions which will help to cut emissions. These range from using a film carbon calculator to drive emission reductions going forward and working with suppliers to set net zero policies, to investigating renewable energy sources and implementing circular economy practices.

Be inspired by how London-based businesses are tackling their travel-related impacts

A different take

To help Odelay Films meet its targets of retaining Scope 1 emissions at zero, eliminating Scope 2 emissions by 2022 and reducing Scope 3 by 10% year-on-year to reach net zero by 2030 (see Scope 1, 2 and 3 emissions explainer), the film production company realised it had to focus on its travel impacts.

Through the [Better Futures initiative](#), Odelay Films worked with film sustainability consultant Amelia Price to identify actions across its business which will cut emissions. As a result, the company will move to virtual filming processes, where only key personnel and cast travel to locations and the remaining crew monitor filming remotely from London. Odelay Films has also been strengthening partnerships with international production companies to source local film crews to significantly cut travel-related emissions.

Explainer: 1,2,3 emissions

According to the [Carbon Trust](#): “Greenhouse gas emissions are categorised into three groups or ‘Scopes’ by the most widely-used international accounting tool, the Greenhouse Gas (GHG) Protocol.

Scope 1 covers direct emissions from owned or controlled sources.

Scope 2 covers indirect emissions from the generation of purchased electricity, steam, heating and cooling consumed by the reporting company.

Scope 3 includes all other indirect emissions that occur in a company’s value chain.”



Charged with positive change

ChargeBox supplies phone charging systems that allow people to charge their phones for free at public spaces such as venues, airports and retailers. It has pledged to reduce 50% of its baseline carbon emissions by 2025 and to reach net zero by 2030. A life-cycle analysis funded by the [Better Futures initiative](#) enabled the company to learn transport was its second-biggest emitter due to the frequency of site visits for installation, servicing and removal. These emissions come from vehicles rented by ChargeBox, and those used by ChargeBox's clients' logistics companies.

To address their own impacts, ChargeBox has put in place a new travel policy which encourages the use of public transport when there is no equipment for delivery or removal, as well as a cycle to work scheme. ChargeBox is also going to work with its clients to encourage the switch to electric vehicles for their logistics, as well as advocating for them to switch to renewable energy sources, as these power the ChargeBoxes themselves. ChargeBox has also implemented a UK-sourcing policy and is looking to redesign products to make them more durable, repairable, reusable and energy efficient.

Eating away at travel impacts

Artisan food supplier Dina Foods calculated that company vehicles are responsible for emitting 43 tonnes of CO₂e (carbon dioxide equivalent), leading the company to commit to converting its fleet to electric vehicles. While most employees commute by bus, and around 25% walk or cycle, staff commuting is still responsible for a further 66 tonnes. This is in part due to visits to European food conventions each year. Green policies are therefore being updated to ask staff to commit to commuting by walking, cycling or taking public transport.



High-end events agency [Private Drama Events](#) will allow employees an extra day of holiday to travel by rail instead of air.

TRANSPORT: USEFUL RESOURCES

- The Carbon Trust's [Electric and smart vehicles guide](#) is designed to help you decide if electric vehicles and smart vehicles are suitable for your business and demonstrate best practice to realise the greatest savings from employing this technology.
- The [Green Finance Institute's Coalition for the Decarbonisation of Road Transport](#) is a useful network for those looking for support with electric vehicle projects. Its focus is on charging infrastructure, purchase and leasing, and battery technology commercialisation.
- [TfL go](#) is a new travel planning app from TfL which allows users to check walking and cycling routes along with public transport options. It also has live bus and train times for every station and makes it easier to identify quieter times to travel to support social distancing.
- [The Cycle to Work Scheme: Guidance for Employers](#) details how companies can set up a cycle to work scheme – either through interest free loans or pool schemes where the company purchases a fleet of bikes for employee use – to support active travel.



LONDON GOING GREEN

WASTE

THE CONNECTION

The image shows three identical green recycling bins lined up on a city street. Each bin has a large black handle on top and a green panel with white text and graphics. The panel is divided into sections for 'Yes Please' and 'No Thanks' items, with a 'WARNING!' section at the bottom. The bins are set against a background of a classical building with arched windows and a sign that reads 'THE CONNECTION'. A street sign for 'HIGH HOLBORN' is also visible.

RECYCLING

Items should always be clean, dry & empty

✓ Yes Please

- Paper & card
- Cardboard
- Glass bottles & jars
- Aerosols
- Plastic bottles & pots
- Cartons
- Foil
- Metal tins & cans

✗ No Thanks

- Black bin bags

WARNING!
Please don't dump your rubbish here
- illegal dumping could result in a £400 fine

London recycles | Tel: 020 3567 8105 | camden.gov.uk/recycling-and-rubbish | VEOLIA | Camden | WORKING IN PARTNERSHIP



LONDON GOING GREEN: WASTE

What's going on to transform London's waste, and how you can minimise your organisation's impacts

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](#). This includes the following targets:

- No biodegradable or recyclable waste will be sent to landfill by 2026.
- 65% of London's municipal waste will be recycled by 2030.
- Food waste will be reduced by 20% per person by 2025.
- All new waste vehicles to be fossil fuel-free from 2030.
- All waste vehicles to be zero emission by 2050.
- The consumption of virgin materials to be reduced by 20% in new built environments.

This factsheet will give an overview of how London is driving this waste revolution, as well as signposting how London can help you tackle waste, improve efficiencies, address climate targets and build a stronger, more resilient business.



ReLondon estimates that if circular economy principles are successfully adopted, it could contribute between £3bn and £5bn in growth for London by 2036 and create 12,000 new jobs.



WASTE: WHAT LONDON IS ALREADY DOING

Tackle waste today

With its established waste infrastructure, London is committed to making it easy for citizens and businesses to sustainably manage and reduce waste.

[ReLondon](#) works with London businesses, boroughs, the Mayor's office and citizens to help London waste less and reuse, repair, share and recycle more, making the city a global leader in sustainable ways to live, work and prosper. For London businesses, ReLondon provides advice, grants and connections to help improve waste and resource management and to transform London into a leading low carbon circular economy.

London's [Better Futures SME Business Incubator Programme](#) provides free expert advice, grants and a support hub for London SMEs. The £4.2m programme helps businesses cut carbon and waste, including looking at ways to incorporate circular economy principles into business practices.

[London Recycles](#) details what can be recycled where and other municipal waste management services provided by the London boroughs.

Details of licensed commercial waste management companies can be found on council websites. Many councils also provide guides to help businesses reduce waste, such as [this one](#) on single-use plastics by Westminster City Council.

Many businesses and multinational brands based in London, from Coca-Cola and McDonald's to the UK's Department of Food and Rural Affairs, are signatories of the [UK's Plastic Pact](#). This includes commitments to reducing unnecessary or problematic single-use waste, and ensuring all plastic packaging is recyclable, reusable or compostable.

Plastic straws, stirrers and plastic-stemmed cotton buds have been banned in London, and across the whole of England, since October 2020.

London's [water bottle refilling network](#) of fountains, refill stations and venues that will refill water bottles for free, enable people in the capital to refresh and refill, cutting down on plastic water bottle waste.

Explainer: what is the circular economy?

We are living in a climate emergency, which is caused by global heating, in turn caused by CO2e emissions. 45% of those emissions come from the food, materials and products that we make, use and consume every day. To avert the climate emergency we need to reduce our consumption-based emissions – which means we need to reduce waste, increase recycling and improve resource efficiency. We could make a massive reduction in emissions by transforming how we make, use and dispose of 'stuff' – we need a global shift to a circular economy.

A circular economy is one in which stuff is kept in use for as long as possible, delivering the highest value it can, for as long as it can. So rather than making, using and then throwing stuff away (a linear system), a circular economy means looking at each of those stages for new ways of recycling materials and bring value back into the system – using materials and products again and again, in many different forms.

Waste: What London is doing already

London's disposable cup recycling schemes – which operate both in restaurants and on streets – enable disposal cups to be collected, recycled and turned into new products. For example, cups collected through Westminster City Council's [Good to Go](#) disposal cup collection bin and recycling scheme are recycled into paper bags for London's Selfridges department store.

Plastic bag use in the capital has plummeted since the UK government introduced a plastic bag charge in 2015. This was increased from 5p to 10p for all retailers from April 2021. The charge has already seen a [95% reduction in plastic bag sales](#) at major retailers.

Litter-busting campaigns, such as [Keep Britain Tidy](#), and creative litter-busting innovations such as [Litta Hunters](#), which turn litter hunting into a game, support citizens and businesses in taking tangible action to tackle waste in the environment.

London has many food saving initiatives and redistribution partners. Food service businesses in the capital can also sign up to the UK's [Food Waste Reduction Roadmap \(WRAP\)](#). This commits them to achieving the [UN SDG 12.3's](#) goal to halve food waste by 2030. They can also make use of WRAP's free, food service-focused [Guardians of Grub](#) resources. These range from [food waste calculators](#) to [courses](#) to tackle food waste.

Through ReLondon, [FoodSave](#) was created which supports more than 200 food organisations in London to prevent food waste and put surplus food to good use.



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47% of people said they would be willing to hold onto their cup for longer if they knew they would be passing a purpose-built cup recycling bin.

WASTE: A FORWARD LOOK

A look at what's coming up in London's journey towards reducing waste

London has ambitious targets to reduce waste and knows it must work in collaboration with organisations to deliver its vision. New schemes, funds and regulations are helping reduce waste across the capital.

- £6.4m funding has been provided through ReLondon to support local authorities to improve recycling rates.
- An extra £10m in investment has been committed through ReLondon in high growth circular economy businesses, funds and an accelerator.
- Extended producer responsibility for packaging will be introduced by 2023, with packaging producers made responsible for the full cost of managing the packaging they place on the market.
- A deposit return scheme for drinks containers will be introduced by 2023.
- A new plastic packaging tax will be introduced on plastics that do not contain at least 30% recycled content from April 2022.

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The pre-pandemic Hello London, Goodbye Ocean Plastic campaign reached five million people, with a third of those who had seen the adverts more likely to use public drinking fountains and to stop using single-use plastic water bottles.

Westminster winner

Westminster City Council won the 2021 Waste Performance of the Year after a successful food waste recycling trial. It collected 345 tonnes of food waste from 7,500 households, which was used to produce biogas to generate heat, electricity and biofertilizer.



WASTE: TAKE ACTION

What your organisation can do to reduce, reuse and recycle waste

- Loan or buy assets from other organisations in London who are supporting resource efficiency and circular systems across construction, hospitality, education, retail, office and medical sectors 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.
- If you have catering onsite, or are a food service business, get behind the [Guardians of Grub](#) campaign to reduce food waste through measurement and management. Enlist partners to ensure any food waste that can't be avoided, but is still good to eat, feeds people and not bins. Redistribution partners in London include [City Harvest](#) and [The Felix Project](#), while national organisations such as [Fareshare](#), [Olio](#), [Too Good to Go](#) and [Plan Zheroes](#) operate extensively in the capital.
- If you are selling perishable goods, use new dynamic pricing systems such as [Wasteless](#). These use artificial intelligence to find the right prices to ensure everything sells, reducing food waste while increasing revenues and net margins.
- Offer a “take back service” for unwanted old products, such as unwanted clothing, to be repurposed or recycled, or create an online market for reuse of your goods. Companies like London-based [ZigZag](#) claim they can help keep 100% of goods out of landfill.
- 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.
- Use the [Refill app](#), championed by the Mayor of London, to find the locations of free water refill stations across London.

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ReLondon helps London-based businesses prosper in the circular economy. SMEs can access at least 12 hours of dedicated support from expert advisors to help them reduce waste, cut costs and tap into new revenue opportunities.

WASTE: GOOD PRACTICE

Be inspired by how London-based businesses are tackling waste and creating a circular economy

Giving office kit new life

London-based equipment business [Crown Workspace](#) helps clients to donate furniture, IT and electrical equipment from office clearances to local charities, schools and social enterprises through its Giving Back Project. Since 2011, it has aided the donation of more than 20,000 items of furniture.

Eco-refit for new offices

[ReLondon's](#) new headquarters in Moorgate were refitted using circular economy principles. Work surfaces, manufactured by Smile Plastics, were created from recycled yoghurt pots. [Urbnrok](#) produced a kitchen worktop made from [ReLondon's](#) stripped out glazed partitioning. Timber flooring in the breakout area was made from reclaimed wood from the Royal College of Surgeons in Holloway, and tables were made by [Opendesk](#) – an initiative supporting local manufacturing.

Edible packaging to replace plastics

London-based VC-funded startup [Notpla](#) is on a mission to revolutionise single-use packaging. The company has discovered how to “make packaging disappear” with their seaweed-based, edible Ooho sachets. Ooho biodegrades in four to six weeks, or it can be eaten, making it ideal for on-the-go consumption.

For example, Oohos filled with water and Lucozade Sport drinks have been given out at more than 15 sporting events, including the London Marathon. [ReLondon](#) helped [Notpla](#) better understand its environmental impacts and use this to refine and strengthen its product offering, and secure a transparent and responsible supply chain. After commercial trials in London, Notpla is working with partners such as Just Eat to bring Ooho condiment sachets to the takeaway market.

Nearly £15k of food saved every year

Located within Liverpool Street station, [Moshi Moshi](#) sushi restaurant saved the equivalent of £14,837 worth of food waste by joining London's [FoodSave](#) programme. The [FoodSave](#) team monitored kitchen waste using the [Winnow Waste Monitor System](#) for four weeks, monitoring and recording what was left at the end of the day and noting the top three items staff took home to identify the highest waste items. Plate waste and prepared not served waste were identified as the biggest source of costs, accounting for more than 75% of food waste.

From problematic by-product to pig feed

[Kappacasein Dairy](#) is a small artisan cheesemaker in Bermondsey. It produces various types of cheese using unpasteurised cow's milk from farms in Kent, along with 1,000 litres of whey waste. [Clean Bean](#) is an organic tofu manufacturer, based just off Brick Lane, which needed a better outlet for the soy pulp or okara by-product it produced. [FoodSave](#) helped the businesses get through the labyrinth of regulations to enable them to send some of their waste to four London farms to be used as sustainable livestock feed, cutting waste disposal costs in half in the process.

Market savings

[FoodSave](#) and [Plan Zheroes](#) helped [Borough Market](#) traders, from bakers to vegetable suppliers, ensure the delicious food left over at the end of the day wasn't wasted by diverting it to local charities to help feed vulnerable people in the local area. In just the first month, [FoodSave](#) helped several Borough businesses divert more than a tonne of food to good causes.

LONDON GOING GREEN DIGITAL

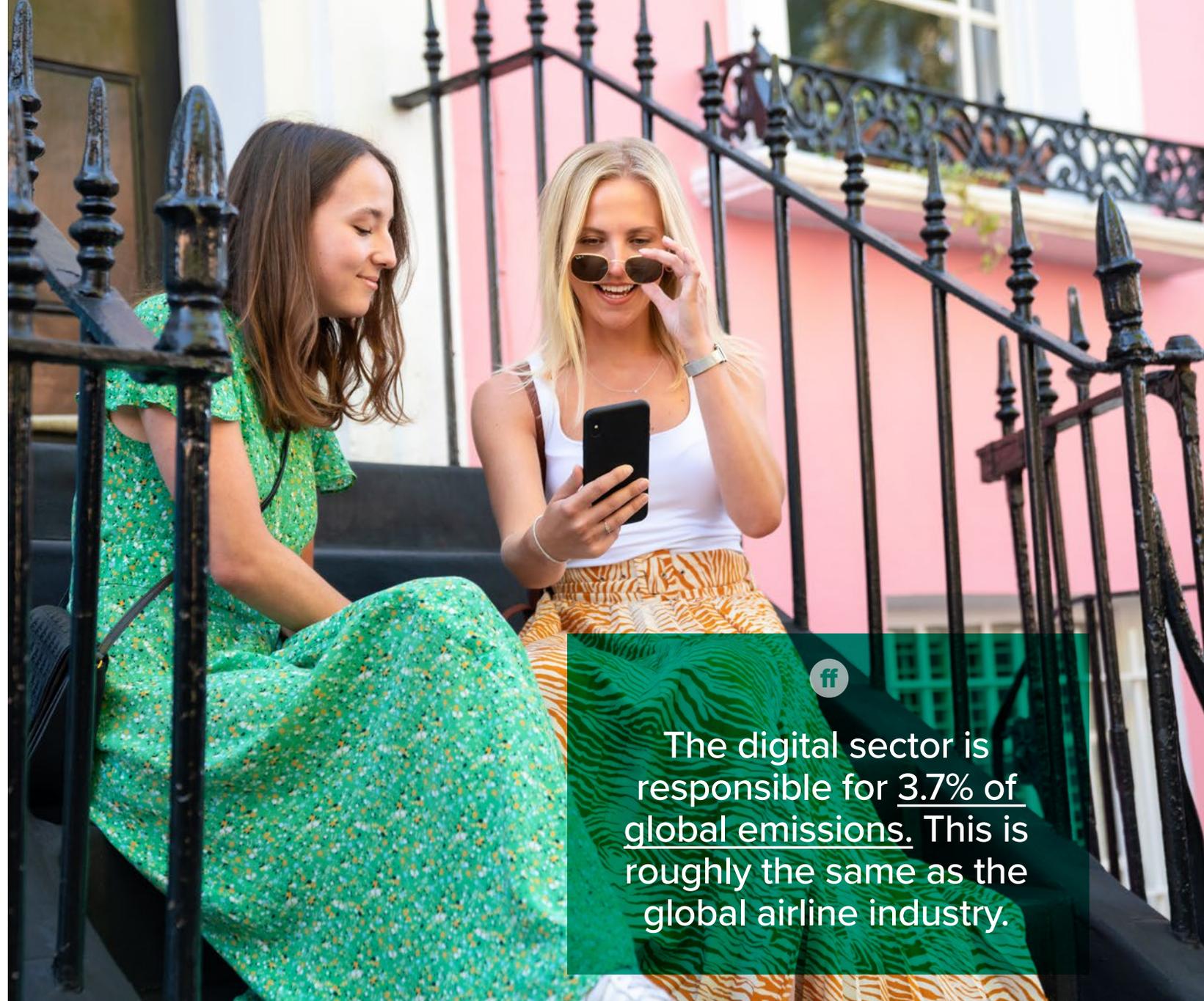


LONDON GOING GREEN: DIGITAL

How to minimise your organisation's digital impacts

Technology will play a major part in helping us to achieve our climate goals, but it 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 – roughly the same as aviation. This means all companies' digital processes – from your organisation's website or ordering app, to technologies which tackle climate change – must be designed and applied in ways which use resources wisely. Luckily, London's ecosystem is well set up to help.

This factsheet will signpost how London can help you to maximise digital's potential, whether you're a regular business that wants advice on how to green its digital footprint, or you're a green tech business looking to rapidly scale up.



The digital sector is responsible for 3.7% of global emissions. This is roughly the same as the global airline industry.

DIGITAL: TAKE ACTION

Greening your digital footprint

- **Consider IT equipment carefully**
Choose for energy efficiency, and consider refurbishing, upgrading, or repurposing where possible, and recycle unused equipment. You can 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, cutting costs, carbon and waste.
- **Be powered by green energy**
Ensure your digital systems and partners – from servers to search engines and cloud storage – are run by a provider powered by green energy. For example, [Google](#), with offices in London, matches 100% of its global, annual electricity consumption with renewable energy. The tech giant has also committed to decarbonise its electricity supply completely and operate on carbon-free energy by 2030.
- **Consider the footprint of existing digital products**
This includes emails, apps and management systems, and everything in between.

Existing tech stacks (the combination of technologies a company uses to build and run an application or project) can often be slow, inefficient and not fit for purpose. This often leads to [employee and consumer frustration](#) and drives up business costs. Ask what the business and carbon savings would be if this technology was upgraded or responsibly replaced. Could it be designed to use less energy? For example, data is often duplicated multiple times for security – can old or rarely accessed content be removed or taken down, reducing energy and carbon? Visuals and animations in websites, apps and other technologies can also be particularly energy hungry, so what elements are actually necessary? Can unnecessary digital steps or layers be taken out?

- **Commission new tech carefully**
Review 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.

A [2021 report from Kin + Carta](#) suggests organisations should ask digital providers to create methodologies which take into account sustainability trade-offs and that these should be prioritised in discussions when setting project scopes. This should allow you to “set objectives, spot opportunities, allocate budgets, and design and launch services with sustainability at the heart”.

- **Share your knowledge**
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 to solve challenges and see if you can access funds**
If you're a tech business, can your product or service be applied to solve sustainability challenges? If so, how? Investigate what funding is available to help you scale up and maximise your impact. Can you access funds as part of London's [Green New Deal](#)? Or do you qualify for funds such as those available through the [Mayor's Energy Efficiency Fund \(MEEF\)](#), the [Greater London Investment Fund](#), the [Sustainable Innovation Fund](#) and the [Clean Growth Fund](#)?
- **Plug in to London's sustainability networks**
These include a diverse ecosystem of existing sustainable businesses, easily accessed through multiple networks, from [London & Partners](#) to [Sustainable Ventures](#) to the [London Business Hub's Climate Hub](#).

See [Get connected](#) for some of the key players in London's established and rapidly evolving ecosystem of sustainability-focused support services, workspaces and communities.

DIGITAL: GOOD PRACTICE

Inspiration from digital solutions in action

Reusing video footage to make stellar TV

Children's programme Andy's Adventures managed to massively reduce its digital and real-world footprint by 55% through using archive footage and other eco-focused measures. The production married live sequences, filmed against a green screen with presenter Andy Day, with footage from Walking with Dinosaurs, Walking with Beasts and Planet Dinosaur. This enabled the production to make massive savings in filming and CGI impacts, as well as dramatic reductions in set construction costs and crew travel. Combined with other efforts, the emissions associated with Andy's Adventures were slashed by two thirds, with the show's carbon footprint a third of similar shows.

Using data to drive sustainable farming

London-based Regen Network tracks impact data such as soil health and waterway management via on-the-ground systems and satellites and blockchain technology. This enables farmers to receive recognition and payments from relevant stakeholders, such as governments, businesses and institutions, for their often-unrewarded positive impacts on vital ecosystem services.



DIGITAL: USEFUL RESOURCES

- The [Digital Declutter Toolkit](#) can help you measure and reduce the digital carbon emissions of your business.
- The [How to Reduce Your Digital Carbon Footprint](#) guide talks individuals and businesses through some basic steps they can take to lighten the digital load.
- London-based Wholegrain Digital runs a free website carbon calculator service. Just input a url at [websitecarbon.com](https://www.websitecarbon.com) to receive a free assessment of its impacts, as well as tips to improve its carbon footprint.
- The [Green Web Foundation](#) has a [directory](#) of the UK's green web hosting companies.



GET CONNECTED

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

For help setting tough targets alongside the tools to achieve them:

- The UN-backed [Race to Zero](#) campaign, to which London is a signatory, is supported by the UK [SME Climate Hub](#). This brings together a huge array of resources, which are designed to help UK SME Race to Zero signatories cut emissions by 50% by 2030 and achieve net zero by 2050 or earlier.

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 Tool Kit](#) 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.

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.



LONDON & PARTNERS AND SUSTAINABILITY

London's business growth and destination agency, [London & Partners](#), has put sustainability at the core of its mission and strategy. We will focus on reducing our own operational impacts, setting Scope 1, 2 and 3 baselines and targets, and will encourage London businesses to join the Race to Zero, providing advice and support through workshops, events and toolkits. We will also grow the green economy by promoting London as a [cleantech destination](#) and by supporting this sector's growth through our foreign direct investment and accelerator programmes.

We will use our convening, knowledge sharing and networking power to organise green-themed events to help our partners understand key sustainability issues, while connecting them to the initiatives, networks and organisations that can help. These range from getting London businesses "sustainability ready", to tackling food waste and [responsible tourism](#).

To find out more about London & Partners' sustainability strategy visit the [sustainability section of our website](#) or contact us at: sustainability@londonandpartners.com.



LONDON & PARTNERS



2021 LONDON GOING GREEN