



The Carbon Trust Standard is the world's leading independent certification of an organisation's impact on the 'three pillars' of environmental sustainability: energy use and greenhouse gas (CO₂e) emissions, water use and waste output.

The Carbon Trust Standard recognises organisations that take a best practice approach to measuring and managing their environmental impacts, achieving real reductions in these year-on-year. The certification provides a framework for organisations to enhance their operational sustainability, improving efficiency and resource management at the same time as cutting costs.

Certification process



Sustainability leaders

Over 1,000 successful certifications have been awarded to the Carbon Trust Standard, including:

Bentley	Heathrow
Sainsbury's	Telefonica O2
Nationwide	Thames Water
Standard Chartered Bank	Wilmott Dixon
GSK	Coca-Cola

Certification offers real advantages

Enhancing reputation

- › Drive awareness of your environmental credentials among stakeholders, customers and staff
- › Be recognised as an independently-verified environmentally responsible organisation
- › Differentiate your brand in a crowded marketplace
- › Improve staff morale, retention and the ability to attract new talent

Delivering efficiencies

- › Identify inefficiency 'hotspots' and opportunities for energy efficiency gains
- › Benchmark your company's resource management performance
- › Engage staff and customers in cost saving and resource efficiency

Facilitating compliance

- › Be prepared to meet the requirements of national and industry regulatory frameworks such as:
 - › Mandatory reporting of greenhouse gas emissions
 - › UK regulations including the Energy Savings Opportunity Scheme (ESOS) and CRC Energy Efficiency Scheme
 - › CDP [formerly Carbon Disclosure Project]
- › Comply with contracting and procurement requirements for independently-verified environmental impact data and management frameworks

O₂

"Our aim is to develop the UK's most carbon-efficient network, putting our own operations under the microscope and looking for ways to reduce the footprint we leave on the world. By evaluating our impact in conjunction with the Carbon Trust we feel we are doing just that."

Gareth Rice, Head of Environment, O2

Whitbread and the Carbon Trust Standard



“As consumers become more discerning it’s not enough to do the bare minimum when it comes to sustainability. We see our sustainability strategy as an opportunity, not a compliance exercise, both in terms of future revenue growth and protecting existing value. The consumer is as likely to identify water, waste and depleting resources as carbon when talking about sustainability. A comprehensive understanding of and engagement with all of these issues should therefore be a crucial part of any business’s core strategy and this is a prime reason why Whitbread has been motivated to work with the Carbon Trust to understand our impact, set meaningful targets and take action to become more sustainable. This has resulted in us being one of the first to achieve the Carbon Trust Standard for carbon, water and waste reduction.”

Chris George, Head of Energy and Environment, Whitbread

Whitbread has worked closely with the Carbon Trust since 2006 and has certified to the Carbon Trust Standard. Thanks to this work Whitbread has identified a number of opportunities for sustainable growth, giving the business the confidence to invest £4m annually in energy and resource efficiency.

The UK’s largest hotel and restaurant group, Whitbread’s brands including Premier Inn, Costa Coffee, Brewers Fayre, Beefeater Grill, Table Table, and Taybarns, collectively employing over 43,000 people and serving over 22 million customers every month in over 2,500 outlets.

With a huge estate and a multi-million pound energy bill, Whitbread is committed to being a force for good in the community and to addressing the challenges of resource efficiency, realising that these offer real commercial opportunities.

For example, by calculating the carbon footprint of its signature Premier Inn bed, Whitbread obtained a better understanding of the impact of its choice of specifications, identified carbon hotspots and opportunities to create a better product at a lower cost with a smaller environmental impact.

Good Together

Good Together, Whitbread’s corporate responsibility programme drives sustainable performance and embeds corporate responsibility throughout its operations, together with bold but achievable commitments to promote sustainability across its businesses.

Significant progress has been achieved as it encourages and enables employees, customers and supply chain partners to make important changes to how they work.

From encouraging staff to turn off lights, to using cutting-edge technology to cut emissions, ‘Good Together’ initiatives have made a major difference to the company’s carbon footprint and environmental performance.

As a result, Whitbread is on target to achieve its 2017 targets: 25% reductions in carbon emissions and water consumption, zero waste to landfill, and a 10% carbon reduction across their supply chain.

Action for sustainable business growth

Working with the Carbon Trust, Whitbread has taken a number of steps to becoming a more sustainable business, including:

- › Creation of a group environmental strategy and implementation programme
- › Board commitment to a 25% reduction in carbon intensity by 2017
- › £4m p.a. operational spend for energy and resource efficiency investment
- › Carbon footprinting of one of its most important assets, using this analysis to develop a diagnostic approach to supply chain management
- › Dramatic water use reductions via rainwater harvesting, bathroom controls, leak detection and grey water recycling
- › Being awarded the Carbon Trust Standard for carbon, water and waste reduction, becoming the first company to achieve this certification

