



Metrikus Impact Report: **2021-2022**

Uncovering the metrics that matter
on our journey to net zero

Published April 2022



Table of **contents**

01 Introduction

02 2021: our year in numbers

03 The journey so far

04 Promising progress

05 Plans for improvement

06 Meet the team

07 Reduction
recommendations

08 Acknowledgements



01 Introduction

The climate crisis is an emergency for everyone, everywhere. It's become clear that we need to tackle the issue head-on by taking immediate and decisive action.

Every company – big or small – has an incredibly important role to play in ensuring the world reaches net zero by 2050.

As a building efficiency platform, Metrikus already helps companies around the world to reduce their emissions with our real-time energy monitoring solution.

However, we know that this alone is not enough. We are on a mission to make every aspect of our company more sustainable, be transparent about our emissions, and hopefully encourage other companies to do the same.

As a tech startup, we can't pretend that we're perfect: the very nature of what we do means that our Scope 3 emissions are pretty high. But over the past year, we've started to reframe our business and put sustainability and transparency at the heart of it – being environmentally conscious is no longer a nice-to-have, it's become a priority.

We've joined Tech Zero, measured our Scope 1, 2 and 3 emissions for 2021, and started to track our progress and identify areas for improvement.

We've put this report together as we want to encourage other companies to follow our lead and get started on their journey to net zero, sooner rather than later.



Helpful definitions



What does carbon neutral mean?

To be carbon neutral, a company needs to measure its carbon footprint (CO₂e) and then carry out carbon offsetting activities to effectively remove the same amount of CO₂e from the atmosphere.

It's relatively easy for companies to become carbon neutral, and while doing so is undoubtedly a big step in the right direction, the fact of the matter is: carbon neutrality isn't going to solve the climate crisis.

What does net zero mean?

To be net zero, a company needs to reduce its emissions by 90% to 95% – depending on their sector – from their base year. And this is a reduction in absolute emissions, so businesses have to reduce by that amount regardless of any growth during that time.

The final 5% to 10% of emissions then have to be removed using more expensive types of offsetting which permanently remove the carbon from the atmosphere, like direct air capture.

For most companies, achieving net zero in the next decade is unattainable, but it's what we all need to hit by 2050.



What are Scope 1, 2 and 3 emissions?

Scope 1: includes emissions from activities owned or controlled by your company that directly release emissions into the atmosphere e.g. the gas used to heat your building.

Scope 2: covers your indirect emissions associated with the purchase of electricity, steam, heat, or cooling.

Scope 3: includes emissions that you do not have direct control over, but that you can influence through your supply chain or the stakeholders you work with e.g. the emissions associated with employees commuting to work.

02 2021: our year in numbers

In 2021, Metrikus emitted

131.38

tonnes CO₂e

That's 4.1 tonnes
CO₂e per employee

Our total carbon footprint equates to 4.105 tonnes CO₂e per employee over the course of 2021.



This is 17.70 kgs per day



The equivalent of 449,004 air miles travelled



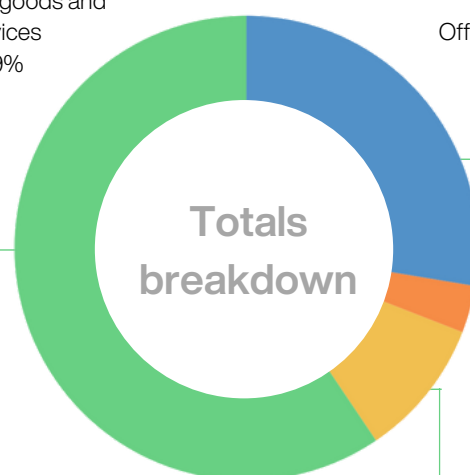
And would take 1,971 trees to offset

Additional goods and services
59%

Office electricity
28%

Home working
3%

Travel
10%



0.02177

was our greenhouse gas intensity ratio

This is the ratio between our footprint and revenue in 2021. We're looking forward to tracking our progress – hopefully we'll be seeing our revenue going up and our footprint going down!

28%

of emissions were from office electricity

A big chunk of our overall footprint – 38.9 tonnes CO₂e – was directly related to our office emissions.

The footprint from working from home was only 4.2 tonnes, a relatively low percentage of 3.2%, probably due to the fact that lots of our employees were very keen to get back into the office as soon as lockdown restrictions were lifted!

59%

of emissions were from additional goods and services

This includes anything we purchase to enable employees to do their job, and anything that contributes to the overall product that we're selling.

For us, a high proportion of this is the hardware and software that makes up our solution.

It's really helpful to know that this is our biggest contributor, as we've now identified this as an area we need to focus on.

03 The journey so far

Working towards net zero isn't an easy task – there's a lot to learn and loads to do. But we've found that breaking tasks into manageable chunks has been the best way to actually get things done. So far, we've...

Joined Tech Zero and started a sustainability committee

One of our very first steps was joining Tech Zero, a group co-founded by Tech Nation and Bulb. This was really helpful as they have loads of great resources, including a Tech Zero Toolkit that demystifies climate jargon and makes getting started feel much less daunting.

The group is extremely collaborative: we've learnt from other tech companies who are slightly further in their journey, and taken part in a Climate Action Workshop where a range of businesses shared their strategies and recommendations.

Inspired by being a part of the Tech Zero taskforce, we started a sustainability committee to get cracking with setting and reaching our targets. We have 10 members and hold meetings every other week to keep things on track.

We've found it really useful having members in each team, as it makes sure we get insights from different departments and can embed a sustainability mindset across the entire business.

Calculated our base year footprint

The next big thing to do was to calculate our base year footprint: the total CO₂ emissions we released as a company over 2021. We have to admit this seemed overwhelming at first, but with the help of Future Learn's carbon calculator and a big team effort, we worked out our Scope 1, 2 and 3 emissions.

When we calculate our emissions for the coming year, we're going to take a look at our method and see if we can increase our accuracy, but it was great to see our estimated emissions and find out our biggest areas of impact.

Our main piece of advice to other companies would be to get started on this as soon as you can. As we always say, you can't reduce or offset emissions until you've measured what's actually being used!



Created this report and identified areas for improvement

One of our main goals from the start was to prove that any company can take steps to become more sustainable. We decided that creating this report would be a great way to be transparent about our net zero journey.

It has also been a great way to focus on what we've achieved so far, and what we want to do next. With a clearer picture of our overall impact, we can now set more detailed reduction strategies and have them validated by a third party such as the Science Based Targets initiative (SBTi).



04 Promising progress

Raising awareness

We've taken some simple steps to make sustainability a day-to-day priority for everyone in our team.

1. Offering a cycle to work scheme with the Green Commute Initiative (GCI).
2. Creating a more efficient recycling scheme in the office and encouraging employees to go paperless where possible
3. Switching off appliances when they're not in use and asking employees to clean out their inbox

Did you know?

Emails contribute to 986,000 tonnes of CO₂ being dumped into the atmosphere every single day. If you unsubscribe from just 17 unwanted subscription emails, it's estimated that you can reduce your carbon footprint by 69g. In a single year, this is the same as using 83 fewer plastic bags or driving 3km less in a car – seems like a no-brainer!

Maximizing our social impact

As well as thinking about the environment, we've also been focusing on making a positive social impact.

1. Monitoring indoor air quality in our office to improve employee health, wellbeing and productivity
2. Offering more employee training, including a set of interactive Diversity and Inclusion workshops
3. Matching our employees' donations to key charities helping those affected by the Ukraine crisis

Helping other companies

We've been helping other companies to reduce their carbon footprint with our real-time energy monitoring solution.

Our platform allows customers to monitor usage trends from an individual device, to a floor, to an entire building. And we provide granular detail, both real-time and historic, around consumption so that companies can develop a plan of action to improve efficiency.

We can also combine our energy monitoring solution with our occupancy and indoor air quality monitoring solutions, as this is a great way to identify opportunities for reducing consumption even more.



Our solution in action

We helped Manchester Metropolitan University to reduce their energy consumption by connecting to their building management system (BMS) and deploying footfall counters. We overlaid occupancy and energy data to show that a high amount of energy was being used irrespective of occupancy levels. They reduced operational hours and staggered BMS settings in line with footfall, making their space more sustainable.

Moving our platform to a renewable hosting provider

Cloud-related emissions account for around 3.7% global greenhouse emissions, which is similar to the amount produced by the entire airline industry.

To reduce our impact, we've built the next-generation version of our platform on Microsoft's Azure cloud platform – a much more sustainable alternative to our previous hosting provider. Microsoft has committed to run on 100% renewable energy by 2025, which means that our future work will have a way smaller carbon footprint.

We've also started consistently upgrading all of our compute clusters to the latest versions to take advantage of any energy savings.

Did you know?

The Microsoft cloud can be up to 93% more energy efficient and 98% more carbon efficient than on-premises solutions.



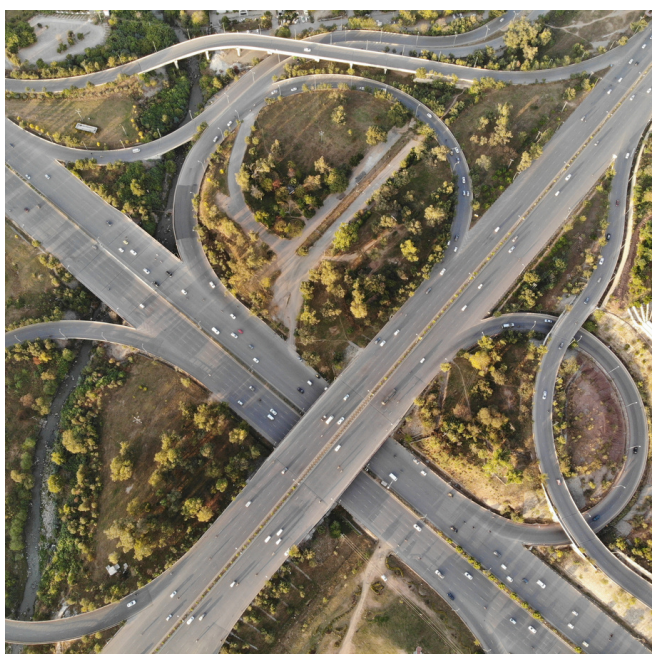
05 Plans for improvement

Offsetting our emissions

We're aware that offsetting isn't an effective long-term solution, so our main focus is actually reducing our emissions. However, we will also be offsetting our 2021 emissions to balance our carbon footprint and become carbon neutral.

To make this as effective as possible, we'll be doing plenty of research and opting for carbon offsets that are additional, permanent, meet key project standards, and don't engage in greenwashing.

We'll also invest in a diverse portfolio of projects, including a percentage of more expensive and effective offsets, like innovative carbon removal products. As our company grows, we will increase this percentage to ensure we're having the best possible environmental, economic and social impact.



Optimizing our supply chain

Calculating our travel emissions has revealed the need for us to streamline our supply chain. At the moment, hardware is delivered from the vendor to our office, and we then need to deliver it to site and install it.

We're working to build relationships with contractors to cut out the middleman. This will mean hardware can be sent straight to site, and a contractor who is local to the area can install it.

We're also going to aim, wherever possible, to only use suppliers with a net zero strategy.

Enhancing our platform with AI

We're looking to extend our current solution with AI so that we can enable companies to reduce their consumption even further.

By looking at correlations and patterns between different data sets, we're going to create an algorithm that can significantly minimize usage and make our own office – as well as buildings around the world – more efficient and sustainable.







06 Meet the team

Our sustainability committee

As we mentioned before, we've set up our very own sustainability committee made up of 10 employees across different teams, led by our resident expert, Sally Scott.

We all had different reasons for volunteering to join, and we've all had different roles in the journey so far. One thing we share is the fact that we are determined to do everything we can to make Metrikus more sustainable.

	<p>Lucy Clifton Content Manager</p> <p>I joined the committee because I think it's really important for all companies to play their part in operating more sustainably, and it was a really exciting opportunity to help Metrikus do so! So far, I've helped to calculate our emissions, which is a crucial step in working out how we can reduce them. This was a really interesting task but also pretty challenging as we were basically starting from scratch in terms of knowledge and understanding.</p>		
<p>Chloe Evans Marketing Development Representative</p> <p>Studying environmental science at university was a massive eye-opener to me in regards to society's impact on the environment, and sustainability plays a pivotal role in reversing/minimising these impacts. Therefore, it was a no-brainer to join the committee to try and make a change in not just my personal life but in my work life too.</p>		<p>Susana Quintas Senior Advisor for Metrikus Spain and Latam</p> <p>As a convinced advocate for sustainability, I joined the committee to help to drive ESG within Metrikus. I believe that every company should embed ESG in their business strategy, focus on profitable sustainability, develop KPIs, and monitor performance and communicate it to stakeholders.</p>	
	<p>Emily Vernon Content Manager</p> <p>So far, my main role on the committee has been working on this report. In doing so, I've realised that although the climate crisis can be very daunting at times, even seemingly small changes can genuinely have a big impact. One of my favourite quotes is, 'If you think you are too small to make a difference, try sleeping with a mosquito.'</p>		
			<p>Sam Hall Head of Technology</p> <p>I joined the committee as it's so important for us to consider the environmental impact across the whole business. For us, a huge CO₂ emission contributor will be due to the cloud applications that we run. Controlling and being aware of this is central to how we want to help other companies improve their impact, so we must also do this ourselves!</p>



Charlotte Laing
Head of Marketing

The biggest challenge we've encountered so far is definitely time. As with most other scale up companies, there is a lot to juggle and it can be hard to hold things 'outside your day job' as a priority. That being said, I'm really proud of the amount of different teams and seniorities that are part of the committee. My advice to those thinking about creating one... just start! You don't need to know what you're going to do first, you just need a bunch of people who want to make a difference.

Josh McAneny
Executive Sales Support

I speak to clients on a daily basis about how they can make their spaces more sustainable and reduce their emissions. I felt that we weren't 'eating our own dog food' as much as we could. And so, I wanted to be part of integrating our business priorities with sustainability targets.



Caitlin Rozario
Senior Brand and Communications Manager

I've always been interested in the ways I can personally reduce my impact on the planet, so it has been really exciting to be part of extending this to Metrikus, too. The team has been absolutely fantastic, really digging down into the data and coming up with ways that we can all be better. My role (as with most things in this job!) has been reviewing stuff that we're putting out publicly – like this report that you're reading right now!

Sally Scott
Product & Partnerships Manager

Since we signed up to Tech Zero, I have been leading and coordinating our Sustainability Committee to kick start our net zero journey (resulting in me being named Sustainable Sal). So far, this has involved measuring our company's emissions, attending Climate Action workshops and identifying both reduction strategies and ways to offset our emissions. As well as looking at our own internal emissions along this journey, I've been looking at how we can develop our own sustainability offering to support customers in reducing their own carbon footprint.



07 Reduction recommendations

To keep global warming below 1.5°C – as called for in the Paris Agreement – the world needs to halve CO₂e emissions by 2030 and reach net zero CO₂e emissions by 2050. Achieving this is a huge challenge, and requires rapid and widespread action from countries and governments around the world.

We decided that the best way to end this report was to share 7 simple things you can do – as a company or individual – to start reducing your emissions today.

Easy ways to reduce your carbon footprint



1. Go green with your energy usage

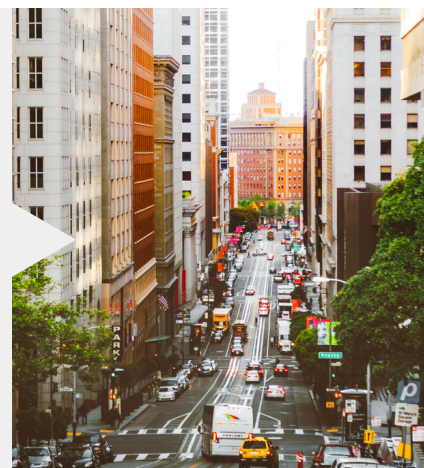
Switch to a renewable energy provider, both in the office and at home. Make sure you do your research on the company you pick, as there have been some issues with greenwashing in the industry.

In 2021, global energy-related CO₂ emissions hit their highest level ever, jumping by 6% to 36.3 billion tonnes.

2. Change the way you travel

Where possible, use public transport, walk or cycle instead of using a car. And if driving is the only option, make sure you drive sensibly, avoid idling and keep your car properly maintained. It's also best to avoid flying where possible, and when you do, go economy class and offset the carbon emissions of your travel.

A first class ticket on a long-haul flight emits, on average, four times as much as an economy seat.



3. Choose your food wisely

Eat more plants, less meat, and if you can, it's best to choose organic and local foods that are in season. Apps like OLIO, Oddbox, and Too Good To Go are on hand to help you fight food waste.

If you eat meat, you're responsible, on average, for the consumption of 15,000 litres of water a day. It takes the equivalent of 50 bathtubs of water to produce just one steak.

4. Shop less, live more

Avoid fast fashion, purchase used or recycled items, and support environmentally responsible companies. Make sure you take your own reusable bag when you shop and stay clear of items with excess packaging.

Every seven minutes, a stack of clothing the height of Mount Everest is sent to landfill.



5. Make your workspace more sustainable

Switch to LED light bulbs, unplug electronic appliances when you're not using them, and be as paperless as possible. If you're working from home, install a smart meter, and if you're in the office, consider installing a real-time energy monitoring solution (shameless plug).

It's estimated that 45% of paper printed in offices ends up in the bin by the end of the day.

6. Put your money where your mouth is

Invest responsibly with the help of organisations like ShareAction and Make My Money Matter. You can also make a big difference by moving your pension to more sustainable funds.

Much of the £2.6 trillion in UK pensions is currently contributing to the deforestation of the Amazon, helping tobacco companies sell cigarettes, and funding new fossil fuel projects.



7. Use your voice

Stay informed, raise awareness, and use your knowledge to educate others. You can also volunteer with an activist group or set up your very own sustainability committee like ours.

Finally, and perhaps most importantly as many of the most effective climate change solutions require governmental action, vote for a more sustainable future!

Get in touch

If you have any thoughts, questions or feedback about this report, please feel free to get in touch with us at marketing@metrikus.io.

Written by Emily Vernon

Designed by Chloe Evans

