Case Study

Client: Paragon Customer Communications (PCC)

Services provided: Net Zero gap analysis for all scopes, governance review, energy audits, implementation plan including improved data quality, carbon assurance

Industry: Business services

Benefits achieved: Provided direction for Paragon Customer Communications (PCC), to guide the development of their Carbon Net Zero Plan

Summary

Paragon Customer Communications UK, Luxembourg, and Ireland (PCC) is the largest division within Paragon Group. PCC are at the leading edge of customer communications and workplace solutions across print, direct mail, marketing automation and digital transformation.

This division of the business accounts for approximately 70% of the group's energy consumption and Greenhouse Gas (GHG) emissions. Of this, 90% is accounted for by 5 of PCC's 14 sites in the UK.



PCC were considering the best approach to adopt for their Net Zero Strategy and partnered with JRP Solutions to provide guidance, consultancy and support.

Approach

As PCC's strategic consultancy partner, JRP's approach was to:

- Review current governance documents for effectiveness in achieving the Net Zero ambition
- Audit a representative sample of sites for Scopes 1 and 2 reduction opportunities
- Determine extent of the GHG accounting including boundaries of reporting
- Collate data and assess for quality and granularity for the GHG inventory
- Produce the Net Zero footprint expressed in tonnes of CO_2e
- Produce Net Zero milestone emissions reduction targets for 2025 and 2030 using Science-based Targets Initiative's (SBTi) tool
- Develop a project plan with anticipated savings and timescales

JRP undertook an in-depth GHG audit for PCC in compliance with the international standards: GHG Protocol, ISO 14064 and ISO 14065.

This strategic review and supporting site audits were necessary to help PCC determine its full baseline environmental performance, including its full Scopes 1, 2 and 3 GHG emissions, priorities for action and likely returns on investment in becoming a more sustainable, cost-effective and more a climate resilient business.

Analysis

Using the Greenhouse Gas Protocol, JRP calculated PCC's emissions footprint as 108,937 tonnes of CO_2e across scopes 1, 2 and 3.

1. Over 90% of PCC's emissions sit in Scope 3, and therefore Scope 3 offers the biggest challenge, but also



the most significant emissions reduction opportunities. Some 19 of PCC's suppliers are responsible for 65% of the supply chain emissions.

2. JRP determined that reducing emissions across all three scopes can be achieved through improved governance, technology and behaviours.

3. Expanding the scope of PCC's carbon emissions measurements is integral to assessing the lifecycle sustainability footprint of PCC's products and services. With around 80% of emissions originating from production of raw materials and delivery logistics, it is critical that PCC engages with its supply chain to minimise lifecycle impacts.

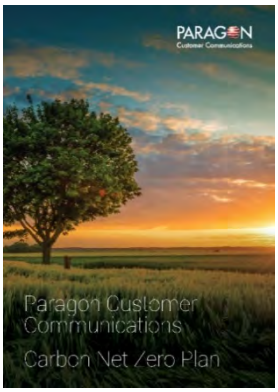
4. Energy audits carried out on three selected sites– already covered by ISO 50001 - found that around 13% of Scope 1 and 2 emissions could be reduced through improved energy management, including the installation of solar PV. Similar measures to reduce emissions are possible within the next 5 years across PCC's 15 UK sites.

Results

The Net Zero Gap Analysis report prepared for PCC quantified and explained the company's 2019/20 base year emissions footprint and suggested routes to achieving Net Zero through:

- **Governance enhancements** - achieved through enhancing the procurement process to meet the Net Zero ambition.
- **Technology** - Resource efficiency solutions for the short and medium term, particularly in scopes 1 and 2 have been developed and business cases provided.
- **Behavioural** shifts both within the business and through working closely with PCC's supply chain - ISO management standards, training and stakeholder workshops will be used to drive changing attitudes and behaviours towards Net Zero to achieve data driven decision-making that will reduce emissions.

By addressing these three areas the report provided PCC with a Net Zero roadmap highlighting how the company could reduce its emissions to deliver a Net Zero service offering to both existing and potential clients. Achieving Net Zero would mean that PCC's total annual GHG emissions would be equal to or less than the emissions it can actively remove from the environment.



This strategy provided a step change for PCC, enabling them to develop and release their Net Zero Plan. This is a critical requirement for some of their customers who are setting Net Zero targets and are rating their suppliers, including PCC, on how well they can match this. Just as their customers are pressing its suppliers to measure, monitor and reduce their emissions, so PCC is now better positioned to do the same.

On-going carbon assurance

Paragon are now able to maintain their own GHG inventory. As qualified carbon assessors, JRP are undertaking independent annual carbon assurance to verify and validate Paragon's calculations. This is in accordance with ISO 14065/66 standards.

In addition to this, JRP have also completed carbon assurance to verify Paragon's carbon life-cycle assessment of their new envelope-free product. The results confirmed that the new streamlined product had a lower carbon impact than the old version with a separate envelope.

For more information about how JRP support your Net Zero objectives, email info@jrpsolutions.com or call 0800 6127 567 to arrange an appointment with one of our specialists.

www.jrpsolutions.com
Tel: 0800 6127 567
Twitter: @jrpsolutions
E: info@jrpsolutions.com

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Towards Net Zero