



EnergyAction

MAKING ENERGY EASIER, CLEANER, & COST LESS

Energy Action's Net Zero 5-Step Action Plan

We are currently completing our own Net Zero for least cost journey. It has given us first-hand experience of the challenges and benefits. And it's a story that we hope will help other companies who want to protect the world our children will inherit.





Today, organisations reaching Net Zero aren't just lowering their emissions, decreasing their overheads and boosting their PR. They're increasing their ability to attract new investors, clients, customers, and opportunities.

But reaching Net Zero doesn't just occur with the flick of a switch. It requires responsible consideration, a data-led plan to reduce your energy consumption, and a set of timed activities to minimise your carbon.



ENERGY ACTION'S PERSPECTIVE

The facts and science have been telling us the same thing for too long.

- ▶ Climate change, driven by carbon emissions, is having real and dangerous impacts on our planet, economy, health, and way of life.
- ▶ Australian's pay some of the highest energy costs in the world.
- ▶ The language used to sell and describe energy is deliberately convoluted.

We believe that the status quo is no longer acceptable.

Our mission is to make energy easier, cleaner, and cost less. And we aim to do it by providing clear, low-cost paths to Net Zero.

John Huggart,
CEO Energy Action



EnergyAction



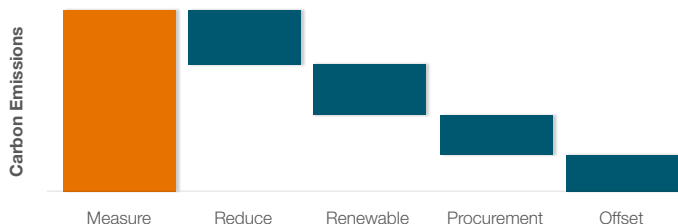


Our 5-step plan

In 2020, our Board and Executive decided it was time to walk the talk by requesting and then overseeing the planning and execution of our own Net Zero journey.

Through the request, we devised a 5-step plan linearly around measuring, reducing, renewables, procurement and offsetting.

The Steps Towards Net Zero



STEP 1: MEASURING

We established FY20 as our baseline year, using our [Energy Management Service](#), which simplifies data collection and energy consumption monitoring. After collating our invoices and meter data into emissions records, we clearly defined what we needed to reduce.



STEP 2: REDUCING

We implemented energy efficiency measures and minimised other emission sources like waste and car and air travel. From February 2020, due to COVID-19, we also moved our business, chat, and voice applications to the cloud to allow remote collaboration and sales presentations.



STEP 3: RENEWABLES

Unfortunately, because we lease our office space, we're unable to install onsite solar. But if your business can take advantage of its roof space, consider our [Energy Buying Service](#) and the savings and emission reduction benefits they offer.



STEP 4: PROCUREMENT

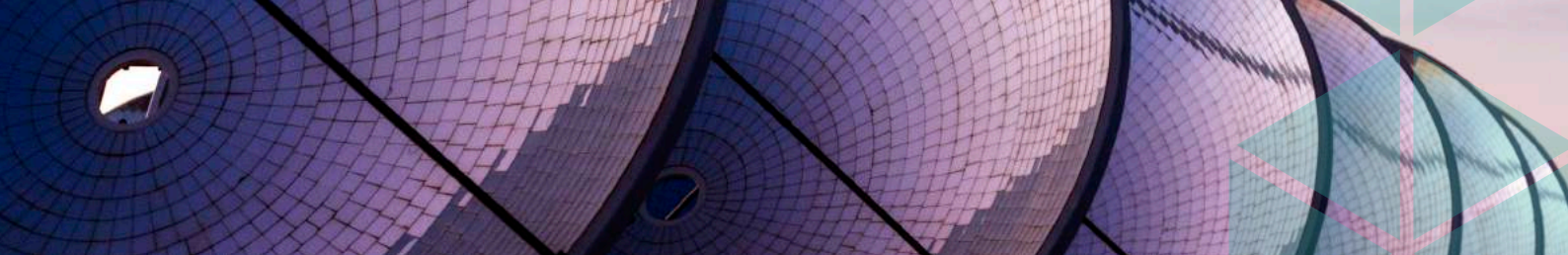
Using our [Energy Buying Service](#), we replaced the remaining fossil-fuel-powered electricity we were using with electricity powered by 100% renewable energy.



STEP 5: OFFSETTING

We used our [Offsetting Service](#) to buy carbon credits that we could use against our travel and waste emissions. Offsetting emissions is used to counteract an organisation's emissions, with the credits purchased going towards environmental projects such as reforestation.





ENERGY MANAGEMENT SERVICES

Our Energy Management Services collate and simplify your energy data. When you know how much energy your company is using and how much emissions it's producing, you can start planning how you'll reduce your costs and carbon.

BUYING SERVICES

Our Buying services drive down the prices of electricity, natural gas, green energy, and environmental certificate services. They're an essential part of helping businesses reach Net Zero for least cost.

🏆 Getting certified

Achieving Net Zero emissions or carbon neutrality is something to be celebrated and loudly promoted.

But before sharing the good news, we recommend getting certified by the government-backed Climate Active program. The certification trademark is a visible and recognised stamp of approval that proves you've reached carbon neutrality in a legitimate, transparent and credible way.

The process consists of two main steps: application and verification. Application covers the collection and submission of emissions data and sources and takes around four weeks to complete. While verification, the audit of that data, takes three weeks. A registered consultant carries out each step.

Finally, Climate Active takes around six weeks to review, then grant certification and membership to the Climate Active Network.

Meeting the Climate Active thresholds is further confirmation to everyone in our business that our efforts are tangible and meaningful!

It's worth noting that a re-baseline of emissions is required every five years, while a statement is needed every year for ongoing certifications.

What Net Zero means to Energy Action

Being recognised as a Net Zero company can be the difference between winning or losing business opportunities, hiring or keeping the best people, and attracting investor interest.

Going through the process can improve efficiencies, significantly lower overheads - leading to substantial savings - and boost your PR.

If you do it now, you'll lower your company's future environmental footprint. You'll also create an opportunity to stand out against competitors and provide positive leadership recognition. Just remember not to boast too much about it when you're at your next bbq!

KEY ACTION POINTS TO CONSIDER

- ▶ Know what Net Zero means to you. Use a clear definition based on your business sector and applicable public policy or regulation.
- ▶ Get Board and Executive buy-in.
- ▶ Establish an ongoing process to measure and report emissions.
- ▶ Control costs - both energy measuring and auditing and the price you pay for your energy.
- ▶ Get certified and tell your customers, staff, and community about your achievement.

