



SUSTAINABILITY CONSULTANCY • ENVIRONMENTAL ENGINEERING • PROJECT DELIVERY

WHO WE ARE

Sustainable Direction is a specialist environmental and sustainability consultancy with a different approach. Our focus is to help organisations identify, prioritise and take action to move in a **sustainable direction**. We work to deliver innovative and value-added solutions for business and government clients. As a small and agile team, we have the flexibility to tailor our offer to match a wide variety of needs in different sectors, and provide a high-quality bespoke service to all our clients.

WHAT WE DO

Our passionate and experienced team has something to offer no matter where you are on your sustainability journey. We can help you understand and meet your compliance, system and risk requirements, improve your process efficiency (saving resources, waste, water energy and cost), or offer forward-thinking consultancy to help you reimagine the way you do business and take a lead in the drive towards a more sustainable future.



>> CARBON FOOTPRINTING

Carbon Footprinting and Life Cycle Assessment are two tools that are regularly used to engage businesses and customers with their environmental impact. Carbon Footprinting turns the impact of an organisation's activities into defined and agreed number so they can measure progress and changes. Life Cycle Assessment finds hotspots of environmental impact in a project or product's development and use, so that developers, buyers and users can target those to make the greatest impact reductions.

We've found that key benefits of organisations engaging with their carbon footprint include:

- Development of a strategic framework for sustainable business development – socially, economically and environmentally
- Increased employee engagement with sustainability
- Gained recognition from your customers and increase sales opportunities
- Realised cost savings, as carbon typically goes hand-in-hand with energy use

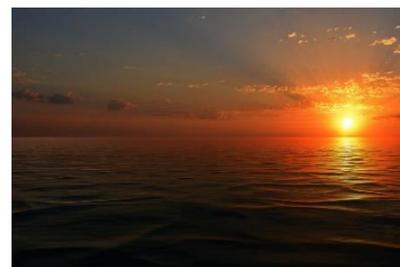
LOW CARBON UK



We have been involved in the world of Carbon Footprinting from the start, with Managing Director Dr John Henry Looney having produced what is probably the UK's first carbon footprint, back in July 1989. In 2014, Sustainable Direction Ltd was jointly commissioned by UK governmental departments BIS, DECC and Defra to establish the size of the low-carbon economy in the UK. We developed a set of definitions for low-carbon sectors, allowing any activity or output to be defined as 'in' or 'out' of the low-carbon economy.

EMBODIED CARBON / LIFECYCLE STUDIES

Sustainable Direction is assisting Tidal Lagoon Power in taking a whole lifecycle approach to calculate the carbon footprint of the Swansea Lagoon and its carbon payback in years. The difference is in engaging the supply chain up to two tiers down. This is one of the first studies of its kind in the world.



QUANTIFYING AND REDUCING IMPACT

We supported law firm Burges Salmon reduce their carbon footprint in the office and at home and measure their success as part of the company's My Green 2015 scheme. Our work occurred over two phases, firstly creating a 'menu' of carbon-reducing pledges employees could choose from and secondly quantifying the savings made by employees by carrying out their pledges.

We also showed that the benefits of Burges Salmon's programme stretched far beyond carbon savings, with water savings, enhanced biodiversity, saved landfill space, reduced chemical use, less traffic and financial savings. Burges Salmon said:

"We thoroughly enjoyed working with the team at Sustainable Direction throughout this project. Our aim was to capture the excellent efforts and creative pledges made by our employees in a user-friendly and accessible form. Sustainable Direction's colourful final report has brought the long list of different pledges to life to achieve just that and to demonstrate that small changes to our everyday lives really make a measurable difference."

Sustainable Direction also prepared an update to a carbon survey undertaken for Geotechnical Engineering Ltd six years previously. Our report used the same structure and metrics as the previous work to allow comparison and continuity of information. Our work also extended beyond the scope of the original work by providing a carbon footprint value for fuel combusted in vehicles and plant, which the previous work did not provide. As this accounted for the majority of overall emissions, our work added real value. Geotechnical said:

"The work that Sustainable Direction carried out for us ... will enable us to continue our drive towards becoming a more efficient and sustainable business. We were particularly pleased to collaborate with a company that shares our innovative and responsible attitude to business."

We have also helped quantify the carbon emissions of dozens of companies as part of other projects, for example Environmental Impact Assessment, Environmental Permitting and Air Dispersion Modelling.

SELECT CLIENTS

- Avon Metals / Remet Company
- Brightsource
- Burges Salmon
- Exterior Media
- Hampshire County Council / Partnership
- Innovate UK
- Alderney Electricity Ltd
- Magnet Kitchens / Nobia
- Tidal Lagoon Power
- University of Bristol

MARKET SECTORS

- Energy & Power
- Manufacturing
- Mining & Minerals
- Chemicals & Pharmaceuticals
- Built Environment & Infrastructure
- Finance & Lending
- Waste & Resources
- Transportation
- Oil & Gas
- Government & Defence