

Agenda & Meeting Notes

Group:	Creative, Media & Tech
Date:	Tuesday 5th March 2024
Location:	Amelia Scott Centre, Tunbridge Wells
Businesses in attendance:	
Apologies:	

How we get the most out of today - 2 mins

- Hear from different voices around the room so we can get a general idea of where we are at, the challenges and the opportunities
- Honesty and openness / non judgemental
- Kelly taking notes to share on website
- Bob as co-chair

Introductions - 8 mins

- Name, business and why you are in the room

MEETING NOTES:

As we are the Marketing sector look at ways we can change the language from talking about “Consumers” to “Citizens”. This came from the “People-Planet-Pint” meetup.

Sector specific Accreditations - Brands have been stepping up more rather than waiting for legislation. Consumers demanding more from companies and they need to do their bit to reduce emissions in Scope 1, 2 & 3.

We have to be careful to not preach to people but rather lead by example. We don't want to be accused of hypocrisy.

Sebastian – Shared an infographic on Fossil Fuels as opposed to Electric cars that gives a clearer picture of Carbon Emissions for the full cycle of the vehicle. Seb

mentioned that the world of banking and investments they focused it to be more people centric.

Sustainability and profitability should come together

Tom – Looking at the long-term spend. Example in housing/buildings.

Sebastian – Discusses second hand trade of Solar Farm panels. Details below:

Solar - used panels

As mentioned here is some information I've found while digging around in the world of used solar panels, though it must be noted these are my findings for my own array and I of course defer to experts and those more experienced or knowledgeable!

You can find lots of listings for used solar panels with approx 5 years life elapsed on the online marketplaces where they are sold as singles or in job lots having been retired from solar farms. For example these and these which are listed on eBay. You would also need to source an appropriate inverter (also available second hand), as well as cabling. I will be doing most of the installation myself at my unit so have also suppressed costs this way to keep the total under £1000, though note you will need to get a qualified installer to link the system up to the grid.

If you want a bit more confidence in the system or to save time by going through a specialist, you can reach out to organisations like Giants Wood Solar in Norfolk, who have many new and used ex-farm panels which they fully test (note their website linked above is currently under construction - They also have an eBay shop which is up to date). They also sell inverters and all of the other bits and bobs needed, and can recommend an MCS certified installer if you want someone to install. I spoke with them on the phone and for some amplifi members it may be wiser to invest in new panels, as the cost difference between new and old is rapidly closing, and efficiency has really taken a step change over the last five years! For me, the focus is on keeping the initial capital cost to a minimum, while meeting my energy needs, which is why I'm not taking this approach.

Much of the investment in solar systems is in batteries for energy storage, which remain very expensive despite big recent reductions, most notably in self build 15kwh kits from the likes of Seplos and pre built equivalents from Gobelpower, both of which use EVE cells which sit at the heart of every big battery, electric car power pack etc. If you opt for a system without a battery, you can keep costs down and get paid for energy you don't use, even though the feed in tariff has ended. You get paid from excess power according to the Smart Export Guarantee which replaces the feed in tariff. You can get around 34p per kWh peak maximum from octopus, and other SEG tariffs pay closer to 20p per kWh. If you don't already use any of the higher paying providers and don't want to switch energy suppliers, the best rate you can get for a SEG exclusive tariff that runs alongside your existing supplier is 12p. rates summary here. For business applications, most power use tends to be during

the day, so the need for battery storage tends to be much lower than for residential. Personally I have chosen to use the grid as my battery and forgo that additional cost!

Hope that helps, I will be sharing details of my own array once installed over the next couple of months!

Dan – Spoke about their company's building and how it needs to be renovated so can't prioritise changes in sustainability over the renovations. But maybe the discussion should be changed as they are one and the same thing.

Problems with landlords when you rent/lease your office space as they don't seem forthcoming with making changes or supplying any decent information – suggestion of a combined approach of getting more residents on side to request changes.

Kelly – Mentioned that Mark Wakelin (<https://tangentspace.co.uk/energy-audit/>) who is an Architectural designer and also part of Amplifi does an Energy Audit. Kelly has since spoken to him and if we would like more information or to hear more about this from Mark he is happy to talk in the in-person meeting if that helps. This could help landlords identify the key problems and within the report Mark lists suitable changes that can be made.

Survey results - key themes - 30 mins

Customers / employees / investors

- 50% of you have had employees, customers or investors asked you about your climate impact in the last year
- My experience: NFP / education sector. Retail / sportswear, e.g. Pentland Brands, Vivo - especially in the adventure space, e.g. nature. My experience with the team is mixed, and more broadly with customers as well - people want a company to be doing their bit, but money is still such a significant factor that needs to be covered first, e.g. good salary or good price point.
- **What's other people's experiences with either staff, customers or investors?**

Stats

- 80% of your leadership teams have made a commitment to net zero
- Mixed results in terms of how important it is for your business success to have a climate strategy. 20% of you scored 10 and 20% 5 and under with the most between 7-8. Do people think this will change in time - to increase or decrease?
- 65% of businesses have a dedicated person to this, and typically this is a senior manager or office manager.

- **Any views on who should 'own' sustainability?**
- 30% of you have done some form of calculation about your scope. Some just scope 1, others more scopes.
- 90% are interested in calculating your carbon footprint
- 85% of you have taken measures to reduce your carbon emissions in the last year. The number lowers to 25% of people who have a measurement plan. As many of you know running businesses, measurements and objectives is the key to making impactful change.
- 50% asked your suppliers about their carbon emissions in the last year. When we did our B corp certification, we developed a survey that we sent out - for some it was easy, for others, it helped guide them to make changes, and for others, they didn't want to change, so we're no longer working with them. This is a fairly easy exercise for many of us, but for those in retail or hospitality, it's much harder. **Anyone have any views?**

Scope 1 emissions— This one covers the GreenHouse Gas (GHG) emissions that a company makes directly — for example while running its boilers and vehicles.

Scope 2 emissions — These are the emissions it makes indirectly – like when the electricity or energy it buys for heating and cooling buildings, is being produced on its behalf.

Scope 3 emissions — In this category go all the emissions associated, not with the company itself, but that the organisation is indirectly responsible for, up and down its value chain. For example, from buying products from its suppliers, and from its products when customers use them. Emissions-wise, Scope 3 is nearly always the big one.

What do people want from amplifi - results

- 'Awareness and understanding of how to reduce your carbon emissions'
- Time consuming and scary
- 'I believe helping each other and working together will not only build confidence but will progress things much quicker than they would do normally, setting an example to other areas in the UK and potentially the world.'
- Contribute to strategic thinking and action to support Tunbridge Wells as a progressive community.
- Support others

Playbook - 30 mins

- **Challenging times for business.** Between balancing the budget, finding staff, staying on top of customer needs and the multitude of other administrative tasks, it is worth asking the question - why should I care about becoming Net Zero? What are the barriers stopping us from making changes? See playbook
- **Key recommendations**
 1. Start with data: How do people feel about measuring carbon emissions? Daunted / excited? Or perhaps you've been through the process already - what did you think?
 2. Share enthusiasm & systemise processes: In meeting 3, we will deep dive into staff engagement but today, be good to hear from a couple of people about their experiences with bringing people on board (Matthew?)
 3. Maximising value: this is a future step for amplifi - government grants / lobbying / collective purchasing power. / promotion of TW and our businesses. Any other ideas about how we can generate more value to the group?
- **Guidance by theme**
 - Homework: review each of these themes. Next session will deep dive into each of these themes and share ideas / suppliers / tips around them.

MEETING NOTES:

Changing the culture in the business – lead from the top, be transparent with your team on your plans.

Making changes in every part of the business so when you next have a discussion with your bank, ask what they are doing, if it isn't good enough then change. Same with pensions, have the discussion with your advisor and get them invested ethically.

Ethical Consumer - <https://www.ethicalconsumer.org/>

Can help with making purchasing decisions. Also Which? Now have a category showing the most ethical (eco) option which can help.

Erica – Can the council help and support landlords to be better and supply tenants with data, plus make changes

Net Zero Now - 10 mins

- Entry level: Playbook
- Calculate your emissions / get more tailored support

- [Screenshots](#)
- [Video](#)
- Costs will depend on take-up across the groups. Our goal is to have as many businesses in TW with a carbon reduction strategy in place. BID money / sponsorship / ideas like sponsor a buddy schemes / external grant and trusts to support.
- Any questions or thoughts around this?

Size band		Self-serve	Supported	
Sites	Employees			
1	1-2	£300	£750	1/2 day 1:1 support
2-5	3-20	£900	£1,800	1 day 1:1 support
6-10	21-50	£1,800	£2,700	1 day 1:1 support
11-20	51-100	£3,000	£4,800	2 day 1:1 support
>20	>100	POA	POA	

Size of Business	Onboarding	Platform set up	Simple Footprint [S1&2 + five Scope 3]	Full Footprint [S1&2 + full scope 3]	Debrief	TOTAL (full footprint)
Micro	30-45 mins	30 mins	3 hours	1 day	30 mins	1.5 days over 5 weeks
	Over 1 week		Over 1 week	Over 3 weeks	Over 1 week	
Small	30-45 mins	45 mins	5 hours	2 days	45 mins	3 days over 6 weeks
	Over 1 week		Over 2 weeks	Over 4 weeks	Over 1 week	
Large	30-45 mins	1 hour	1 day	3.5 days	45 mins	4 days over 10 weeks
	Over 1 week		Over 4 weeks	Over 8 weeks	Over 1 week	

Let me know if you would like to explore Net Zero Now - our goal is at the end of the year to be able to say 40+ TW businesses have measured their carbon impact and made meaningful changes to their business operations. That would be something to celebrate. And Pete and I will do whatever we can to help our business community do that.

MEETING NOTES:

Infographics from Sebastian - Minerals vs Fossil fuel extraction

As requested see this fun infographic showing how mineral extraction to fuel net zero stacks up against fossil fuel extraction. To be super clear, I am not a proponent of taking anything out of the ground, as all of it has negative consequences! The figures used were collated from this IEA report which provides more in depth reading for those interested in mineral demand projections and pinch points.

https://substack-post-media.s3.amazonaws.com/public/images/5ba1c1f4-ab4d-474c-a4ae-0116e5b6c26a_1600x22000.jpeg

Requests for / offers of support - 5 mins

Next steps - 5 mins

- Subsequent meetings
- * Meeting 1 – as above;
- * Meeting 2 – Deep diving into the playbook and use of the NZN Platform;
- * Meeting 3 – Improve staff engagement on sustainability and a focus on how to drive progress through the supply chain and customer base;
- * Meeting 4 – What's next? Explore options for continuing into 2025 and depending on the sector a look at B-Corp and other organisations such as the Sustainable Restaurant Association (for the Food and Drink Sector).
 - Keeping in touch - WhatsApp to share progress and updates? E.g. retail sector. Ask the group questions, and I will moderate and take actions, e.g. if you were looking for training courses, we could quickly find examples of different ones, people's feedback and guidance. We would then write this up into a blog post for all amplifi members to see.
- AOB