



CARBON AUDIT REPORT

COMPANY NAME

MCR Print

AUDIT

Company Carbon Audit

TIMEFRAME

June 2010 – May 2011

Completed 05 August 2011

10 Argyll Street, London W1F 7TQ

tel: +44 (0)207 287 7080

email: mail@life-size-media.com

web: www.life-size-media.com

Company Registration Number 07204233



Company Carbon Audit: MCR Print

Period covered by audit: June 2010 – May 2011

About MCR Print.

MCR Print is an environmentally friendly printer. The company champions sustainable sourcing, carbon-conscious techniques and a commitment to environmentally friendly products. MCR Print is proud to deliver this at a competitive price without compromising on quality. Whether it is printing business cards, brochures, point-of-sale material or leaflets, the team will work with you to see how you can Go Green without it costing the earth.

MCR Print is both ISO14001 and FSC certified. The company has assessed and improved in-house technology and techniques to accommodate high environmental standards. This carbon audit is the next level in a company-wide commitment to producing and promoting sustainable print.

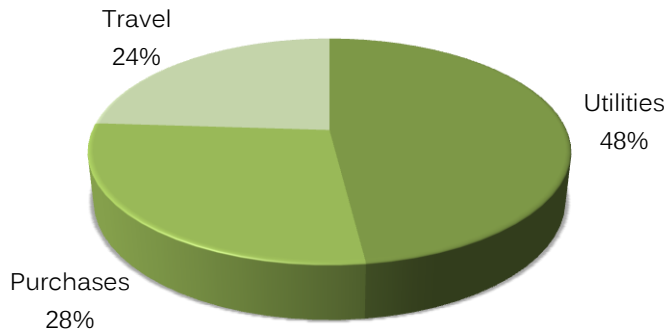
Audit Overview.

This study has been commissioned by MCR Print and Life Size Media to review the 2010/11 carbon footprint from the operations of the MCR Print Brighton office. The scope of the study includes emissions from utilities, related travel, purchases and waste from the operations of the organisation. The print “factory” and new London office are not included at this point. The data relates to a 12 month period from June 2010 to May 2011. Some of the data related to a shorter period and was extrapolated to estimate the full year emissions.

Key Findings.

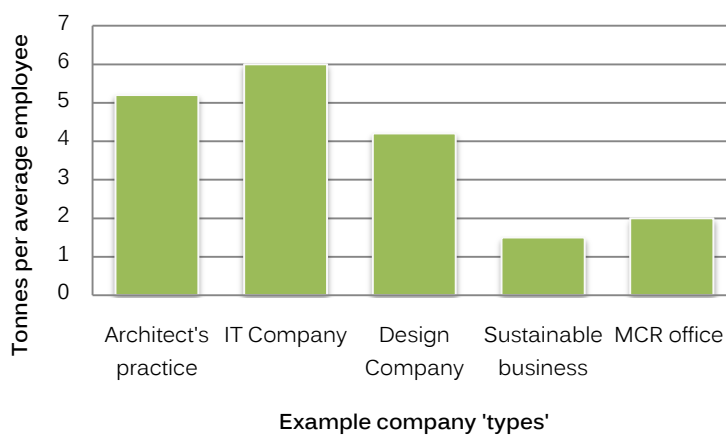
- The carbon emissions generated from the office operations were **10.0 tonnes** of CO₂e over the period;
- MCR Print's footprint per employee is favourable in comparison to similar sized offices;
- The "factory" and new London office emissions should be calculated as soon as complete data becomes available to enable full benchmarking with similar companies.

Audit Breakdown.



Item	Tonnes CO ₂ e
Utilities	4.8
Purchases	2.8
Travel	2.4

Benchmarking.



This graph compares the CO₂ emissions of an average MCR Print employee with employees from a variety of other offices. Clearly MCR Print's employees have a small footprint at 2.0 tonnes however, there is still room for improvement before the office can directly compare with a sustainable business.

Noteworthy Findings.

Hot areas

(findings that need immediately addressing)

- No serious 'hot' areas

Cool areas

(findings to be proud of)

- MCR Print employees only travel collectively 14.9 miles daily by car. The remaining balance is made up by train, walking and a car sharing scheme – this makes for a very fit team and low carbon footprint.

Putting your footprint into context.

MCR Print's total footprint is **10.0 tonnes CO₂e**. This is equivalent to:



The average footprint
of one person living
in the UK

9.3 tonnes CO₂e
West Wales ECO Centre



One person taking a
return first class flight
from London to Sydney

10.0 tonnes CO₂e approx.
Department of Environment,
Food and Rural Affairs (DEFRA)



Next steps.

To address their full carbon footprint and become a carbon neutral company, MCR Print should include the print “factory” and London office emissions as soon as complete data becomes available. Ideally the footprint should be calculated for the complete 2011 calendar year. A reduction target should then be set (10-15%) for 2012. This would form a base to achieve the Carbon Trust Standard in early 2013.

As the MCR Print office operations footprint is favourable due to excellent commute patterns and shared use of utilities, the opportunity for reduction is limited. One recommendation is that when the company transport comes up for replacement, electric vehicles would be ideal due to the low mileage requirement. They could be branded with the company logo to advertise MCR Print’s green credentials.



About the Audit.

Carbon footprinting has been successfully used to assess and communicate the environmental impacts of countries, regions, cities, organisations, lifestyles and products. It has proven to be an understandable and accessible indicator of sustainability, which is often seen to be a complex and intangible concept. Carbon footprinting considers the emissions associated with the final consumption of a product or service, no matter where in the life cycle those emissions occurred and, more importantly, where in the world they occurred. Carbon footprints are expressed as kilograms or tonnes of CO₂ equivalence.

This carbon audit was calculated by Carbon Decisions, an Irish carbon consulting company that provides specialised tools, methodologies and expertise to help its clients measure, manage and reduce their carbon footprint.

The GHG Protocol Corporate standard has been applied throughout this assessment using the Operational Control operation approach. All scope one, two and material scope three emission sources have been included and green tariff electricity has been accounted for using the Department for Environment, Food and Rural Affairs' (DEFRA) corporate reporting guidelines from 2009.

The data used for the analysis was provided by a number of functions within MCR Print. Where data was incomplete assumptions were agreed with the project team and used in the calculation process.

CarbonDecisions

www.carbondecisions.ie

Definitions.

CO₂ – Carbon dioxide is a colourless gas which is considered to be one of the main causes of global warming. Although naturally occurring, the gas is also produced from the combustion of carbon based materials such as coal, oil and petrol.

CO₂e - Carbon footprints are measured as equivalent carbon dioxide (CO₂e). This measurement is used to standardise measurements of greenhouse gasses, those gasses that contribute to global warming. All greenhouse gas emissions are measured equivalent to the volume of carbon dioxide that has the same global warming potential. A carbon footprint is given in this standard measurement to allow for comparison with other carbon footprints, even when a part of the footprint may have been due to other greenhouse gasses asides from carbon dioxide, such as methane.

Carbon Trust Standard – The Carbon Trust Standard was developed by the Carbon Trust in 2007/08 to encourage good practice in carbon measurement, management and reduction by businesses and public sector organisations. (<http://www.carbontruststandard.com/pages/The-Standard>)

GHG – Greenhouse Gases such as; carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), and sulphur hexafluoride (SF₆).

GHG Protocol Corporate standard – The GHG Protocol Corporate Standard provides standards and guidance for companies and other organizations preparing a GHG emissions inventory. It covers the accounting and reporting of all six greenhouse gases covered by the Kyoto Protocol.

DEFRA - The Department for Environment, Food and Rural Affairs (DEFRA) is a government department in the UK. The department covers policy and legislation in areas such as the natural environment, sustainable development, food and farming, animal welfare, environmental protection and rural communities. (<http://www.defra.gov.uk/>)