

# Case Study

## Identifying high carbon emitters

Client: Camden Council



### Project summary and outcomes



TBR was challenged to identify the top 50 carbon emitters in the London Borough of Camden. The Council is committed to reducing the carbon footprint of the borough. With businesses responsible for 65% of total emissions, the council needed to work with companies to reduce their carbon dioxide emissions and help to tackle climate change.

The work undertaken by TBR not only provided a target list of businesses with high levels of carbon dioxide emissions but also highlighted how a firm's activities impact on this. This meant that the list of firms could be segmented and appropriate interventions developed based on the profile and characteristics involved. The Council has a programme of activities to work with these businesses over the long term to reduce emissions and to spread the message to all businesses operating across the borough.

#### The report is enabling Camden Council to:

1. Identify companies that they need to engage with if the ambitions to reduce carbon emissions are to be achieved.
2. Understand better what leads a company to have a large carbon footprint. Reasons may include; size, the nature of the businesses' activities or the performance of individual assets such as buildings, equipment or vehicles
3. Develop a set of tools and techniques on how best to assist firms tackle their carbon emissions. In Camden many of the large emitters are small firms with large fleets of vehicles. Thus, route planning and investing in alternatively powered vehicles are likely to be important approaches.
4. Work with the key emitters to establish more accurately the actual carbon emissions and tie this back to the initial estimates and hence develop an effective tool for predicting carbon emissions.
5. Help achieve the goal of reducing the amount of carbon emitted from the borough.

### Our solution

Few businesses, especially small and medium sized enterprises, publish details of their carbon footprints. This meant that a method had to be developed to estimate this using data that was currently available. However, there existed no single measure, such as turnover or employment, which could provide a reliable proxy.

TBR sought to address this problem using a four step method. First, desk research was used to establish whether there were any reliable data that might provide some method of estimation. Second, TCR, our database of 3m UK companies, was used to generate a set of league tables for Camden businesses based on employment and turnover. Third, empirical data linking carbon output to industries and sectors was applied to the businesses in Camden. Finally, a series of composite tables were set up to account for local activity and the size and types of premises occupied by businesses. Based on these sets of data, a final list of the likely 'top 100' carbon emitters was generated. The list included a flag to identify small and medium sized enterprises (SMEs) as this signalled whether EU funding might apply. Contact details, including the name of at least one director, was then added to each record to allow Camden Council to engage with the businesses.



The final phase of the exercise will be to compare the actual carbon footprints with the TBR estimates. This data will be fed back into the analysis so that a more accurate model can be built.

The project demonstrated the power of TCR and TBR's ability to think laterally and develop a novel approach to an issue of increasing importance.

tbr knows... **economics, creative, skills, environment**

To find out more contact: Martin Houghton, Associate, TBR Mob: 0790 00 88 405 Email: martin.houghton@tbr.co.uk