

Brook Lyndhurst: Sustainability reporting

Achievement Report 2012

Brook Lyndhurst is an independent research and strategy consultancy specialising in sustainability and behaviour change. We work on projects that are concerned with understanding, promoting and delivering sustainable development. Currently, we focus on six key areas: climate change and energy, waste and resources, food, sustainable lifestyles, communities, and business and sustainability.

Since our establishment in 1999 we have prided ourselves on ‘walking the talk’ in the conduct of our business. We contribute to sustainability directly through our consultancy and research work. In this process, we also consume resources, create waste, emit CO₂ and other Green House Gases (hereafter GHG), have a social responsibility and generate an economic impact. Through the years we have built on our original environmental policy and have formalised our in-house sustainability monitoring. We recognise the importance of monitoring our impacts and communicating the progress we make and the barriers we encounter to our clients, partners and stakeholders.

This Achievement Report sets out our performance against indicators from the three pillars of sustainability (environmental, economic and social) for the last year as well as our improvement objectives for the coming year. It measures our accomplishments and impacts on sustainability issues for a 12 month period from January to December 2012. Our monitoring and reporting methodology is in line with the Global Reporting Initiative (GRI) guidelines¹.

2012 was a good year for Brook Lyndhurst. We were able to recover from a difficult 2011 financial year and meet our environmental and social objectives. We have continued to make improvements to our measuring and monitoring systems.

Table 1 How we did against our 2012 objectives	
	We calculated GHG emissions related to refuse waste and added this figure to our overall emissions.
	We continued to encourage knowledge transfer and build on our intellectual capital by increasing the time spent by employees on external training.
	We monitored our quantity of food and drink waste by running a weekly fridge inventory. We maintained a similar level of waste compared to previous years: an average of 3kg of food and drink per employee was disposed over 2012.

We believe that our key achievements in 2012 were:

- Decreasing our transport and office energy-related GHG emissions;
- Encouraging employees to sharpen their research skills by offering them more high-quality formal training; and
- Returning to a pre-2011 level gross turnover and being able to bring two new employees on board as a result.

The following table shows our improvement objectives for 2013:

Table 2 What we'd like to do in 2013	
➔	We will move to a new building and capitalise on this moment of change to improve our office energy efficiency.
➔	We will encourage internal transfers of knowledge by holding regular project feedback sessions.
➔	Moving to a new office will allow us to reduce our fixed costs and thus strengthen our financial resilience.
➔	We will continue our monitoring of the three pillars of sustainability and look for other ways to improve our monitoring and reporting.

The next three sections of this report highlight our achievements and impacts across the three pillars of sustainability: environmental, economic and social.

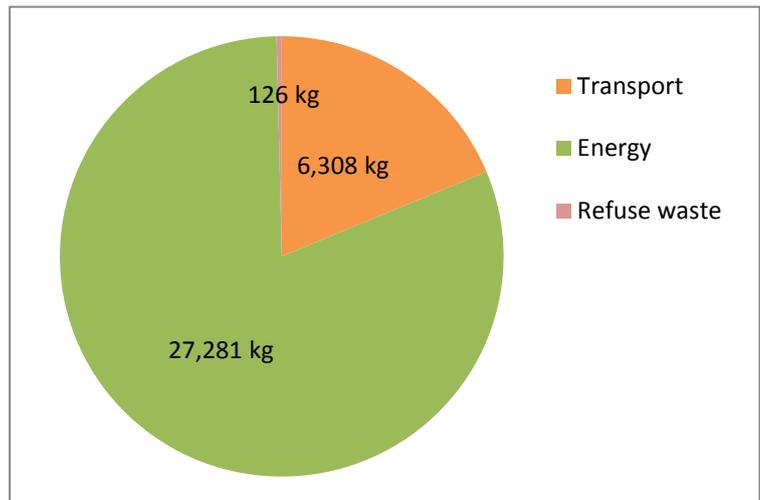
Our environmental impacts



We recognise that, through the conduct of our business, we have an unavoidable impact on the environment. However, by monitoring employee transport, office energy usage and office food waste and having in place strategies that render our work less carbon intensive, we mitigate this impact.

In 2012, we emitted a total of 34 tonnes of GHG emissions.

- This equates to 2.8 tonnes CO₂ equivalent per person².
- We emitted 0.031 kg of CO₂ equivalent for each pound earned. This is a slight reduction to the 0.041 kg of CO₂ equivalent for each pound earned in 2011.



This overall figure also includes emissions related to refuse waste, which is a measurement improvement compared to previous years. Although this addition comes on top of other reported emissions, we were still able to achieve a reduction of 1 tonne of our total emissions in comparison to 2011.

Transport: impacts and achievements

We monitor transport emissions from employees' commute to work and work travel outside London, including taxi journeys.

- In 2012, we maintained our GHG emissions for both commuting to work and work travel outside of London to a level of 0.5 tonnes of CO₂ equivalent per employee – against 0.7 tonnes in 2010³.
- 7 out of our 12 employees cycled to work for a total of 516 days. On average, cyclists commuted to the office by bike 74 days in 2012 against 71 days in 2011 and 86 days in 2010.

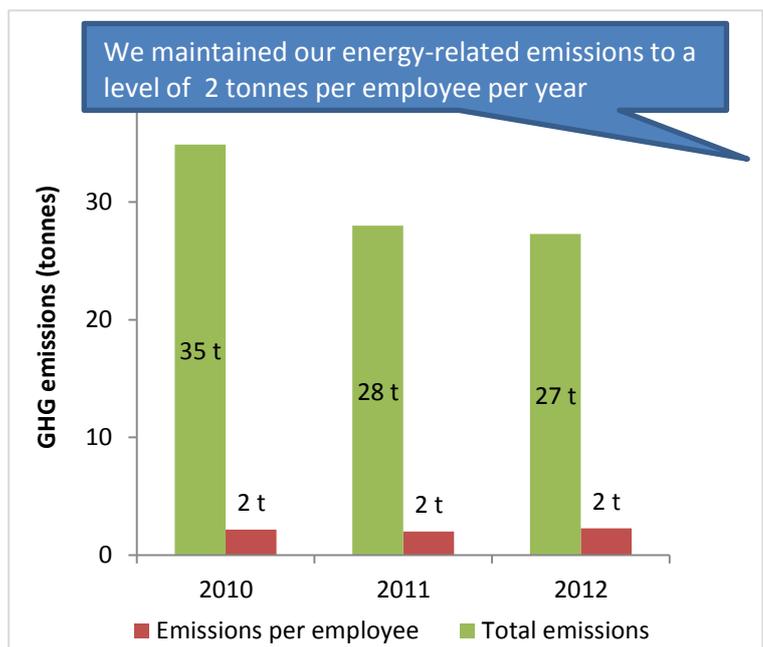
Material usage, recycling and food

We pay close attention to the types of products we source and the disposal of any office waste produced, including our food waste.

- 100% of our stationery comes from local suppliers.
- Our tea and coffee is organic and Fairtrade certified.
- In 2012, 56% of our stationery purchases had recycled content against 90% in 2011 and 88% in 2010. This is because our biggest stationery expense was printer toner cartridges and while in previous we were able to source re-manufactured ones we were not able to do so in 2012.
- We recycled paper, cardboard, cans, tins, plastics, glass and Tetra Packs. By doing so, we were able to cut our 2012 CO₂ equivalent emissions by 114 kg (0.01 tonne). The recycling process only generated an estimated 5 kg (0.005 tonne) of CO₂ equivalent emissions compared to 119 kg (0.012 tonne) that would have been generated had it been discarded via landfill.⁴
- We discarded 36kg of avoidable food and drink waste according to record sheets against 37kg in 2011 and 26kg in 2010. This amounts to 20kg of CO₂ equivalent⁵.
- We continued to measure our refuse waste on a quarterly basis and estimated that we discarded 365 kg of waste in 2012.

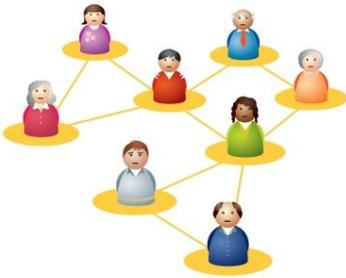
Office Energy usage

- As we sublet our offices we cannot make certain low energy consumption choices, e.g. the use of energy efficient light bulbs or motion sensor lighting. Yet we minimise our energy use by encouraging behavioural measures (e.g. use of natural light as much as possible, switching off lights and screens, not using the lift, not using the air conditioning but opting for natural ventilation).
- Our total office electricity and gas usage was 63,606 kWh. This equates to 27 tonnes of CO₂ equivalent⁶ or 2 tonnes per employee over the year.



- Our total office water usage was 113 m³, equating to 39 kg of CO₂ equivalent⁷. This means 9 m³ per employee were used over 12 months. Compared to 2011, we slightly decreased our quantities of water consumption. As mentioned above, we have little control over our water consumption and have not been able to implement certain mitigating measures (e.g. hippo waster saver devices for cisterns, dual flush toilets, sink tap inserts, shower head device, etc.).

Our social impacts



Under this pillar of sustainability we monitor factors such as employee profile, benefits, health and safety, management and communication, intellectual capital, clients and networks. Going beyond legal compliance, these records enable Brook Lyndhurst to further support staff welfare and professional development.

Employee profile, communication and benefits

We have always made sure that no job applicant or employee receives less favourable treatment on the grounds of age, colour, disability, ethnic origin, gender, marital status, national origin, race, religion, sexual orientation and social class. This is supported by our Equality, Diversity and Disability Policy.

- In 2012, Brook Lyndhurst had an average of 12 full time members of staff at any one time. We employed 13 different people overall, including two new members who joined in August 2012.
- Our retention rate increased from 69% in 2011 to 100% in 2012 as all employees working for Brook Lyndhurst in December 2011 were still working in December 2012. Our turnover rate (0%) significantly decreased compared to 2011 (36%). This follows an opposite trend to figures reported by the Chartered Institute of Personnel and Development's (CIPD) annual survey⁸. According to this report, the labour turnover rate for the private sector was 16% in 2012 against 14% in 2011.
- 7 out of 11 eligible employees took our contributory pension scheme.
- The Directors are employees of the company and management is conducted openly, with a strong emphasis on clear, concise, regular communication.

Intellectual capital and networks

We believe that skills, training and professional capability are linked, and are the shared responsibility of the company and the employees.

- We encourage employees to broaden their knowledge and contacts by attending and participating in conferences, seminars, networking events, and public debates. In 2012, Brook Lyndhurst employees were members of 13 professional organisations (against 12 in 2011 and 11 in 2010) and spent 13 days attending conferences overall against 29 days in 2011.
- This decrease on conference attendance is compensated by a double amount of time spent on training (e.g. specific topics or skills). In 2012, our employees spent a total of 22 days on external training against 11 days in 2011.



- In addition, much of Brook Lyndhurst's professional training is done 'on the job' with continuous feedback and support provided by project managers and directors in addition to a mentoring scheme that support their professional development.
- As in 2011, Brook Lyndhurst employees spent on average 5 days a year on knowledge management in 2012. This time includes attending seminars, preparing internal research and presentations, and following and collating news updates.
- We have a policy covering our charitable/community engagement, with a view to contributing a fixed percentage of time/profit to "good causes", reviewed annually. In August 2012, 7 out of 12 Brook Lyndhurst employees spent a day volunteering for Hammersmith Community Gardens Association (HCGA) with time and materials paid by Brook Lyndhurst.

Health & safety

- We have a strong commitment to our employees' health and safety and abide by a written Health and Safety Policy. We review our risk assessments annually in accordance with guidelines from the Health and Safety Executive.
- All staff members receive a health and safety induction upon joining Brook Lyndhurst. In addition, employees are consulted on health and safety in our weekly team meetings and have a Health & Safety Staff Representative with whom they can consult. Risk is also assessed separately in all projects at inception.
- We continued to monitor a "sanity index" at each of our Monday meetings where employees are asked to score themselves out of ten based on how they are feeling. In 2012, the average score for Brook Lyndhurst employees was 8.8, which illustrates some stability over the years as the score for 2011 was also 8.8.

Our economic impacts

Brook Lyndhurst is a private, limited commercial enterprise established and run to explore and understand the nature of a sustainable economy and the behaviour of the actors within it, mainly through a mix of funded project work and some un-funded research. We contribute to the wider economy by creating employment, paying taxes, entering into partnerships, fostering networks, contributing to debate and through our choice of work.



- Internally, Directors fulfil their legal obligations for financial probity; by conducting the company's financial affairs in a fair, open and honest way; by paying all invoices promptly; and by being as open as possible about how the company's income is distributed.
- Total gross turnover in 2012 was £1,072,212. This compares well to our total gross turnover before we faced a difficult financial year in 2011. This upturn allowed us to spend more on staff development (including conferences and training) and charitable causes.
- We worked on a total of 36 projects.
- 48% of Brook Lyndhurst income was spent on employees' salary and benefits against 69% in 2011 and 57% in 2010. This can be explained by the fact that our subcontractor costs were higher for this year and thus a bigger portion of our sales went directly to them.
- We emitted 0.031 kg of CO₂ equivalent for each pound earned against 0.041 kg in 2011.

The table overleaf outlines our economic impacts based on indicators discussed in this report. For internal purposes and probity we also monitor key financial indicators such as solvency, productivity and profitability.

Table 3 Financial indicators			
Indicator	Amount		
	2010	2011	2012
Total gross turnover	£1,124,055	£868,470	£1,072,212
Conference, training & seminars expenditures (external suppliers)	£3,052	£1,612	£5,136
Charitable donations (including in-kind donations)	£5,268	£3,320	£3,800

¹ Global Reporting Initiative (2013) Sustainability Reporting Guidelines version G4.

<https://www.globalreporting.org/resourcelibrary/GRIG4-Part1-Reporting-Principles-and-Standard-Disclosures.pdf>

² All conversion factors used are taken from AEA (May 2012), Guidelines to Defra/DECC's Greenhouse Gas (GHG) Conversion Factors For Company Reporting, version 1.0,

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/69554/pb13773-ghg-conversion-factors-2012.pdf.

³ Conversion factors are taken from Department for Transport, Transport for London and AEA (2012), Annex 6 - Passenger Transport Conversion Tables in AEA (2012) Guidelines to Defra/DECC's Greenhouse Gas (GHG) Conversion Factors For Company Reporting, version 1. See link in endnote 2.

⁴ Conversion factors are taken from WRAP (2012), <http://www.wrap.org.uk/>, Annex 14, Table 14b, Recycling vs. landfill in AEA (2012) Guidelines to Defra/DECC's Greenhouse Gas (GHG) Conversion Factors For Company Reporting, version 1. See link endnote 2.

⁵ Food and Drink Waste conversion factor is taken from WRAP (2012), <http://www.wrap.org.uk/>, Annex 14, Table 14b, Landfill in AEA (2012) Guidelines to Defra/DECC's Greenhouse Gas (GHG) Conversion Factors For Company Reporting, version 1. See link endnote 2.

⁶ Electricity & Gas conversion factors is taken from AEA (2012) UK Greenhouse Gas Inventory for 2010, <http://naei.defra.gov.uk/>; and DECC (2011) Digest of UK Energy Statistics 2011, <http://www.decc.gov.uk/en/content/cms/statistics/publications/dukes/dukes.aspx>

Annex 3 (Electricity), Table 3c, Rolling Grid, Total Direct GHG 2010 and Annex 1 (Gas), Table 1c, Total Direct GHG in AEA (2012) Guidelines to Defra/DECC's Greenhouse Gas (GHG) Conversion Factors For Company Reporting, version 1. See link endnote 2.

⁷ Water conversion factor is taken from Water UK Sustainability Indicators 2009/10, <http://www.water.org.uk/home/news/press-releases/sustainability-indicators-09-10>, Annex 9, Table 9a, Water supply 2010/2011 in AEA (2012) Guidelines to Defra/DECC's Greenhouse Gas (GHG) Conversion Factors For Company Reporting, version 1. See link endnote 2.

⁸ Chartered Institute of Personnel and Development's (CIPD)(2013) Annual Survey report 2012- Resourcing and talent planning, 16th edition.