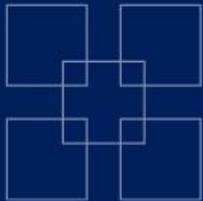




CITMA Webinar - Small steps, big impact: practical sustainability for IP practitioners

Adam Bastock, Small99



Welcome!

Today we'll look at ways you could improve the operations of your business with sustainability in mind, and how each part of your business could benefit from simple actions:

- **Innovation:** cut costs and open up new ways of doing business
- **Profitability:** cutting costs and running a leaner business
- **Resilience and continuity:** responding to challenges and changes in the macro-economic and policy climates

Share

Submit challenges you've experienced throughout the session via the Chat!

We're going to open up these questions at the end and try to answer them.

What challenges have you faced on Sustainability?

The Plan

We're going to look at different areas of your business:

- What action can you take?
 - Water
 - Energy
 - Waste
 - Supply Chain
- **Benefits of Action**

How to Plan your Action

**HIGH
IMPACT**

High Impact

High impact actions could help transform and assist in reducing carbon emissions.

Think about opportunity as well as sustainability.

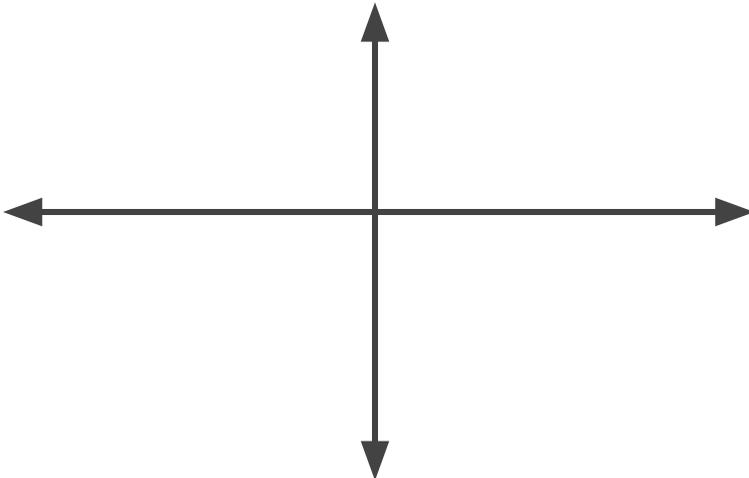


Low Effort

Low Effort applies to any actions that you can do quickly in the next few weeks.

That might be just getting it started, or completing where you have more control.

**LOW
EFFORT**



**HIGH
EFFORT**

High effort

High effort applies to any actions that are likely to take longer and be planned into the future.

This might mean you need multiple people involved to complete the action, or that it requires significant funding.

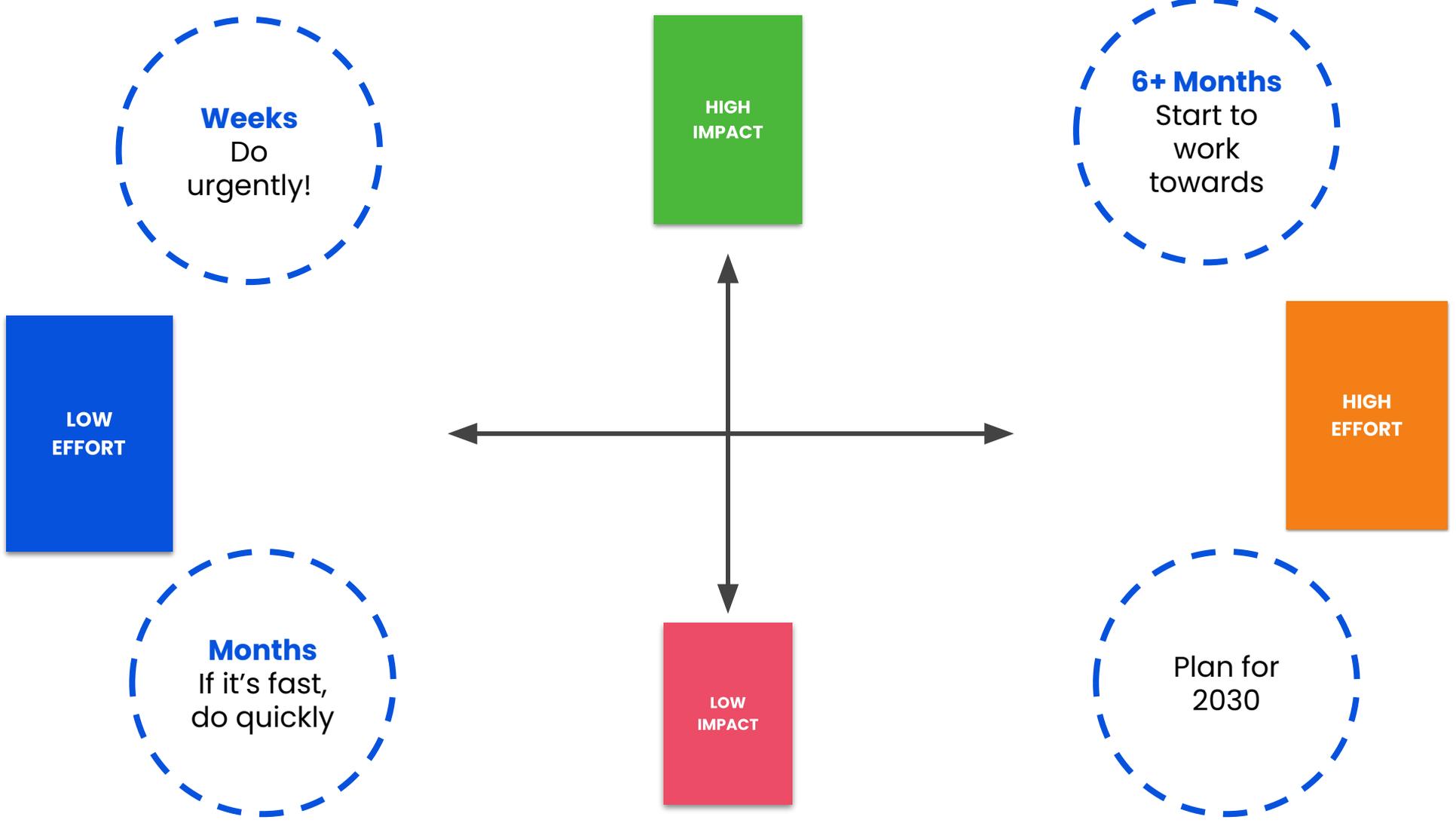
**LOW
IMPACT**

Low Impact

Low impact actions may not make much difference to your impact or operations.

Why use this Priority Matrix?

- Not everything is in your **control**
 - Direct Control
 - Influence
 - Outside of your control
- Some things may be easier to do than others
- That's okay! This is about making a plan
 - Some stuff could be quick
 - Some may need planning and take longer
 - Doesn't mean it's not worth doing



Weeks
Do
urgently!

**HIGH
IMPACT**

6+ Months
Start to
work
towards

**LOW
EFFORT**

**HIGH
EFFORT**

Months
If it's fast,
do quickly

**LOW
IMPACT**

Plan for
2030



Water

Water

We are all used to checking our energy bills, but what about our water bills?

Water may potentially get more expensive over time as it is increasingly strained as a resource from lack of storage, reducing rainfall and increases in population.

The good news is, there's some rapid ways you can save money and water at the same time.

In one example, a hotel saved 1,300 cubic meters of water, just using tap aerators.

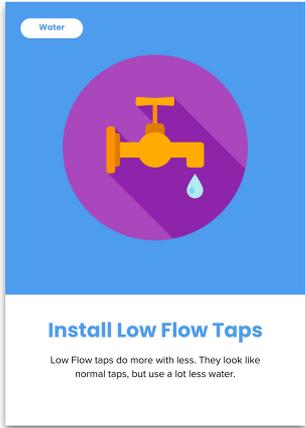
Depending where they are in the country, this could mean savings between **£1,400** (Edinburgh) and **£4,000** (Bristol)* a year.

**Water prices vary depending on your location in the country.*

READ
MORE:



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Water **Install Low Flow Taps**

● **Impact - H** ● **Cost - L** ● **Effort - L** ● **ROI - H**

i The average office uses 50 litres per employee per day.

Next Steps:

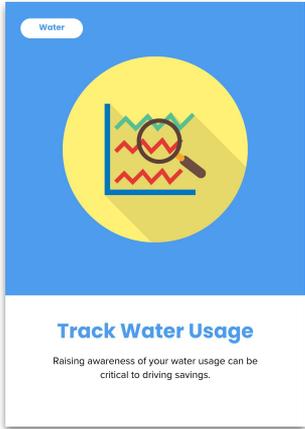
Changing your taps may require working with your landlord, but even installing aerators can be done easily.

1. Install Low Flow devices to reduce water usage;
2. Consider installing hot-taps to avoid people overfilling kettles.

?? Most people use around 3 times as much water as they think.

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- Do you know how much water you actually use?
- How much is this costing you?
- As we saw, can have fast payback periods



Water **Track Water Usage**

● Impact - M ● Cost - L ● Effort - L ● ROI - H

i 1kg of Cotton can use 10,000 litres of water to be produced!

Next Steps:

You may be used to tracking your energy usage, but do you track your water?

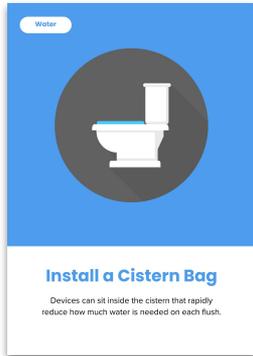
1. Start to look at monthly water bills and review similar to electricity;
2. If possible, install smart water meters to give you more data;
3. Review each month based on other changes in behaviour you make.

?? A single tap that drips 30ml of water can cost over £300 a year in extra water.

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The main content area has a blue header with 'Water' and 'Track Water Usage'. Below the header is a progress bar with four colored circles and labels: 'Impact - M' (orange), 'Cost - L' (green), 'Effort - L' (green), and 'ROI - H' (green). A yellow callout box contains an information icon and the text '1kg of Cotton can use 10,000 litres of water to be produced!'. Below this is a 'Next Steps:' section with a paragraph and a numbered list. A blue callout box at the bottom contains a question mark icon and the text 'A single tap that drips 30ml of water can cost over £300 a year in extra water.' The footer includes the copyright notice '2025 © Small99'.

- Engage your team to track this data like you do energy bills
- Consider your processes
- **Manufacturing** - could you be more efficient?
- **Hospitality** - How do staff use water?
- **Offices** - are people overfilling kettles and wasting water?



Water

Install a Cistern Bag

● Impact - H ● Cost - L ● Effort - L ● ROI - H

i Toilet flushing uses between 5 and 10 liters per flush.

Next Steps:

1. Estimate how many times a day the toilet is being flushed;
2. Find your water bill and work out how much a litre of water costs;
3. Multiply toilet flushes per day by 2. This is the litres a day saving. Convert this into £;
4. Install a Cistern Bag / Brick / Hippo to save water.

Contact your water company - sometimes they offer them for free!

?? Installing a cistern bag in your toilet can reduce flushes by up to 2 litres per flush.

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- Water usage can add up!
- Especially if in big offices that lack water management processes / services
- Savings can stack up over time pretty quickly and these can be given for free!



Energy

Energy

Energy emissions are easy to directly link to costs through energy bills and can be a great starting point to engage the wider team.

It's also the most likely required part of reporting your emissions as they fall under Scope 1 and 2 emissions, which is most commonly required by legislation and procurement.

Energy is a great starting point to engage your organisation, however it's important to not get too stuck on it. Renewables alone are not enough to reach Net Zero, and we need to tackle behaviours and consumption too.

Funding may be more available for energy applications than other interventions.



Use a Smart Plug

Sitting between the wall socket and your device, smart plugs let you measure how much energy your device is using.

● Impact - M ● Cost - L ● Effort - L ● ROI - H



Smart plugs cost around £15, but let you manage and detect the energy usage of any device!

Next Steps:

1. Buy and install a smart plug;
2. Track the energy usage of a chosen device for a week and then take note of energy used and multiply by 52;
3. You now have the total kWh energy used by the device for a year;
4. Convert this figure to £ to see how much devices cost you to run!



'Energy Vampires' are devices that use lots of energy without you noticing. Old fridges or kettles being boiled lots can eat up cash!

- Great way to get energy data even if you're a tenant or don't have energy bills
- Can be a good way to identify high cost sources
 - Fridges
 - Equipment



Use Solar Window Film

Solar Film can reduce glare, UV and heat without needing to change the windows.

Energy

Use Solar Window Film

● Impact - H ● Cost - L ● Effort - L ● ROI - H



Solar film reduced the solar heat penetration of one salad bar in Glasgow by 66%.

Next Steps:

1. Look for a local installer who can assess suitability for your property based on location and window type;
2. Assess your energy usage and calculate how much money is spent on air conditioning and other heat stress;
3. Estimate payback periods.



Window film typically costs a few hundred pounds to install, making it a cost effective way to cut cooling bills.

- Not always high tech!
- Solar film reduces impact of heat penetration of strong sunlight
- Depending on your location this can have a big effect at minimal costs
- It's the knock on behaviour change - E.G. reduce air conditioning usage in Kitchens.



Schedule Heating

Scheduling heating can remove human error from energy usage, such as leaving heating on over the weekend.

Energy

Schedule Heating

● Impact - L ● Cost - L ● Effort - H ● ROI - H



You don't need to change your heating system to save money and use existing energy more efficiently.

Next Steps:

1. Survey staff to understand their existing behaviours and when they are most often in the workplace; turn heating/cooling on or off.
2. Check this against your current timers and heating schedules if you have some;
3. If you don't, put them in place!
4. Educate staff on the costs of heating out of hours.



The Climate Change Committee suggest that 66% of carbon emission reduction needed can be achieved through behaviour change.

- How do your staff actually work?
- Are you heating rooms unnecessarily?
- Could you heat people not places?



Waste

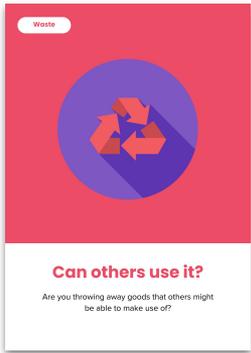
Waste

Waste is one of the most visible parts of your business' emissions. It's also often where your journey starts and where teams are most engaged.

When asked what their sustainability policy is, most businesses we engage start by talking about recycling policy.

However, it's important to note it is often a small part of your total footprint, unless you are producing a lot of stuff.

The actions we've included all lean into circular economy principles as a soft way to introduce you to the topic and to think beyond just counting crisp packets!



Waste

Can others use it?

● Impact - H ● Cost - L ● Effort - H ● ROI - L

The Royal Mint have started to process 4,000 tonnes of e-waste each year and are turning it back into coins and currency.

Next Steps:

1. Track what items you are throwing away each week;
2. Dig deeper into where it's coming from. For example, are you throwing away a lot of bubble wrap due to your suppliers sending them?
3. Do you know other businesses locally who can start to use them rather than it being recycled?

Remember, there is no **“away”**. When throwing items away it has to go somewhere. Understand where this is!

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- It's about rethinking what you throw away
- Is this valuable?
- E.G. Could packaging being sent to you, be returned to the suppliers?
 - Or even better - not sent in the first place if not needed?
 - An email is sometimes all you need!
 - This may cut staff time on the shop floor

Waste



Donate Old Equipment

Give your used equipment a second life with local initiatives like Tool Libraries.

Waste Donate Old Equipment

● Impact - L ● Cost - L ● Effort - M ● ROI - M

i In 2020, the UK discarded 25 million mobile phones.

Next Steps:

1. Do a walk around of your premises and make a note of any unused equipment such as laptops, cameras, printers etc which are stuck in the back of a cupboard;
2. Look for a local Tool Library or donation centre who can take old equipment ready for refurbishment;
3. If it cannot be refurbished, look for WEEE compliant waste centres locally.

?? Nearly 500,000 tonnes of eWaste is exported from the UK each year.

2024 © Small99

- Old equipment takes up space, but may be able to be reused
- Are they worth anything as raw materials?
- Could a charity or tool library make better use of it?
- Go beyond laptops - think of Cameras, Drills, tools etc.



Waste Weigh Your Waste

Impact - L Cost - H Effort - L ROI - L

i Luggage scale hooks make it easy to weigh waste bags to get you a rough idea of how much you are throwing away.

Next Steps:

1. The easier option is to work with a waste management company that will let you track how much waste you are generating over time, and give reporting on CO2e emissions;
2. Alternatively, you can weigh your waste over a certain period of time manually to get a rough figure around how much emissions your waste is generating;
3. Aim to reduce your waste over time.

?? Less waste ending up in landfill also means fewer methane emissions produced.

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- Understand how much waste you generate
 - Look at your **processes**
 - Could efficiency be improved?
- Are you throwing out:
 - Stuff that could be reused
 - Materials you don't realise?



Supply Chain

Supply Chain

Supply Chain is another big area that is often overlooked. The influence you have is in who you choose to work with and make part of your business' impact.

Every purchase you make has a carbon footprint. This can be overwhelming, but this is where your sustainability story is told.

Of course, you cannot control every decision, but the way that decisions are made within the company makes up the true scale of your environmental impact.

Supply chain can be where pressure for sustainability is felt, as larger organizations could potentially be under reporting requirements.

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Supply Chain



Contact 3 Suppliers

Engaging your suppliers is one of the most powerful ripple effects you can create.

Supply Chain

Contact 3 Suppliers

● Impact - M ● Cost - L ● Effort - H ● ROI - H

Engaging with suppliers inspires change beyond your own control and accelerates everyone to Net Zero.

Next Steps:

1. Choose 3 suppliers you have a really good relationship with, or spend the most money with;
2. Open up a conversation about what they are doing about their own Net Zero / Carbon Reduction / Sustainability targets and if you can help;
3. Start a conversation to support them on what they've already achieved, and any tips you've found on things like gathering energy data.

Supply Chains can be over 95% of a Corporate's emissions and more pressure is coming through them to take action. Help your suppliers get ahead!

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- Think back to the packaging - can you send an email to engage others on the topic?
- This isn't about pestering but opening up space for collaboration
- Showing willingness with larger clients and/or suppliers may improve relationships



Supply Chain Vegetarian Catering

● Impact - H ● Cost - M ● Effort - H ● ROI - H

Having a diverse, healthy range of vegetarian meals is fun, delicious, cheap - and can reduce emissions by 90%!

Next Steps:

1. Opt for vegetarian or vegan food for any catering that you use, whether you provide food to service users or to staff;
2. Redesign your menu to be vegetarian first, and consider having red meat available by request only.
3. Make it fun and ensure the menu is inspiring and interesting, rather than feeling like a sacrifice. There's plenty of great vegetarian/vegan dishes out there that it shouldn't be boring!

?? For example, catering for 50 people, a beef curry is around 290kg of CO₂e. A chickpea curry is just 26kg.

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- Think of Conferences and events you're hosting
- It can be done really well as long as you're not **BORING** about it



Reduce Packaging

Reducing how much packaging you use will save you cash and carbon.

Supply Chain

Reduce Packaging

● Impact - H ● Cost - L ● Effort - M ● ROI - H



Focus on using less rather than swapping. Cardboard packaging can be higher carbon than plastic in certain instances.

Next Steps:

1. Take stock of the packaging you are currently using and the sizes;
2. Find where you can reduce the amount of packaging you are using and/or use smaller packaging for certain items;
3. Bonus points if you can also find a way to influence how the end consumer reuses the packaging you provide.

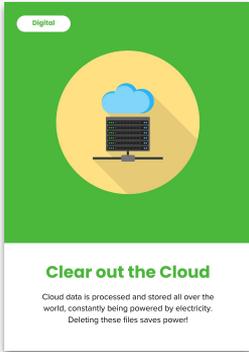


Nearly **3 Billion trees** are cut down every year for single use cardboard boxes. Even cardboard packaging requires resources.

- Over-use of packaging may frustrate your customers
- Costs a lot of money and you may be throwing money away
- How could you be innovative with this?
 - Could customers return packaging?
 - Or could you start a social media campaign about ways to reuse it?



Digital



Digital Clear out the Cloud

● Impact - M ● Cost - L ● Effort - L ● ROI - M

If you use Google Workspaces, you can view your Carbon Footprint Report from your admin console. Small99 use around 1kg CO2e a month.

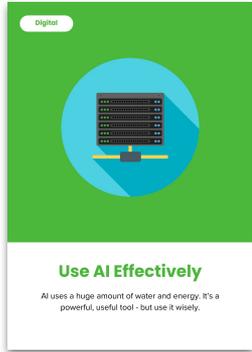
Next Steps:

1. Review how much data you have in cloud storage currently;
2. If possible, request carbon footprint data from your service provider;
3. Set in place a policy to review and archive, delete, or store files after a certain time limit.

??? Data is collected, processed and stored in data centres across the world, which need electricity 24/7 and are often powered from fossil fuels.

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- Can you clear out old files?
- Store them on hard drives rather than digital cloud platforms
- May save you money too!



Digital **Use AI Effectively**

● **Impact** - M ● **Cost** - L ● **Effort** - L ● **ROI** - M

i **Every AI request uses around 25ml of water. 40 questions to a chatbot could cost 1 litre of drinking water.**

Next Steps:

1. AI is a fantastic, powerful tool that isn't going anywhere. However, make sure you are using it appropriately.
2. Set in place an AI policy which sets out when it should be used, and when it should be avoided.
3. Run an internal workshop discussing the environmental impacts of AI and how it is currently being used.

??? The race for AI has caused huge jumps in emissions, with Microsoft and Google's footprints increasing by 30-50% over 5 years.

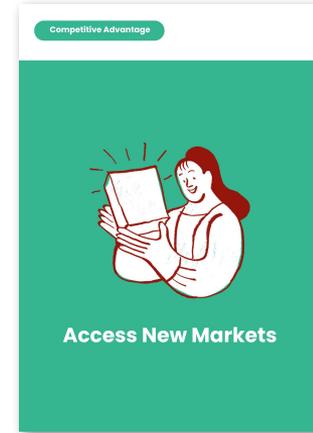
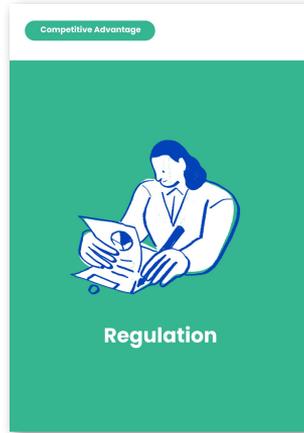
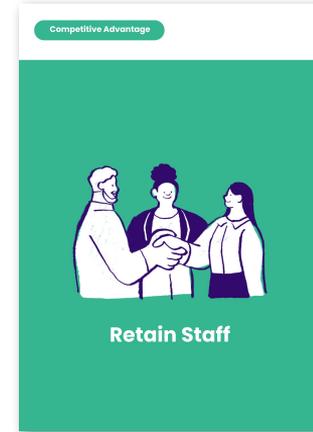
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- Use it appropriately
- Focus on data analysis not “slop” images which use a lot of energy and water
- Getting accurate data is hard, so just be sensible!

Why Bother?

This might sound like a lot of effort.

There's benefits!





Customer Loyalty

Competitive Advantage

Customer Loyalty



Customers are increasingly concerned about sustainability and want to align their values with brands that share them. The Willow Review found that **52% attracted new customers as a result of sustainability initiatives**, 35% saw increased customer loyalty and 68% saw noticeable positive responses from customers.

READ
MORE:

- Customers care!
- Telling a great story could assist in retain your customers, and potentially attract new ones.



New Skills

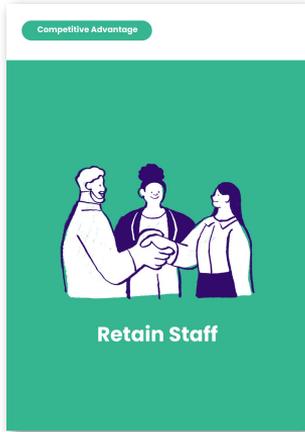
Competitive Advantage

New Skills



Investing in sustainability can also **unlock new skills within your team**. It can require approaching tasks with a new way of doing things that save cash as well as carbon emissions.

- A lot of this is about rethinking how you approach the “How we’ve always done it”
- New thinking can potentially unlock new skills and opportunities
- Might inspire team members and generate new energy and ideas.



Competitive Advantage

Retain Staff



Employees may want to see action on sustainability and be engaged on the topic. One report from McKinsey states "53% of respondents say company performance on sustainability is at least somewhat important to attracting and retaining employees".

??

READ MORE: 

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- Staff can be expensive to replace
- Action on sustainability can assist in generating interest.
- Consider setting up a “green team” could help drive actions forward.



Regulation

Competitive Advantage

Improve Reputation

Regulation may not directly impact you as a small business, but **indirect impacts have influence**. For example, the Extended Producer Responsibility (EPR) affects any UK organisation that imports or supplies more than 25 tonnes of packaging a year, or turns over more than £1m.



This may impact the packaging you are purchasing, even if you are too small to be directly influenced by legislation.

As an example, in 2025, for every tonne of material, the following fees are to be paid to PackUK:

- Aluminium £266
- Glass £192
- Paper and card £196
- Plastic £423

READ
MORE:



- Not exciting, but is important
- Lots going on both UK and EU levels here.
 - **EPR** – Increases costs of materials which may impact packaging
 - **CBAM – Carbon Border Trading Mechanism**



Improve Reputation



Your reputation in the industry goes beyond just your customers. **Partners, competitors, suppliers and the media** may all look to you for your leadership from the new ways of working you unlock.

- We often look for case study businesses to talk about and demonstrate in local training
- Being the leader may assist you in being approached for other opportunities and wider industry recognition e.g. panel talks, media interviews, word of mouth referrals etc



Access New Markets



Unlocking sustainability can create **new ways of doing things and even entire new product ranges**. Think about the waste you generate and how this could be reused, or new services you can offer clients to track and manage your products in a sustainable way. This can unlock **new markets, new customers and new business models**.



- This is about innovation, not sustainability!
- Unlock new ways of working that are more efficient and cheaper
- Might open up new product or service ranges you hadn't thought of before too

How do you get involved?

Buy Your own set of these cards!

You can engage your team with games and cards like the ones you've seen today!

£125

Includes

- Higher Lower game
- 7 Category Cards with Actions
- Instructions booklet

small99.co.uk/action-box



Go to the pub!

We run 80 FREE events a month for professionals with a curiosity about sustainability in their local area.

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Q+A

CITMA Webinar - Small steps, big impact: practical sustainability for IP practitioners

Adam Bastock, Small99

