

Show & Tell Resource Pack

Understanding your Operational Footprint

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September 4th 2024

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Key Takeaways:

As a global agency, Amplify is committed to not only delivering exceptional brand experiences but also ensuring that their operations align with the urgent need for environmental responsibility.

In this session, Jennie took us through Amplify's journey towards understanding and mitigating their operational footprint. She shared the steps taken towards accurate and meaningful measurement with transparent reporting of Scopes 1, 2 and 3.

Why is measurement important?

- **Tipping Points:** Climate scientists are predicting warming to far surpass the 1.5C target set at COP21.
- **Compliance and Regulation:** In 2019, the UK became the first major economy to pass laws to reflect Net Zero and other countries are following suit. This means all businesses will need to meet net-zero emissions by 2050.
- **Targets:** Amplify publicly supports a 1.5C future via the SME Climate Hub. As part of this commitment you have to publicly disclose your Scope 1 and 2 emissions as a minimum annually.
- **"If you measure it, it will improve."** - Seth Godin, Author

Key Learnings:

1. **Understanding the Business:** Collaborating with auditors who understand both your business and the wider industry is crucial. This partnership helps gather relevant data and insights that are tailored to your specific needs.
2. **Reductions Take Time:** Achieving meaningful reductions in carbon emissions and operational impact is a gradual process. Changing mindsets and implementing sustainable practices require time, with education being a critical component.
3. **Contextualising Carbon Footprint:** It's important to place carbon emissions in context. Providing comparisons, such as those found in "The Carbon Footprint of Everything" by Mike Berners-Lee, can help make the impact of emissions more understandable and actionable.
4. **Looking Beyond Operations:** The company recognises that their responsibility extends beyond their direct operations. The work they do for clients impacts products and services consumed by audiences, and the industry as a whole must address this broader consumption impact collectively.

Resources:

Amplify's [Data Capture Pack](#).

This is the data capture pack Amplify have used to collate relevant Scope 1, 2 and some of Scope 3. This should be used as a starting point and not considered to cover all aspects relevant for all businesses.

This does not include the Purchased Goods and Services data capture tab as it needs to be quite business specific to ensure there isn't double-counting with some of the other tabs so currently this would just cover starting to capture the data required for:

- Scope 1 (Gas, Refrigerant gas, Company cars only, it does not cover Electricity, heat, steam generated on-site, Oil, LPG, Diesel, Fleet vehicles)
- Scope 2
- Scope 3
 - 2. Capital goods (tech only)
 - 5. Waste generated in operations
 - 6. Business travel (trains, taxis, hire cars, flights only)
 - 7. Employee commuting

Useful links:

- [SME Climate Hub](#)
- [Normative](#)
- [TRACE](#)
- [The Bulb](#)

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