



START-UP & SUSTAINABILITY

Longer term challenges of net zero might feel less important when starting a business but it is an essential factor to consider and take advice on, just as you would with finance or legal decisions.

The UK Government was one of the first to write into law the net zero greenhouse gas emissions targets by **2050**. If your new business can get ahead of this challenge you will be able to build a competitive advantage and save money long term.

What can you do? Here are some basic tips to help your new start business be net zero:

Understand your business proposals carbon footprint. Use a free online calculator such as www.carbonfootprint.com/calculator.aspx to baseline your new businesses carbon footprint

Use an environmentally friendly energy supplier. This may seem obvious but switching to green energy will make a massive difference to your businesses carbon footprint. If you are considering premises then ask the landlord about current power supply, insulation and energy performance of the building

Counteract any residual CO2 emissions by carbon offsetting, this is not as confusing as it sounds. The Carbon Offset Guide has information for businesses here www.offsetguide.org/understanding-carbon-offsets/

Certify your business or products as carbon neutral via the Carbon Trusts PAS 2060 certification. This is a great marketing tool with research suggesting consumers are willing to pay more for products or services from environmentally conscious companies.

Useful Resources

Business Gateway - talk to us about Net Zero we can help you no matter what stage of the net zero journey you are on:

www.bgateway.com/local-offices/west-lothian/local-support

Zero Waste Scotland provide free support and funding to help businesses save energy, money and carbon:

www.greenchampions.zerowastescotland.org.uk

Net Zero Scotland is the Scottish Governments campaign to tackle the global climate emergency. They have a dedicated section for businesses on their website with guides to help your business achieve net zero emissions:

www.netzeronation.scot

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