

NET ZERO SUFFOLK CASE STUDY

Precision Marketing Group received a free carbon footprint and a net zero report by Groundwork East, funded by Suffolk County Council.

Precision Marketing Group are a professional services organisation based in Bury St Edmunds. They contacted Groundwork as part of the Net Zero Suffolk support service, an environmental contract being delivered by Groundwork in the region.



"As we took on an additional site in September 2022 and also got amazing solar generation last year it will be incredibly hard to match 2022 without implementing our ASHP plan. This information will certainly accelerate our thinking!"

**Nick Pryke, Chief
Operating Officer**



Carbon Footprint

2022 carbon footprint calculated at 117.35tCO₂e including their Scope 1, Scope 2, and Scope 3 for electricity for sub-let areas, commuting and personal mileage in company vehicles.



Energy Efficiencies

A reduction of around 40% in gas consumption has been primarily attributed to some simple behaviour changes by lowering the heating temperature and reducing the hours the space was heated.



Net Zero Plans

Their report also provided advice on investing in an air-source heat-pump which could reduce space heating emissions by an additional 12.5tCO₂e per year.

Interested in this free support?

Get in touch via:

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