

Case Study

Support for Partners in calculating and offsetting their carbon footprint



Mitsubishi Electric offers a **Relationship Development Fund (RDF)** to all its Partner Programme Members, to support and enhance their business and attract new customers.

With its latest offering, Mitsubishi Electric can support Partners with calculating their carbon footprint and analysing their carbon impact, as well as understanding how to reduce emissions further and showcasing their green credentials to customers.

ON THE ROAD TO
NET ZERO



ON THE ROAD TO NET ZERO



Reaching the net-zero carbon emissions target by 2050 is a challenge that the world and the construction industry are facing.

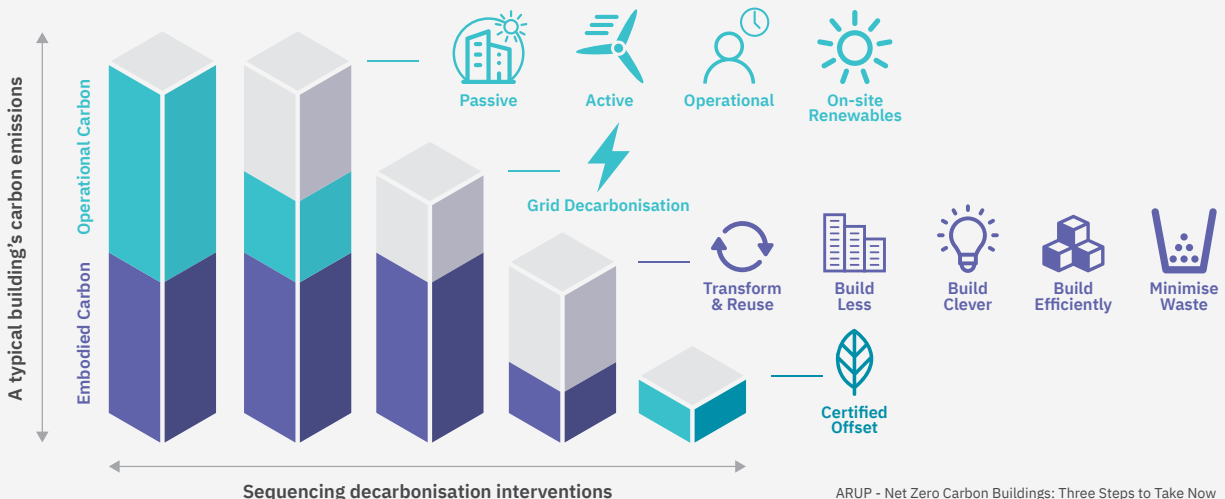
With this in mind, it is more important than ever that organisations can prove their sustainability credentials to remain competitive.

With the new RDF support, Mitsubishi Electric enables Partners to do just that. The RDF is valued at 2% of the total purchases a Partner makes with Mitsubishi Electric Living Environment Systems' finished products and runs over a six-month period.

With this funding, Mitsubishi Electric can give Partners the option of working with ClimatePartner, Mitsubishi Electric's chosen solution provider for corporate climate action, enabling them to calculate their Corporate Carbon Footprint (CCF) - if desired - and award accreditation to companies that meet the criteria.

The ClimatePartner label, with its unique ID number, leads to a URL that allows prospects or clients to find out about the CO₂ emissions associated with the Partner's business or product, as well as the reduction initiatives in place and the carbon offsetting project supported.

To calculate emissions, ClimatePartner provides a platform to enable the collection of data from the Partner around agreed areas like the driving emissions of their fleet, or emissions associated with employee commuting or energy use.





Partners input data directly into the online platform, focusing on three key areas:

- **SCOPE 1**
Direct Emissions, like kWh of gas burnt
- **SCOPE 2**
Energy Rated Emissions, like kWh of electricity used, and how green it is
- **SCOPE 3**
Supply Chain Emissions, like the impact of work travel or purchased goods and services

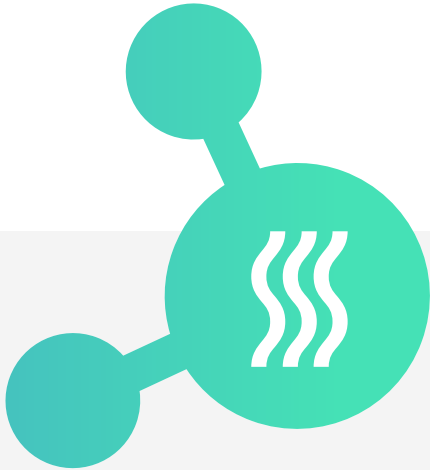
ClimatePartner then offers a full breakdown of carbon emissions to the Partner, as well as advice on where reductions and improvements can be made - and the label 'Carbon Neutral Company' for companies that have calculated, reduced and offset their emissions.

Oliver Collins, Channel Marketing Manager at Mitsubishi Electric, said, **"We know that strong environmental and sustainability credentials are increasingly important for our Partners to demonstrate, but calculating carbon impact requires time and expertise. That's why we are happy to partner with ClimatePartner through the Relationship Development Fund and support Partners in understanding their current carbon impact and finding ways to further reduce emissions."**

Closewood Air Conditioning, a Mitsubishi Electric Business Solutions Partner, was the first Partner to benefit from this support and receive accreditation from ClimatePartner. Through the RDF, the company has worked with ClimatePartner to calculate the business' carbon footprint and introduce new ways to further reduce emissions.

ClimatePartner calculated Closewood's CCF, which reflects the total CO₂ emissions released by the company within defined system boundaries over a specified period. The calculation was based on the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard (GHG Protocol) guidelines.

Dean Kirby, Managing Director of Closewood, explained, **"We've always been conscious of the need to reduce our carbon emissions and have introduced several measures within the business to minimise energy use and waste, so when Mitsubishi Electric offered us a way of calculating our carbon footprint through our RDF we jumped at the chance"**.



After finding ways to reduce its current carbon impact further, Closewood also opted to offset the emissions that come from running the business, helping to support carbon offset projects that also improve the lives of others worldwide. The company is supporting a wind farm in Brazil, bringing power to remote areas and reducing the amount of carbon emitted.

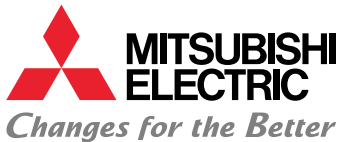
Jack Warren, Commercial Sustainability Manager at ClimatePartner, explains, **"We work with companies on three crucial steps of 'calculate, reduce and offset' to help tackle climate change per the Paris Agreement. The foundation for any climate action starts with calculation, as a company that knows its carbon footprint also knows which parts of its business cause emissions and how high they are. The company can credibly claim carbon neutrality if these emissions are offset."**

Closewood now plans to undergo an annual CCF report with ClimatePartner to check progress and identify areas where emissions can continue to be reduced.

If you'd like to know more about how your business could benefit from being a Mitsubishi Electric Partner, or if you're a Partner who would like to know more about the Mitsubishi Electric Managed Digital Marketing packages, please email:

Partner@meuk.mee.com





Telephone: 01707 282880

email: partner@meuk.mee.com
les.mitsubishielectric.co.uk



@meuk_les
@green_gateway



Mitsubishi Electric Living
Environmental Systems UK



Mitsubishi Electric
Cooling and Heating UK



mitsubishielectricuk_les



mitsubishielectric2



thehub.mitsubishielectric.co.uk

UNITED KINGDOM Mitsubishi Electric Europe Living Environmental Systems Division

Travellers Lane, Hatfield, Hertfordshire, AL10 8XB, England. Telephone: 01707 282880 Fax: 01707 278881

IRELAND Mitsubishi Electric Europe

Westgate Business Park, Ballymount, Dublin 24, Ireland. Telephone: (01) 419 8800 Fax: (01) 419 8890 International code: (003531)

Country of origin: United Kingdom - Japan - Thailand - Malaysia. ©Mitsubishi Electric Europe 2023. Mitsubishi and Mitsubishi Electric are trademarks of Mitsubishi Electric Europe B.V. The company reserves the right to make any variation in technical specification to the equipment described, or to withdraw or replace products without prior notification or public announcement. Mitsubishi Electric is constantly developing and improving its products. All descriptions, illustrations, drawings and specifications in this publication present only general particulars and shall not form part of any contract. All goods are supplied subject to the Company's General Conditions of Sale, a copy of which is available on request. Third-party product and brand names may be trademarks or registered trademarks of their respective owners.

Note: The fuse rating is for guidance only. Please refer to the relevant databook for detailed specification. It is the responsibility of a qualified electrician/electrical engineer to select the correct cable size and fuse rating based on current regulation and site specific conditions. Mitsubishi Electric's air conditioning equipment and heat pump systems contain a fluorinated greenhouse gas, R410A (GWP:2088), R32 (GWP:675), R407C (GWP:1774), R134a (GWP:1430), R513A (GWP:631), R454B (GWP:466), R1234ze (GWP:7) or R1234yf (GWP:4). *These GWP values are based on Regulation (EU) No 517/2014 from IPCC 4th edition. In case of Regulation (EU) No.626/2011 from IPCC 3rd edition, these are as follows. R410A (GWP:1975), R32 (GWP:550), R407C (GWP:1650) or R134a (GWP:1300).

Effective as of March 2023



www.greengateway.mitsubishielectric.co.uk
Mitsubishi Electric UK's commitment
to the environment