



# CASE HISTORY

Reducing the Carbon Footprint



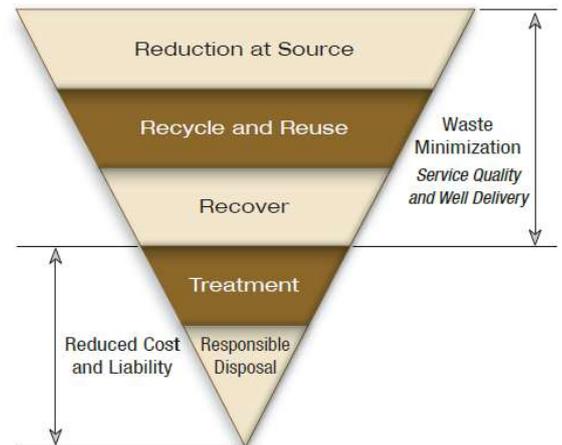
# Demonstrating the Impact of Best Waste Management Practice on Carbon Footprint

The Customer wished to assess the impact of their operations and demonstrate the benefit in lowering the overall Carbon Footprint of the Operations

## The Challenge

Best practice in the Oil Industry has followed a familiar philosophy of Reduce, Recycle, Recover/Reclaim, leading to reduced Treatment and Disposal. The industry has identified an element of that now, and increasingly will influence these steps to bring about increased value.

The production, transportation, and processing of waste has a carbon footprint that is now demonstrable, measurable and accountable for. The Operator must now be cognizant that there are now more effective ways to reduce the Carbon Footprint of material designated as 'waste'.



A UK based company required a full review of its activities to demonstrate how the best available methods used not only reduced waste providing a more economical solution but also provided a lower carbon impact.

## The Solution

A month long study commenced to measure the comparative carbon impact of historical waste management against the practices developed and deployed by the customer. The objective was to first measure, using industry standard methodologies the CO<sub>2</sub>e impact of traditional methodologies of consolidation, transportation, unloading, storage and incineration. This was the benchmark against which alternative methodologies could be compared.



With the baseline study complete, the enhanced waste management methodologies were measured to identify which areas provided a reduction in overall Scope 1 & 2 Carbon reduction.

## The Results

With the baseline established and the comparative Carbon Footprint established, the customer was provided with clear evidence that processing on site could reduce the overall carbon footprint by 60% typically. This 'value' representation could then be presented to the customer to enhance the value case of increased location processing and reduced centralization and storage of wastes. This could be cross referenced to the economic model to provide compelling business justification for processing versus the historical methodologies of transportation for incineration.

## The Details

The waste management technology provider was able to shift the business case from one of economic value in what they portrayed as 'best available technology', to one that reflected the value brought by reduced carbon footprint. Their customer in turn benefited from reportable figures for GHG Protocol Corporate Accounting and Reporting Standard & UK Government BEIS Guidelines for GHG reporting.

The customer like other businesses, are now realising the benefits of reducing their carbon-emissions and a move towards net zero helps raise their business profile through:

- First mover advantage
- Market differentiation
- Improved tender scoring
- Future proof against regulation
- Increased staff morale
- Leveraging a good Environmental, Social and Corporate Governance (ESG) profile to attract external financing.

## Summary

The customer was presented with the study and was engaged with in follow up support. They adapted their strategic marketing plan to orientate the value statement to one that reflected the findings of the project.

By embracing the carbon footprint the customer is differentiating its services through growth of its visualization capability. The differentiation could go further and as a result the company could have significant market disruption capability. This has assisted the company to achieve its revenue and EBITDA growth targets.