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## Carbon Footprint Appraisal Proposal for Shrewsbury Town Council

Dear Amanda,

Thank you for contacting us about completing an assessment of your carbon footprint. Following on from our discussions, I am delighted to present our proposal to complete a Carbon Footprint Appraisal for Shrewsbury Town Council.

I understand you were recommended to us by Salisbury city council who have continue to work with us to meet their net zero targets. Having discussed with you further Shrewsbury town council has also made a commitment to becoming carbon neutral by 2030. As I'm sure you are aware it is becoming increasingly important to be able to demonstrate strong green credentials and a commitment to addressing climate change. The proposed appraisal will be the first step toward this, informing the development of your ongoing carbon reduction strategy as well as any decisions to offset your emissions and become a carbon neutral organisation.

### Carbon Footprint Appraisal Service



Measure



Aim



Reduce



Offset



Communicate



Comply

Assessment of your carbon footprint is the first step of your annual carbon management journey.

Within this proposal we have supplied you details of the Carbon Footprint Appraisal Service to help you understand and track your emissions. The assessment follows the principles outlined by the Greenhouse Gas Protocol and the UK Government's Guidelines on Greenhouse Gas reporting.

We now include a **Homework Footprint Appraisal as part of the standard assessment**. This is an estimation of the emissions caused by employees who work from their house. This is needed for companies and organisations whose employees normally work from home, and those whose



employees have worked from home within the data period, for example due to crises such as COVID-19.

Following the assessment you will also be provided with a 12-month licence to use the Carbon Footprint Standard branding, which can be used in your marketing materials as a key differentiator to your competitors.



The price for this assignment is **£4,125 ex VAT**.

## Optional Services

Following a carbon footprint assessment many of our clients ask us to support them with additional services such as target setting (Scopes 1 & 2) and Scope 3 and assessing their supply chain. Within this proposal I have provided you with information about these as well as their respective costs.

### Going Carbon Neutral

Many businesses similar to yours are choosing to go carbon neutral via carbon offsetting to mitigate the damage from the emissions already caused. **Carbon offsetting is a mechanism to fund projects that directly address the climate emergency.**

The process of carbon offsetting is very easy, brings strong benefits to your business of **enhancing brands, differentiating your business within PQQ/tenders and supply chains** as well as **engaging staff**.

**Projects are available across the globe** – including **UK based** and developing regions in Asia, South America and Africa **supporting your CSR and outreach goals**.



## Next Steps

I trust this proposal meets your requirements and provides excellent value in helping you to fulfil your business goals.

Please call me if you would like to discuss this proposal further. Alternatively, to get started please select any of the optional services you would like and sign the confirmation form on the final page, then return it to me. As soon as I receive your form, we will get your work underway.

Yours sincerely,



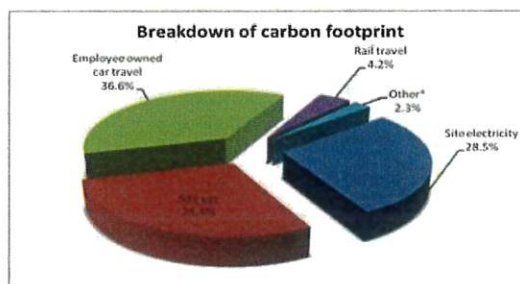
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# 1 Scope of Work

## 1.1 Carbon Footprint Appraisal




The first step of your sustainability / carbon management programme is to gain an independent and thorough understanding of your current greenhouse gas (GHG) emissions. Carbon Footprint Business Appraisals provide a comprehensive assessment, identifying current major emission sources and project opportunities for savings in the future.



Carbon Footprint Ltd's appraisal service is aligned to ISO14064-1, Greenhouse Gas (GHG) Protocol, and follows UK Government Guidelines for reporting GHG emissions.

Carbon Footprint Ltd shall:

1. Supply a "data collection pack" to ensure Shrewsbury Town Council collates the essential data for the primary Carbon Footprint Business Appraisal. This will enable Carbon Footprint Ltd to calculate and assess the emissions for Shrewsbury Town Council. The data required will include:
  - Electricity and fuel usage in buildings and associated activities,
  - Details of staff business travel
  - Logistics (including lorry/van usage)
  - Streetlights on council land
  - Town council waste
  - 5 public washrooms
  - 39 recreational grounds
2. Provide a data pack briefing session to Shrewsbury Town Council, to guide you through the data collection pack and ensure a full understanding of the essential and optional data required. During this consultancy/telecom we can help you begin the data collection.
3. Provide consultant support (via telephone and e-mail) when required to help Shrewsbury Town Council complete the data collection pack in a short amount of time.
4. Check the data provided is within expectations for your type of organisation. This is based on our past experience gained through working with hundreds of different organisations.
5. Calculate emissions and carbon footprint following industry best practice methods, and the most up to date emissions factors.
6. Provide a report showing the results of the Carbon Footprint Appraisal (and optional footprints if selected). The report will include:
  - An Executive Summary of the results of the analysis
  - A clear definition of the boundaries of the calculation
  - Definition of the methodologies used in the assessment
  - An accuracy assessment

- Breakdown of emissions according to Scope, Sites and Sources
  - Detailed analysis of the results
  - Comparison with baseline year and previous assessment year (where applicable)
  - Commentary on the results
7. Provide recommendations based on the results of the Carbon Footprint Appraisal and our understanding of your recent activities and current plans. The recommendations will focus on some key projects that can be undertaken to reduce emissions and/or help generate commercial benefits from your activities.
  8. Provide Shrewsbury Town Council with a 12-month licence to use the “Carbon Footprint Standard” endorsement branding, to aid promotion of your environmental credentials. This can be used within your marketing materials, providing a strong and highly visible differentiator from your competitors.
 
  9. Provide materials for you to use for staff/stakeholder engagement
    - **Climate Change primer sheet** - to help you to explain to employees and your markets how our actions impact of climate change.

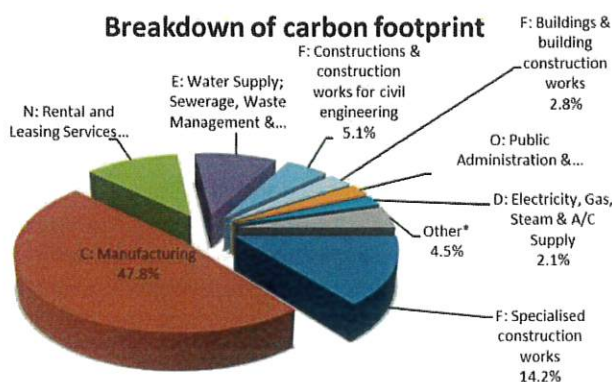
## 1.2 Optional service: Top Level Scope 3 / Supply Chain Screening Assessment

Understanding your wider Scope 3 / Supply Chain emissions is becoming more important for many business - particularly for large organisations that rely on numerous quantities of supplied goods and services. By doing a Top Level Scope 3 assessment you will gain a better appreciation of the environmental impact of your supply chain, and be able to identify the major emissions sources of the products and services you purchase.

Supply Chain Footprint assessments are increasingly being considered by organisations especially those involved in setting Science Based Targets (SBTs).

To complete a Top Level Scope 3 assessment, you will need to be able to provide a spend report against Standard Industrial Classification (SIC) codes for spend on items not already covered within the main assessment (e.g. building energy, travel etc.).

Following this Top Level Assessment, you may want to focus on certain carbon “hot spots” within your supply chain to start driving down emissions in these parts of your business. We can support you with this as a follow-on activity if required.



Note: this assessment does not include downstream emissions that are outside of your spend control (e.g. emissions associated with in-service use and end-of-life of products you may supply).

### 1.3 Optional service: Target Setting

Targeting carbon reductions is a key step in developing your low carbon strategy.

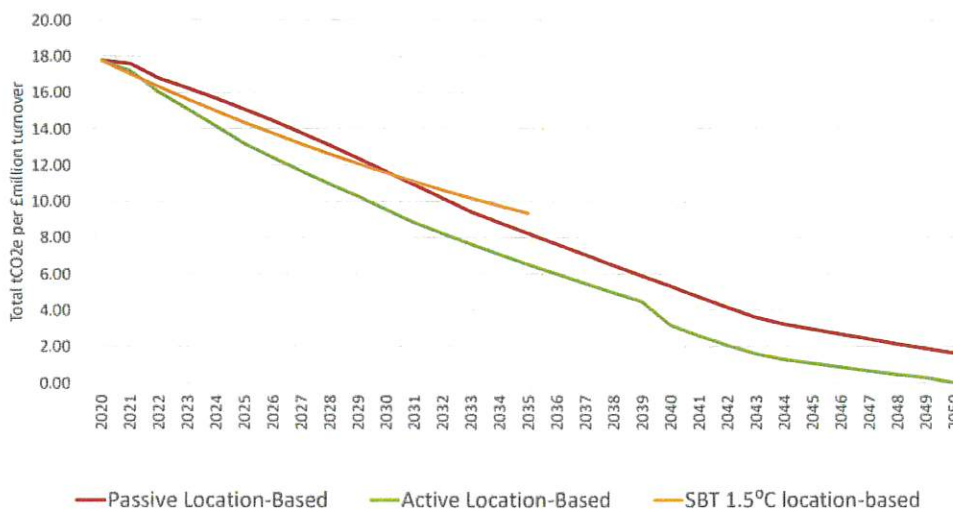
This service is for companies who wish to be certain that the overall strategy for reducing CO<sub>2</sub>e emissions toward a net zero carbon target is grounded. This independent and experienced perspective will help to ensure that the strategy is appropriate for the business. The target setting will cover the following aspects of carbon reduction:

- Passive Reductions (those that are likely to occur without any action taken by the company e.g. decarbonisation of the electricity grid over time)
- Market Reductions (those that can be achieved through select green energy tariffs)
- Active Reductions (those focused on improving energy efficiency, reducing travel emissions, accelerating the switch to electric vehicles and wider Scope 3 factors)
- External Reductions (those caused by carbon compensation and carbon offsetting investments)

The scope of emissions included shall be scopes 1, 2 and transport as defined in the table in section 4.2

**Scope 3 Target Setting of the Full Supply Chain** is also offered as an additional cost option and will be done using data already provided in the Supply Chain Screening exercise (section 1.2)

## Modelling your future emissions allows you to set realistic targets



Carbon Footprint Ltd offer to provide:

- An experienced environmental consultant allocated to lead the target setting analysis.
- Initial analysis of targets considering Passive, Market, Active and External Reductions
- Assessment and comparison of Science Based Targets (SBTs)
- A Target Setting Workshop which is a 1-hour virtual presentation & discussion with key stakeholders.
- A final Target Setting report

A Target Setting Workshop will be facilitated virtually (via MS Teams). This provides you with the chance to review and discuss the results of the carbon footprint appraisal and agree long term carbon reduction targets. A typical agenda for this session is shown below:

Topic	Duration
Introductions and agenda	5 mins
Presentation & Discussion of the Carbon Footprint Appraisal Results	10 mins
Strategic business drivers for Sustainability in your business	10 mins
Setting goals and targets based on your Appraisal Results that fit with the business strategy	30 mins
Discussion of carbon reduction project ideas	15 mins
Wash up and review of workshop outcomes	5 mins

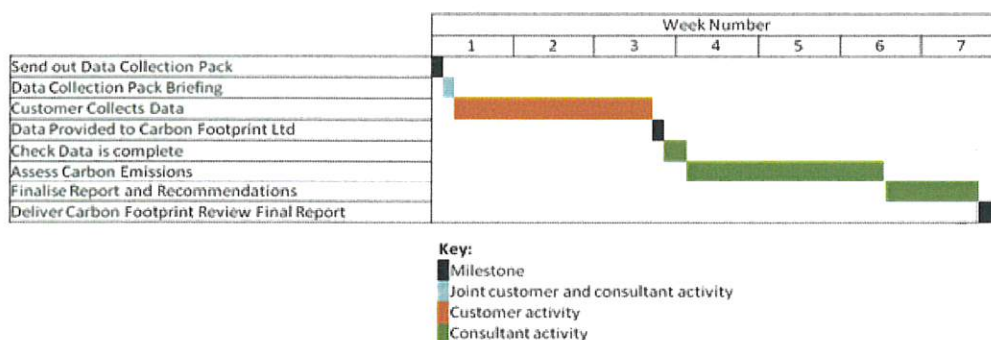
#### 1.4 Optional service: Commuting Footprint

Commuting Footprint includes an estimation/screening of the CO<sub>2</sub> caused by employee commuting, which is a scope 3 emission. Tracking and reporting on this element is crucial in understanding the full extent of emissions caused by your overall business activities and is also a mandatory requirement of the Carbon Management Plan and Reporting service (PPN 06/21). The inclusion of a Commuting Footprint helps save costs by outlining areas in which the business can encourage a change in employee behaviour, driving down associated emissions and encouraging sustainable methods of commuting. In addition, it demonstrates to your customers, staff, and other stakeholders that you are managing a wider range of your environmental impacts.

## 2 Schedule & Deliverables

### 2.1 Schedule

The following chart shows a typical schedule of activities for a Carbon Footprint Appraisal.



### 2.2 Deliverables

The following table shows the deliverables and typical schedule for this assignment.

Deliverable	Typical Schedule
Appraisal data collection pack and data pack briefing session	Following contract signature
Carbon Footprint Appraisal report	Within four weeks of receiving the completed data collection pack
Target Setting Workshop	Within four weeks of completed report
Top Level Scope 3 / Supply Chain Screening Assessment	Within four weeks of receiving the SIC code data collection pack

### 3 Why Select Carbon Footprint Ltd?

Carbon Footprint Ltd is the first choice for hundreds of organisations. These range from SMEs to multinational blue-chip corporations. Like you their goals are to cut the cost of carbon in their business and maximise sales by developing true sustainable credentials. This also helps prepare for future legislation.

- We believe in carbon reduction 'at source' as the 'gold standard' for climate change mitigation.
- We are also passionate about supporting decarbonisation globally as rapidly as possible, that is why we are a leading carbon offset solutions provider.
- We serve businesses and organisations from the largest corporates to more modestly sized SMEs.
- We are the founders of the **Freedom Flight Prize** (<https://www.freedomflightprize.org/>) – the ground-breaking programme for the first carbon-free flight across the Atlantic in a regular 100+ seater passenger plane.
- We are founding members of the Quality Assurance Standard (QAS) for Carbon Offsetting (see <https://qasaudit.com/> for details).
- We are the UK Government's chosen provider for offsetting their travel emissions.
- Many leading brands select us to offset their emissions including DHL, Macmillan Publishers, Wates Construction, Radisson Blu Hotels etc.
- We have worked with many similar companies within your market sector to help them successfully monitor, manage and offset their emissions.
- We are an award-winning UK based family owned business, with a team of dedicated climate scientists, engineers and environmental consultants providing high levels of customer service and flexibility.
- We bring our core values of sustainability, innovation, flexibility and teamwork to all our projects.
- We are ISO 14001:2015 and ISO 9001:2015 certified.
- We run the Carbon Academy (for peer group learning).

#### About us

Check out our short 5-minute video detailing our **wide range of services** that we provide here at Carbon Footprint Ltd.

For more details on any of these services please get in touch with your Carbon Footprint contact.

<https://www.carbonfootprint.com/aboutus.html>





## 4 Price and Commercial Terms

### 4.1 Price and Payment Plan

Service	Price (£ ex VAT)
Carbon Footprint Appraisal	£4,125
<b>OPTIONAL SERVICES*</b>	
Commuting Footprint	£250
Top Level Scope 3 / Supply Chain Screening based on SIC code spend analysis	£1,250
Target Setting (Option 1) - Scope 1, 2 and Scope 3 Travel only	£1,250
Target Setting (Option 2) – Scope 1, 2 and Scope 3 Travel and Supply Chain**	£2,700

\* Prices for optional services apply only when ordered with the appraisal.

\*\* Supply Chain Screening option must also be ordered

Client will be invoiced for 100% of the value on contract signature. Payment terms are 30 days.

### 4.2 Dependencies

These prices are dependent on Shrewsbury Town Council providing the following:

1. Information requested in the data capture pack and in the requested format
2. Access to relevant staff members, along with their willingness to provide the information or access to the information.
3. Once the Data Capture Pack / final data is deemed complete by client and Carbon Footprint Ltd, no further changes to it are possible. If the client does subsequently request a change to the data, Carbon Footprint reserves the right to charge at our day rate for the required changes to the calculations and report.

This price is based upon the following company profile:

<b>Total number of employees</b>	85
<b>Total number of sites</b>	5
<b>Own van / lorry use</b>	20 vehicles, 35 machines, 5 grey fleet

### 4.3 Validity

Unless otherwise stated, these prices are valid for 30 days from the date of this proposal letter.

### 4.4 Terms and Conditions

This proposal is subject to Carbon Footprint Ltd's standard terms and conditions, which can be found at <http://www.carbonfootprint.com/tsandcs.html>.

