



PlanetMark



HTA

# Bringing your Sustainability Plan to life.

Horticultural Trade Association

Hannah Dean-Wood – Senior Engagement Manager  
23<sup>th</sup> March 2023



Measure



Engage



Communicate





# Cumulative IMPACT

10 certified HTA members

119.7 tCO<sub>2</sub>e saved in 2021

19.9 tCO<sub>2</sub>e average absolute reduction

-4.4% average reduction per employee

£15,115 social value measured

15 workshops and events attended

273 HTA members engaged

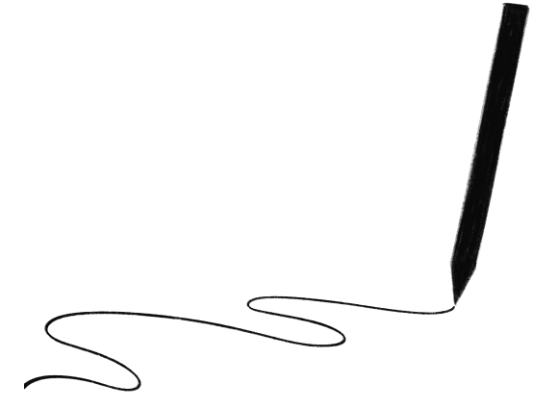




# Agenda.



	Time	Topic
<b>01.</b>	5 mins	Session intro & housekeeping
<b>02.</b>	15 mins	Sustainability Plans – Why do we need them and what do they contain?
<b>03.</b>	15 mins	Guest speaker - Julie Murray, Notcutts Lessons on bringing a Sustainability Plan to life.
<b>04.</b>	20 mins	Group discussion & Q+A – Breaking down barriers
<b>05.</b>	5 mins	Summary & next steps





# Housekeeping.



Recorded session



Slides will be sent to you



Cameras on



Use the chat to get involved



Please mute...but only for now.





# Your Sustainability Plan!

## Sustainability

PLAN

Please identify focus areas to cut carbon, that could be implemented in the short, medium and long-term.



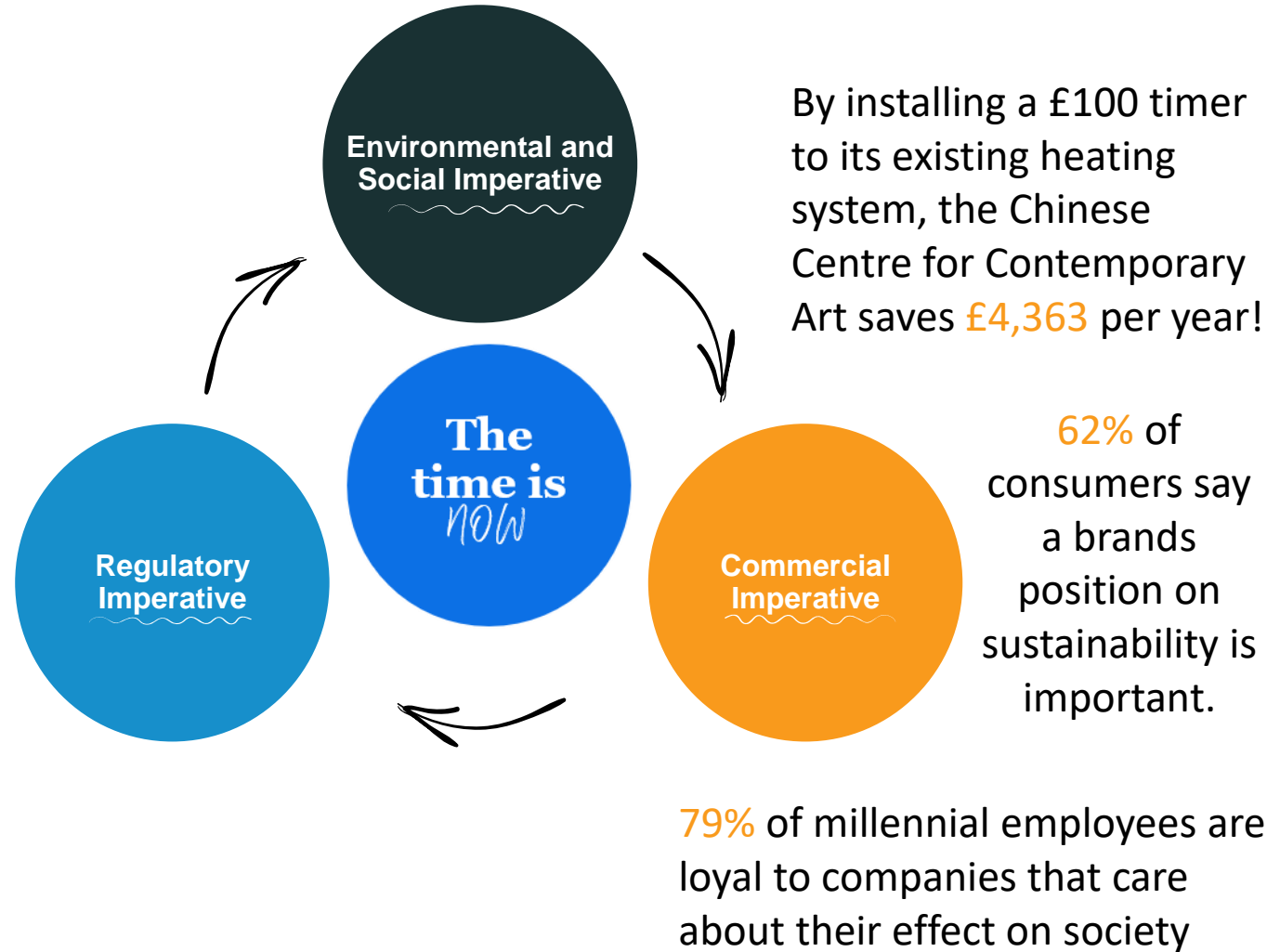
	Focus area	SMART target	Initiative	Next steps	Responsible	Deadline
Short-term						
Medium-term						
Long-term						





# Why NOW?

- Paris Agreement – keeping temperature increase well below 2°C, ideally below 1.5°C, in order to safeguard future generations. Means carbon emissions have to reach net zero by 2050.
- UK law-binding commitment to net zero by 2050.
- New UK Gov Public Procurement requirement for projects over £5 million – need to demonstrate carbon reduction plans
- All sectors of society affected and everyone will need to contribute.
- Makes business sense!







**We know the time to act is now.**

“

We are the first generation to feel the effect of climate change and the last generation who can do something about it.

**Barack Obama**  
Former US President





# Sustainability Plan – Up close!

	Focus area	Target	Initiatives	Next Steps	Priority	Responsible	Deadline
1.	[You can insert more focus areas below]	[Make sure your target is SMART]	[You can list several initiatives here that combined, will enable you to reach your target]	[what needs to happen next to move things forward?]	[High, Medium, or Low priority]	[Make sure this is not always the same person!]	[specific date here to aim for]
2.							
3.							





## Focus areas + enablers



Building  
(Energy/  
natural gas  
use)



Waste



Travel



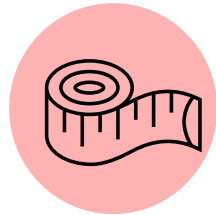
Procurement



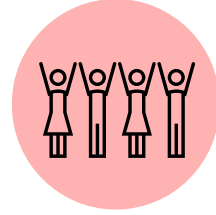
Water



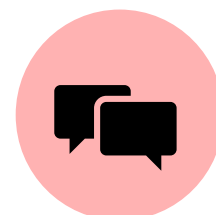
Social Value



Measure



Engage



Communicate



# Quick reminder about SMART targets.



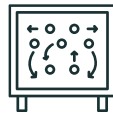
Specific.



Measurable.



Ambitious.



Relevant.



Timely.

**For example: Reduce food waste by 60% compared to 2019 levels through an employee awareness and engagement programme by December 2023**

# Initiatives - ideas to get you started.

**Dedicated team** to Sustainability – to implement, to communicate.

**Building** → Renewable energy, solar panels, LED lights and motion sensors, heating controls, rainwater harvesting, insulation.

**Waste** → Awareness campaigns to involve customers, take-away stuff, “digital first” approach, collaborate with suppliers.

**Food waste** → portion sizes, circular menú design.

**Travel** → Fleet (driver efficiency training, smart route planning, EV), commute (cycle-to-work, subsidies for public transport, car-sharing,

**Procurement** → collaborating to reduce packaging, esp. plastic., supplier questionnaire.

**Social Value** → Working with local communities (apprenticeships and informal training programmes), D&I, mental health and wellbeing, volunteering.

**Staff Engagement** → Benefits, rewards and incentives associated to sustainable practices; Sustainability Champions; training.





## The importance of publishing your plan.

Sharing a sustainability journey is hugely powerful!

- Priority and maintained momentum
- Build customer trust
- Differentiate and grow business
- Empower others to do the same







# Julie Murray

## Marketing and Customer Care Director - Notcutts

Bring a Sustainability Plan to life





# Q&A/Discussion

Questions for Julie and Hannah or to the group

Barriers you may have faced getting your plan finalised & published?





## Next steps.





# More from us.

- Sign up for a FREE Carbon Clinic and find out how we can help [here](#)
- Join our monthly Energy Saving webinars
- Visit our website [www.planetmark.com](http://www.planetmark.com)
- Keep an eye out for more in 2023!







“

**The only impossible journey is the one  
you never begin.**

**Tony Robbins**



# THANK YOU

## Get in touch

+44 203 751 8108  
Engagement@planetmark.com

71 – 75 Shelton Street,  
Covent Garden,  
London, WC2H 9JQ