



DECARBONISING YORK'S BUSINESSES.



Helping to deliver a fairer, greener net zero economy

Green Economy provides end-to-end support to businesses as the UK transitions to net zero.

Our mission.

Our mission is to accelerate net zero by simplifying corporate decarbonisation, whilst removing the barriers linked to slow or low adoption of green technologies. The support from our strategic partners enables us to deliver this work and to develop new programmes to achieve this shared goal.

Project context

Green Economy was commissioned by City of York Council to deliver decarbonisation support and advice to eligible businesses across York City through their Decarbonising the Business Base in York programme. This support enables local businesses to take action to embed sustainability into business operations, providing financial savings, long-term competitive advantage and resilience.

Project highlights

- Over 750 tonnes CO2e savings identified
- Delivery of more than 39 business carbon reduction action plans
- Direct engagement with more than 100 businesses

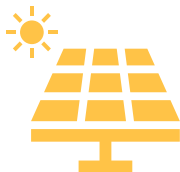
- 40,000 marketing activity reach
- Development and delivery of 'Cut Carbon, Cut Costs' four-part webinar series
- 18 introductions to green tech providers
- 4 carbon reduction projects already proceeding to implementation, with a value of over £25,000
- Effective working partnership with 13 key local stakeholders



PROJECT HIGHLIGHTS



756.02 tCO2e identified carbon savings



18 businesses investing in green technologies



39 organisations supported with carbon action plans

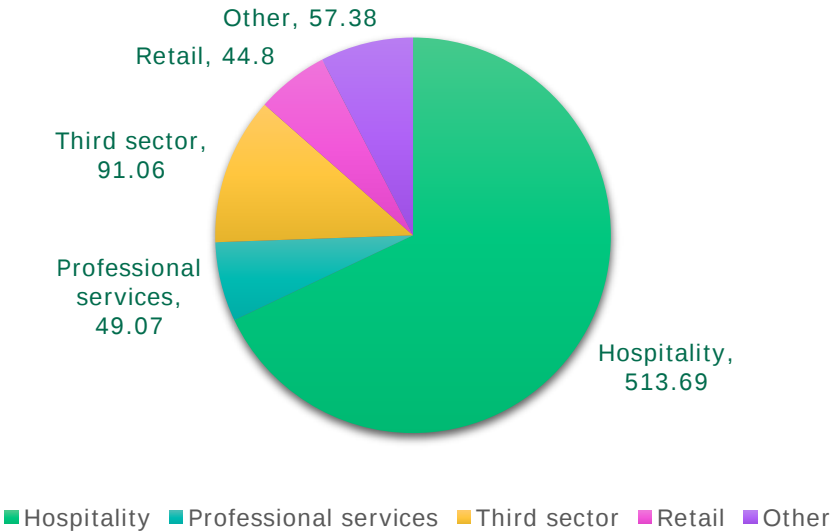


40,000 marketing reach

Impacts achieved between September 2023 – January 2025.

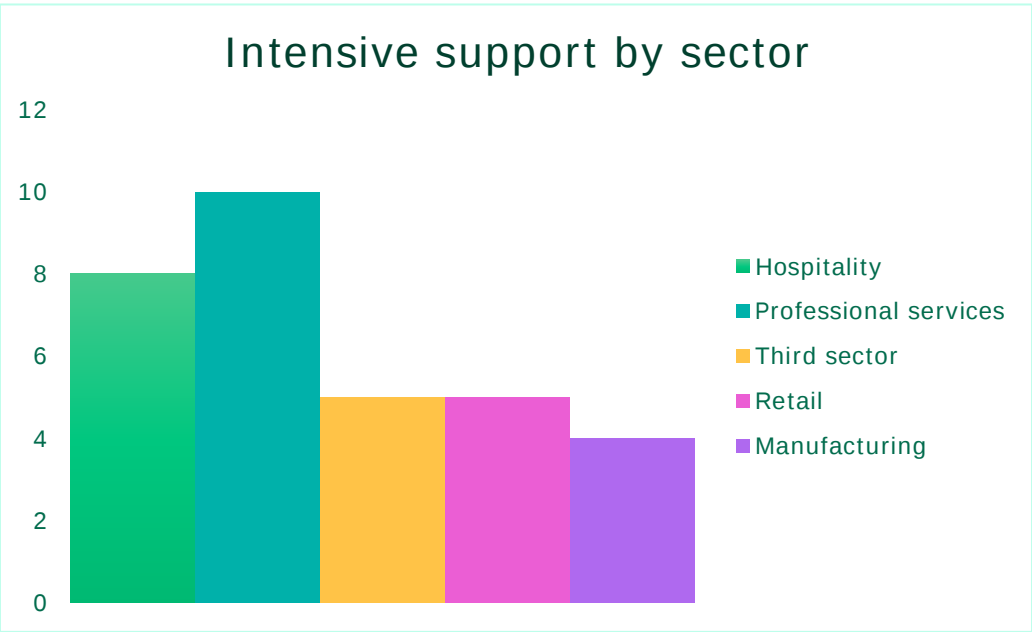
Sustainability Impact

Carbon savings by sector (tCO2e)



The project has reached 40k through marketing and communications activity, utilising channels including direct marketing, media coverage, stakeholder engagement, event attendance and sponsorship to raise awareness of the role that York’s businesses must take in supporting the local net zero target. The project has actively engaged with more than 100 businesses through events, training and networking, working intensively with 39 businesses to date.

This has led to the development of bespoke carbon reduction plans which identified **756.02tCO2e** of prospective carbon savings. These savings are distributed across four key sectors which is shown in the Carbon savings by sector graph.



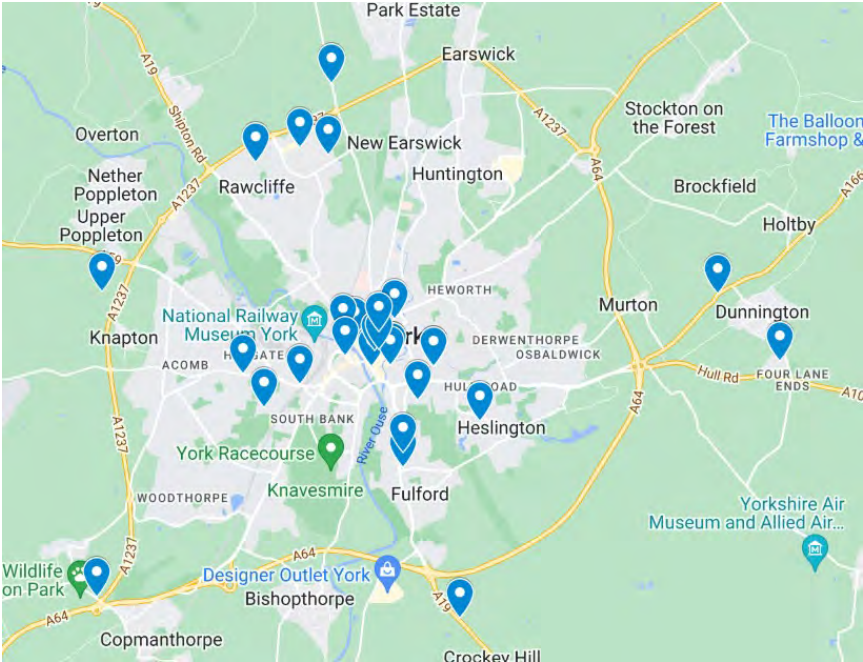
A key deliverable of the project was to ensure the entire region could access support balancing support for inner city businesses while also reaching rural areas. The following map shows support delivered around City of York Council's authority which success in achieving this.

Project delivery Carbon footprint:

GE meticulously tracked its environmental impact while delivering this significant initiative. Despite the scale of the project, emissions were kept to **0.11 tCO₂e**. Covering **1,502 miles** primarily via **national rail**, minimum vehicle trips and a little help from **York's all-electric buses** for additional support.

Engagement by sector and location

39 organisations have received intensive support which has included an onsite assessment to look at energy and resource efficiency opportunities, and the provision of a bespoke carbon reduction action plans. The intensive support by sector graph demonstrates the split of this support by sector. Implementation of the recommendations will take time but already projects are going ahead to a total of well over £25,000.



Project reach



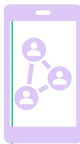
£12k marketing spend



450 website views



34,000 media views



>5000 social media impressions

Green Economy delivered a multi-channel marketing campaign to reach businesses and encourage them to engage with the project. Activities included direct marketing, media relations, paid and organic digital marketing and stakeholder engagement, leading to relationships with 13 local networks. Marketing reached more than 40,000 over 12 months, generating a pipeline of clients for support whilst raising awareness amongst local business owners of their role in York becoming a net zero carbon city by 2030.



Call to join in race to sustainability

Suhail Ahmed

WHEN I was growing up in Sudan, energy scarcity had a day-to-day impact on our lives. Only 30 per cent of the population had reliable access to electricity and we had long hours of blackouts because the demand was very high with a growing population and generation wasn't keeping up.

"That inspired me to choose a career in sustainability, starting out encouraging people in rural areas in Sudan to install solar panels and promote sustainable development.

My memories of these experiences are still with me in my current role as a sustainability and net zero consultant for Green Economy group.

We are calling on York businesses to sign up in time for our free carbon reduction scheme, run in partnership with City of York Council, which offers a package of free tailored support to help businesses reduce energy costs and boost their green credentials as they transition to net zero and sustainable development.

More than 30 businesses have signed up since its launch in September 2023 and a whopping 567 tonnes of CO2 savings have already been identified – equivalent to taking 24 petrol cars off the road for a year.

The first step is making sure they are aware of their environmental impact to establish a baseline of their emissions.

From that level of awareness and understanding, we can work on findings ways to improve efficiencies and reduce their carbon slice.

This is so important for several reasons.

We live and work in a country where sustainability matters, especially at a government level, so it's important that businesses get ahead of any upcoming legislation and start reporting their emissions now.

Sustainability is a growing factor when it comes to customers and sales opportunities.

If your business isn't able to report upon and share about your environmental efforts, you could miss out on business to competitors with a more compelling green narrative.

Another benefit of working with us to understand your carbon emissions is the opportunity to find new ways to save money both in the short term and long term with more efficient energy sources and supply chains.

While the UK has targets for getting to net zero by 2050 – City of York Council has an ambition for York to be a net-zero carbon city by 2030.

And that simply won't happen without the involvement of small businesses across the country.

Businesses reporting their emissions can help create a butterfly effect by inspiring others to get involved.

If we can create a cluster of businesses in York lowering and changing for the better, that will spread and make a real difference.

One York business that I have worked with have been able to identify savings of 5.5 tonnes of CO2 and financial savings of around £4,000 a year by implementing changes to how they work.

This scheme can only accept applications until January, so why not do your part and get in touch today?

Businesses can sign up at <https://www.green-economy.co.uk/york>.

Suhail Ahmed is a sustainability and net zero consultant at Green Economy.



**Green Economy**
3,260 followers
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From riverboats to renewables: small changes, big impact! 🌱

🌱 **City Cruises UK York** is steering toward sustainability with Green Economy's support! By swapping fluorescent bulbs for LEDs and tweaking equipment usage, they're saving energy, cutting costs, and reducing carbon emissions - proving small steps make a big difference.

💡 Working with **Suhail Ahmed** to build a funded carbon reduction plan, they're ready for bigger green wins. Read the full case study here: <https://lnkd.in/e/J5GZPa>

City of York Council, 📍 Christopher Pegg



Green Economy.

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