



Small business sustainability

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Digital Doors[®] and Strive USA

in
partnership
with

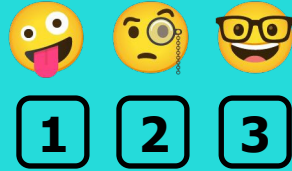


What is carbon footprint?



A fun and interactive workshop
for individuals and small businesses
offered in partnership with Digital Doors

How familiar are you with
carbon footprint?





Agenda



- 1) Carbon footprint & me (~35 mins)
- 2) Carbon footprint & my business (~20 mins)
- 3) Q&A





Housekeeping



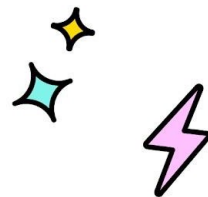
- Zero **0** judgement! 🙌
- Use chat - the session is interactive! 💬





Michelle Li

Toronto → San Francisco → London → New York

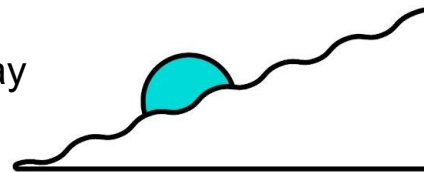


DocuSign

Program Manager | Software Implementation | Sales Engineer



Raise carbon footprint literacy in a hip and fun way



The Coffee Menu

@thehivee2 | London, UK



Carbon Footprint: Coffee Edition



Filter/Drip: 50g CO₂

Capuccino: 230g/105g CO₂
Dairy milk / Plant-based milk

Latte: 350g/140g CO₂
Dairy milk / Plant-based milk

Paper cup: 8g CO₂

Lid: 4g CO₂

Sleeve: 4g CO₂



 @clever.carbon

Nota: carbon footprint data represents general averages



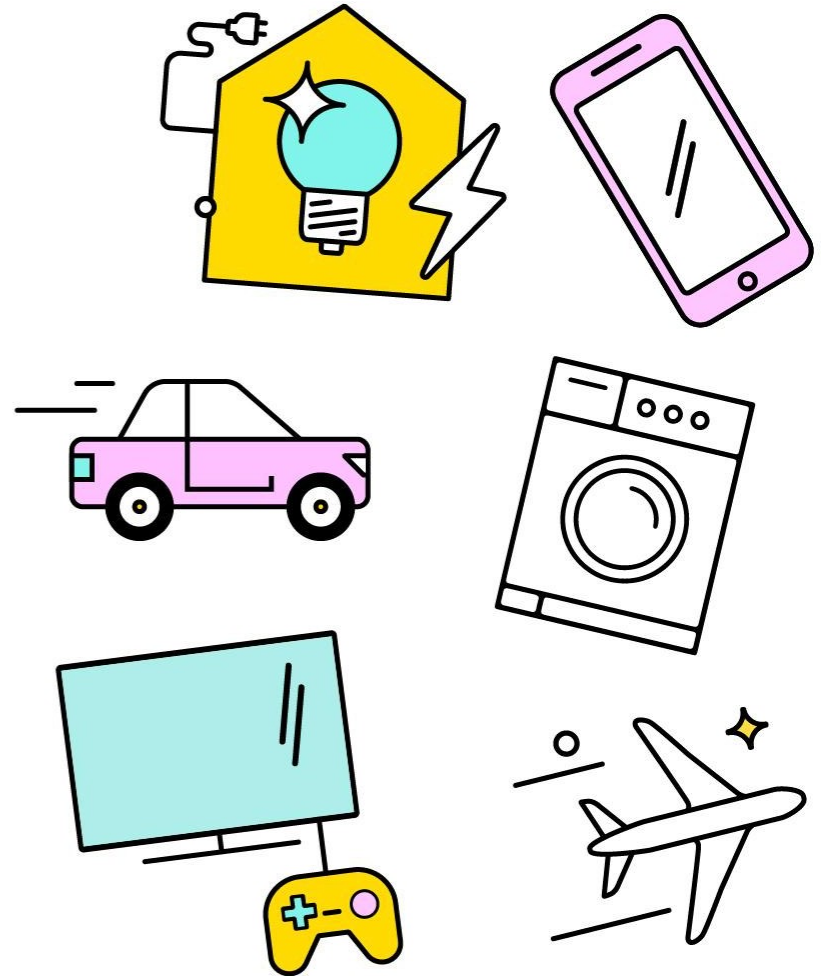
What is carbon footprint?





Our everyday activities
require energy.

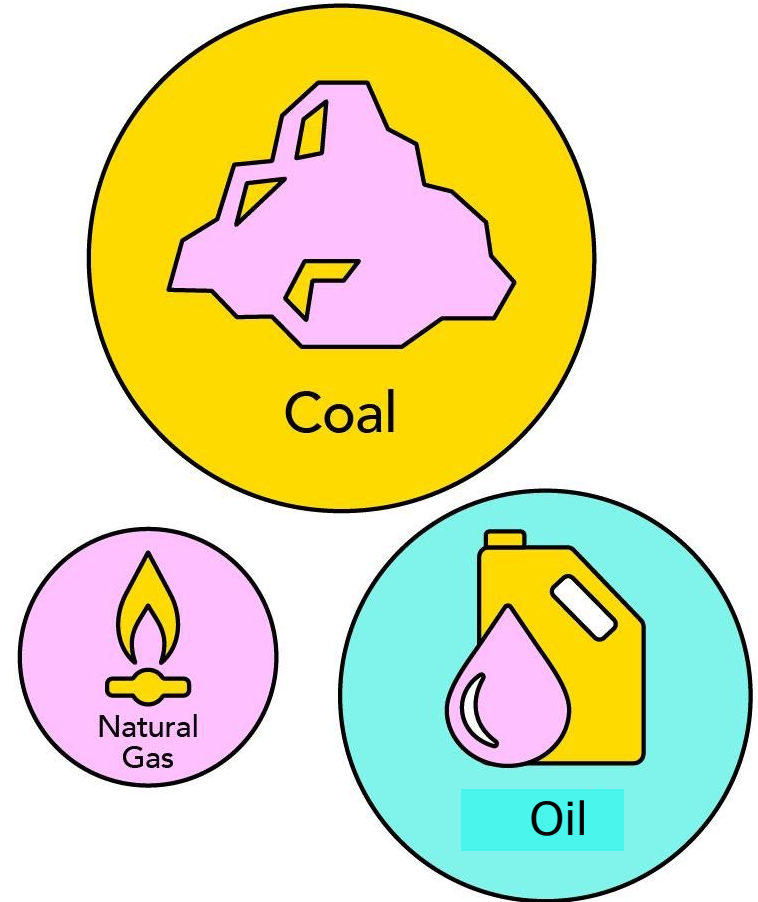
Ex. fuel for cars, electricity for cell phones



Fossil fuels

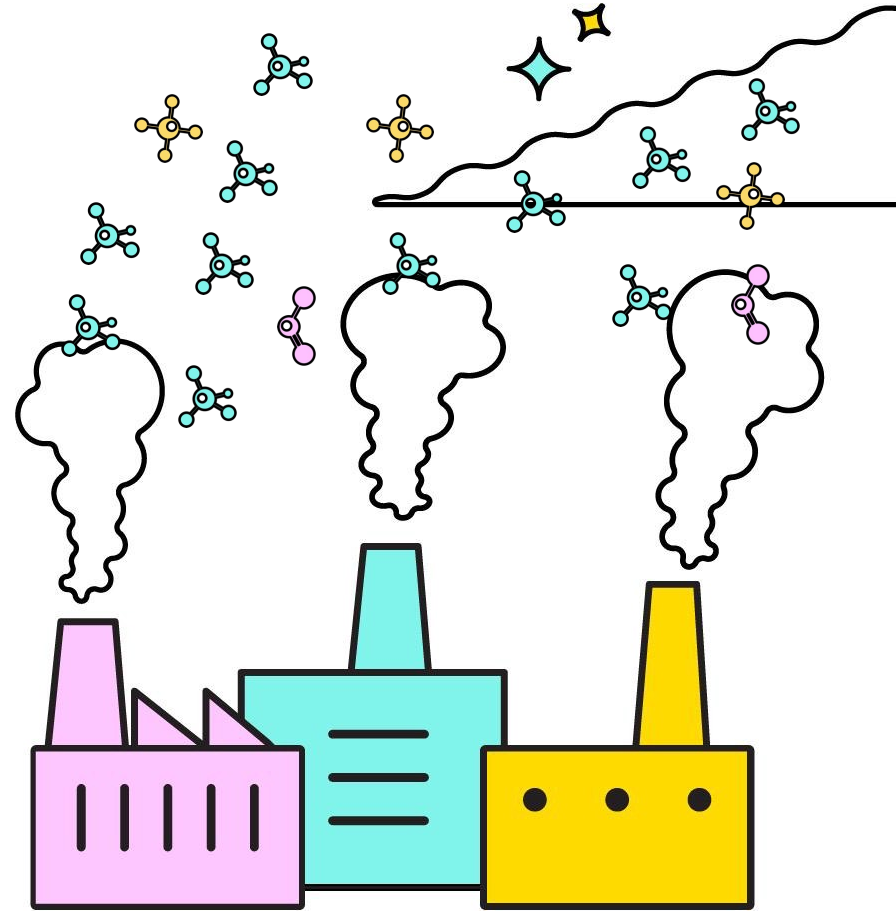
The majority of the energy comes from burning fossil fuels.

Fossil fuels naturally exist on earth. They are made from decomposing plants and animals and exist in a number of different forms.





When fossil fuels are burned, greenhouse gasses are produced and released into the atmosphere.

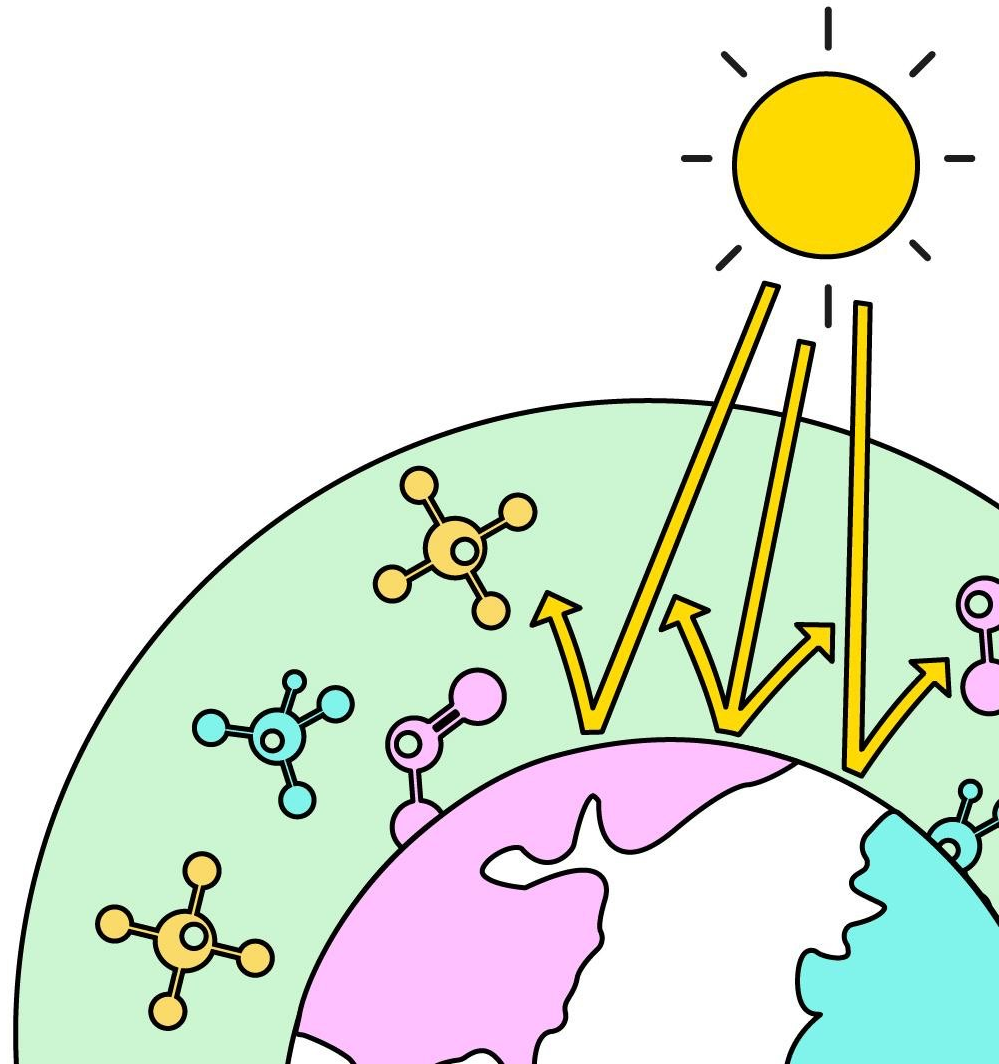


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carbon

In the atmosphere, greenhouse gasses trap heat and lead to global warming and climate change.

The more greenhouse gasses, the warmer our planet.

Atmosphere

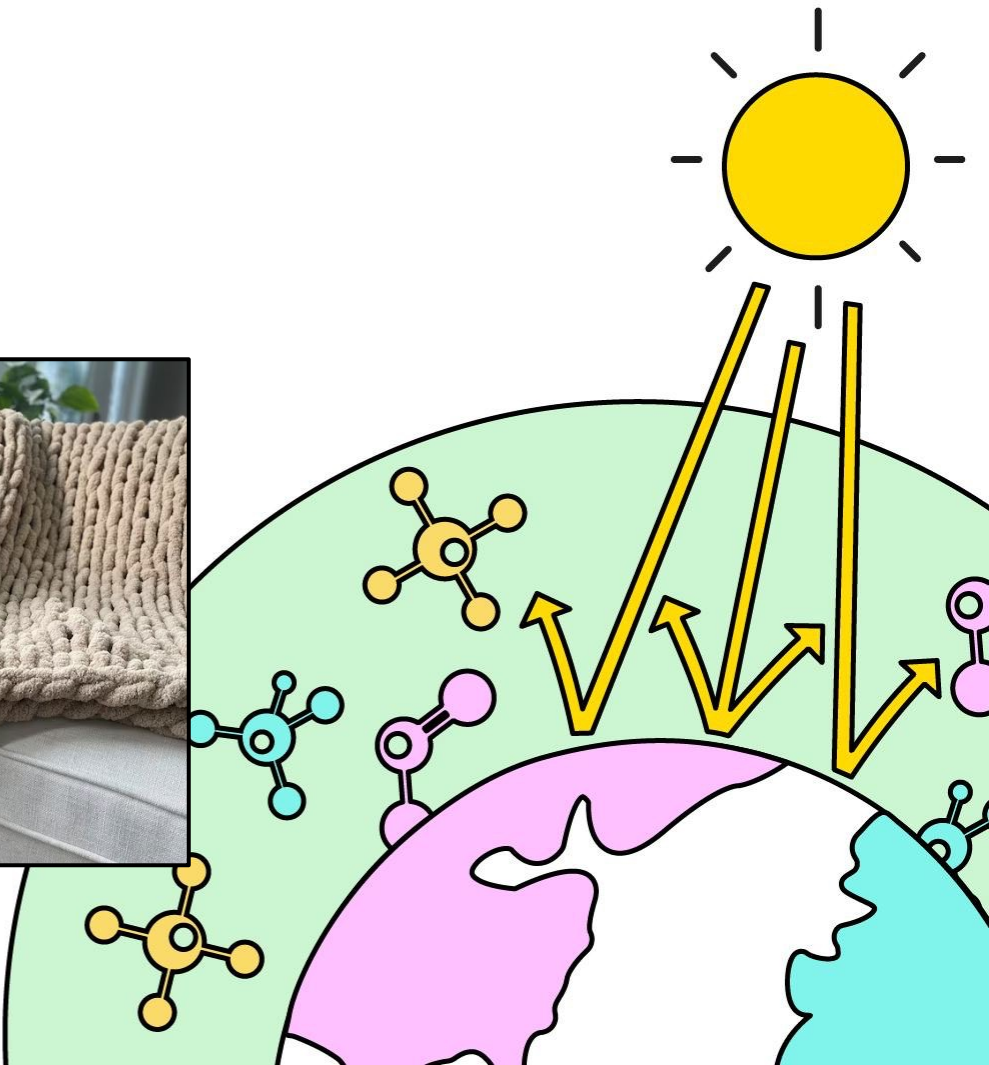




crochet blanket



Atmosphere



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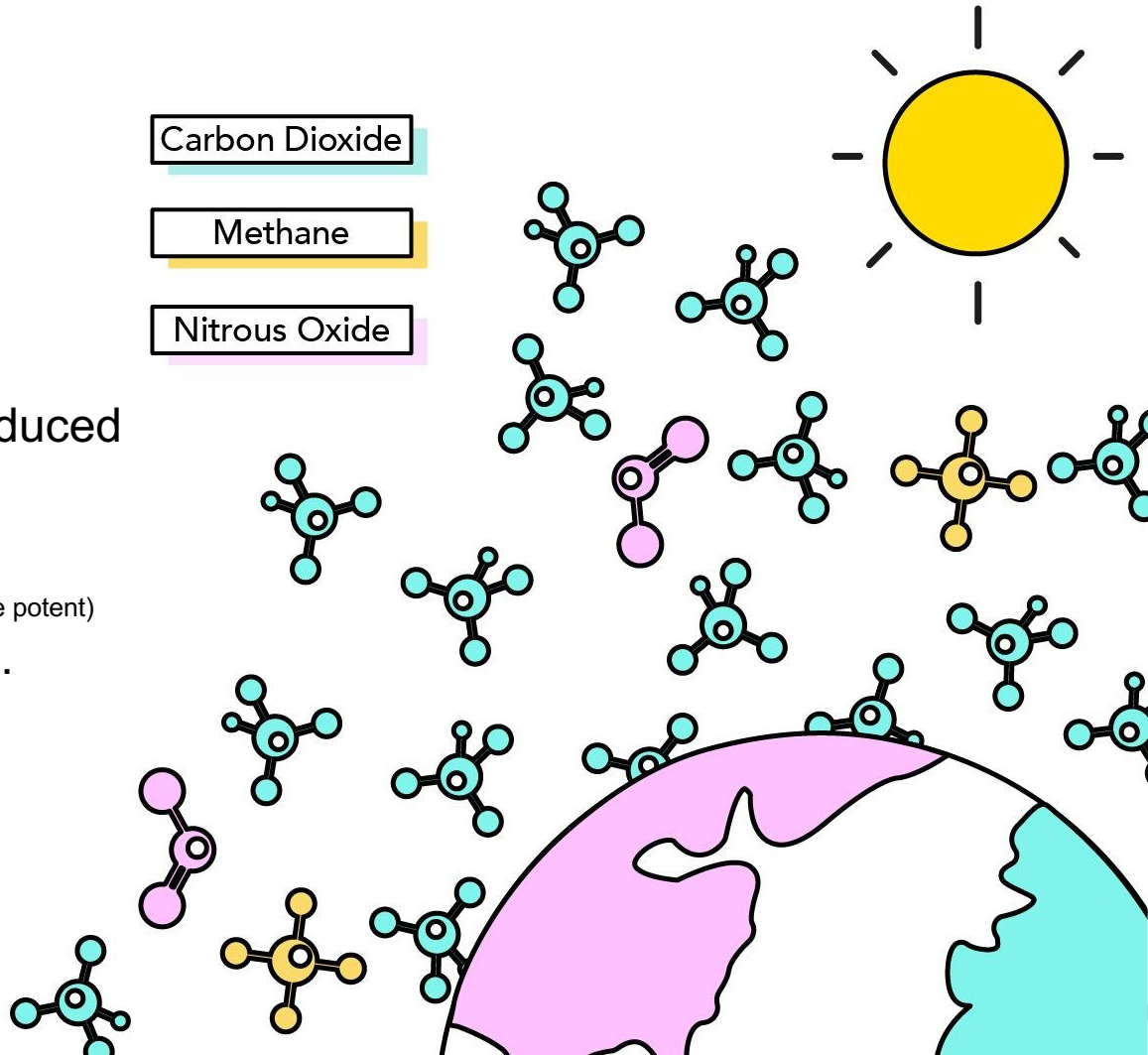
Carbon dioxide is the most common greenhouse gas produced

Other common greenhouse gases include **methane** (25x more potent) and **nitrous oxide** (298x more potent).

Carbon Dioxide

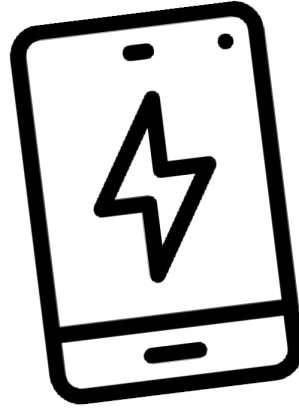
Methane

Nitrous Oxide



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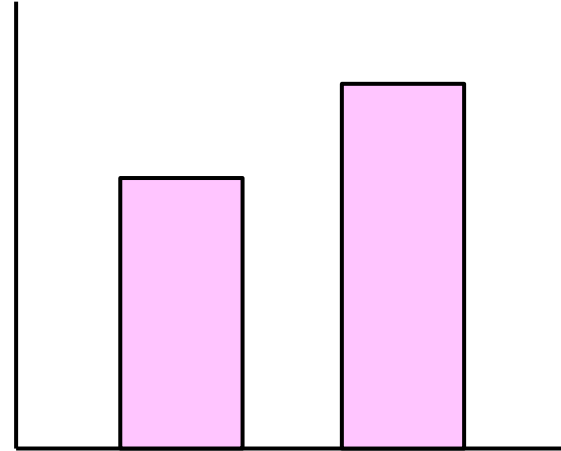
Carbon footprint is the measure of the amount of carbon dioxide released into the atmosphere for a certain activity.



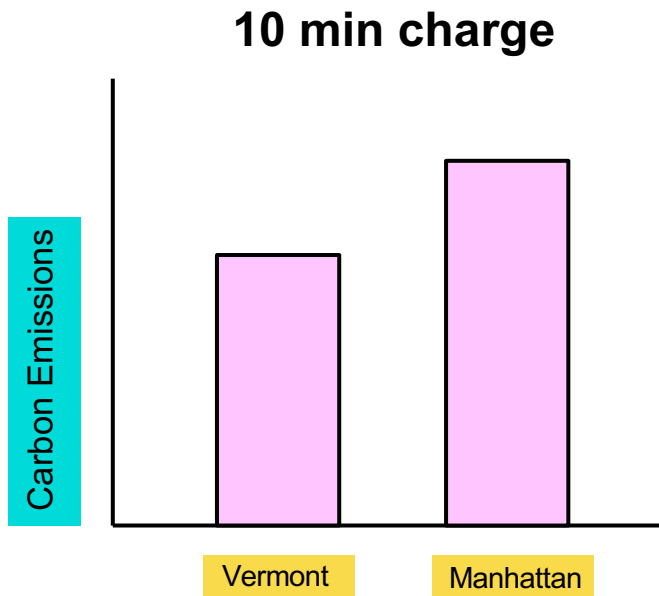
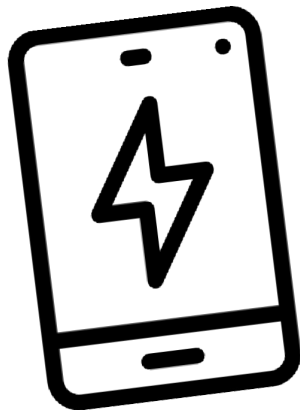
Carbon Emissions

10 mins

15 mins



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**clever
carbon**



**Commute
and Travel**



**Food and
Consumption**



**Home and
Energy**



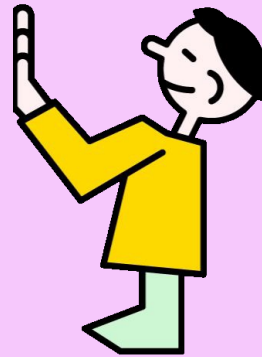
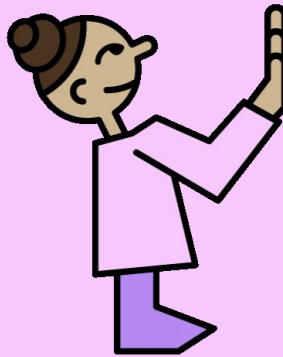


Game time!





Are you ready?



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carbon

Take 10 seconds
to remember as
much as you can!

00:10



1 potato
40 g CO₂



Pork
1,800 g CO₂



Beef
7,700 g CO₂



1 coffee
50 g CO₂



1 plastic
water bottle
83 g CO₂



1 roll 2 ply
1,300 g CO₂



Standard Light Bulb
(100W, 4hrs)
172 g CO₂



Hot Shower
(10 min)
2,000 g CO₂

Quiz

What's the average carbon footprint of an apple?



Type your answer in the chat!

[Source: BBC](#)

5
grams CO₂

A

35
grams CO₂

B

210
grams CO₂

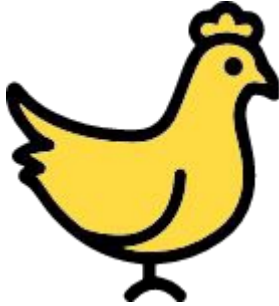
C

1,050
grams CO₂

D

Quiz

What's the average carbon footprint of a serving of chicken?



Type your answer in the chat!



1,360
grams CO₂

A

3,070
grams CO₂

B

530
grams CO₂

C

85
grams CO₂

D

Quiz

What's the average carbon footprint of a **dairy** latte?



Type your answer in the chat!

Source: [EcoWatch](#)

45
grams CO₂

A

350
grams CO₂

B

80
grams CO₂

C

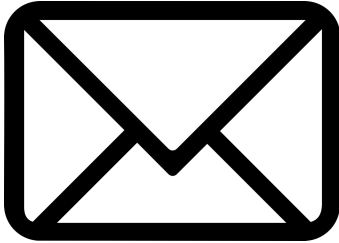
1,240
grams CO₂

D



Quiz

What's the average carbon footprint of an email?



Type your answer in the chat!

[Source: Science Focus](#)

320
grams CO₂

A

60
grams CO₂

B

16
grams CO₂

C

4
grams CO₂

D

clever
carbon

Average annual carbon
footprint of an
individual in Canada



14.1 tonnes
of CO₂ annually



Quiz

What is the average annual footprint of someone living in...



United Kingdom

Type your answer in the chat!

Source: Global Carbon Atlas

16.3
tonnes CO2

A

3.4
tonnes CO2

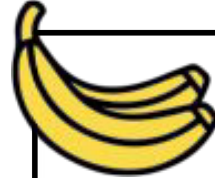
B

26.4
tonnes CO2

C

7.7
tonnes CO2

D



Quiz

What is the average annual footprint of someone living in...



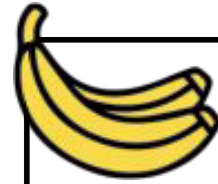
Vietnam

Type your answer in the chat!

Source: Global Carbon Atlas

0.8
tonnes CO₂

A



2.2
tonnes CO₂

B

9.3
tonnes CO₂

C

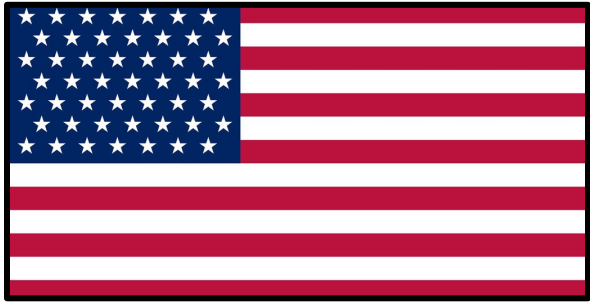
16.6
tonnes CO₂

D



Quiz

What is the average annual footprint of someone living in...



United States

Type your answer in the chat!

Source: Global Carbon Atlas

2.8
tonnes CO₂

A

33.7
tonnes CO₂

B

9.1
tonnes CO₂

C

17.0
tonnes CO₂

D



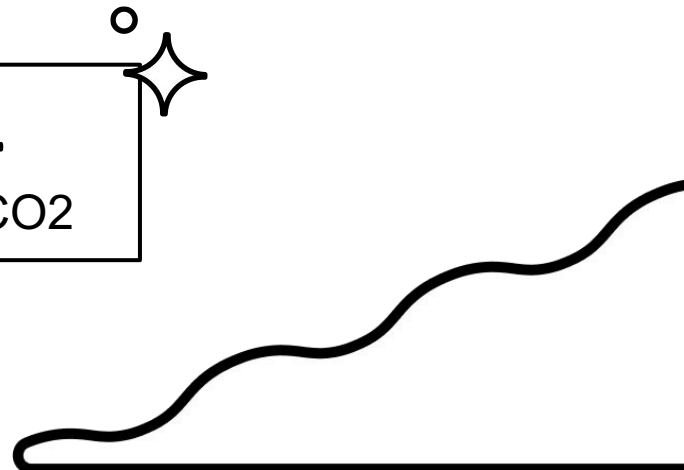


**Current
Global
Average**

6.3
tonnes CO2

**2030
Goal**

2.1
tonnes CO2



Why are average footprints so different between countries?

Policies &
Incentives

Access to
clean/renewable energy

Public transportation
infrastructure

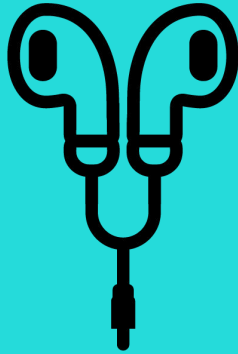
Dietary
Preferences

Average
household income

Size
of home

Which has a higher carbon footprint?

(and why?)



A



B

Which has a higher carbon footprint?

(and why?)



plastic jar

A



glass jar

B

Which has a higher carbon footprint?

(Pretend you live in New York)



Made in New York

A



Made in California

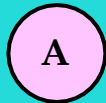
B

Which has a higher carbon footprint?

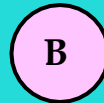
(and why?)



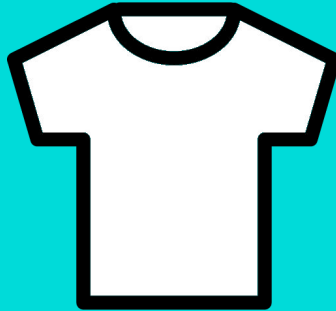
Radio



Streaming



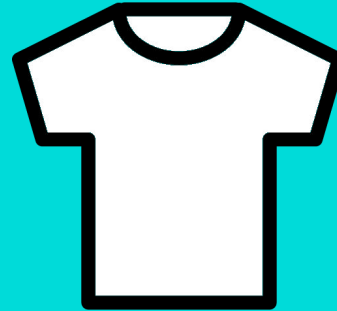
Which is better for the environment? (and why?)



2.1 kg CO₂

(manufacturing carbon emissions)

A

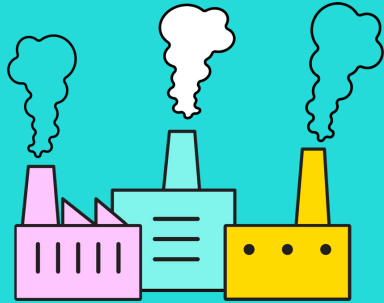


5.3 kg CO₂

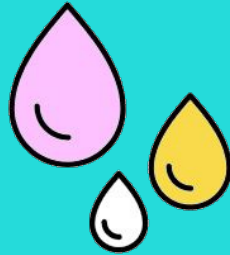
(manufacturing carbon emissions)

B

There's more to environmental impact than carbon footprint



Carbon Footprint



Water Footprint



Waste Footprint

Factors that impact carbon emissions

Manufacturing emissions

Shipping/cargo

Energy usage

Item longevity & durability

Weight

New vs used

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carbon



1 apple
35g CO₂



Beef
7,700g / 7.7kg CO₂
1 serving, 75g



Pork
1,800 / 1.8kg CO₂
1 serving, 75g

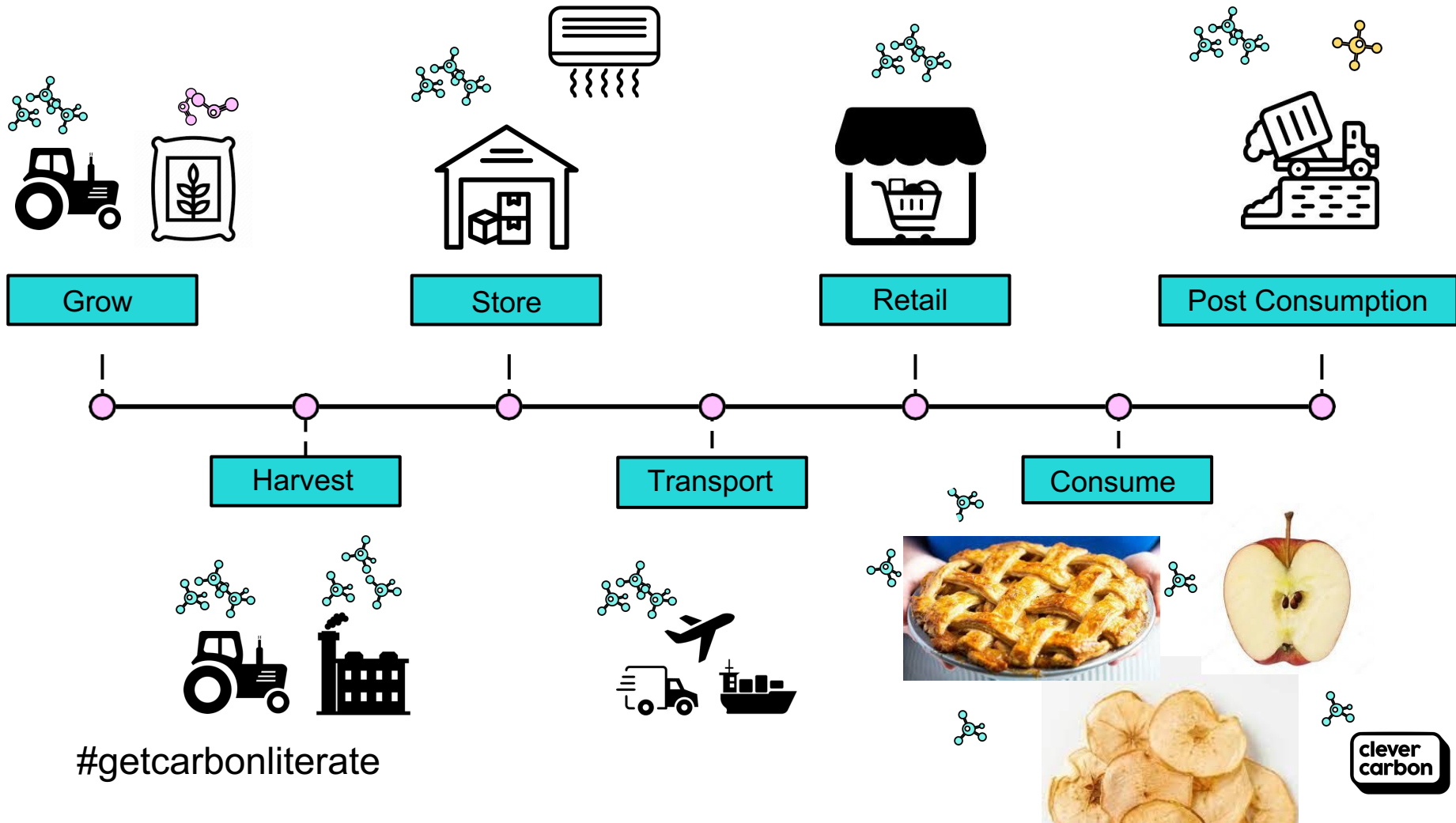


Chicken
1,360g / 1.36kg CO₂
1 serving, 75g



Rice
330g CO₂
1 serving, 3 tbsp

#getcarbonliterate



#getcarbonliterate

clever
carbon



Life Cycle Analysis

(LCA)



1 apple
35g CO₂



What are ways we can reduce the carbon emissions of an apple?

Organic

Reduce waste

In season

Local/Farmers Market

Compost



Carbon footprint & small businesses





**Have conversations about
sustainability come up
with customers?**



Where do carbon emissions from small businesses come from?

Energy consumption
of storefront

Products and
services sold

Fuel for business
vehicles and delivery

Staff and
employees

Waste
generation



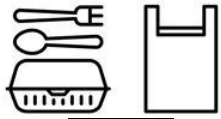
What are ways we reduce the carbon footprint of small business?



heating/cooling



energy



single-use



waste



fuel

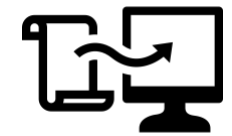
Seek planet friendly suppliers



Encourage **customers** to bring own bag, cup, etc



compost



digitize



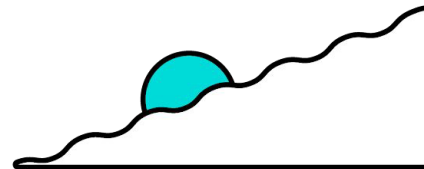
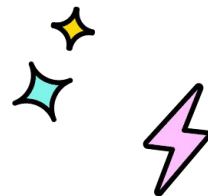
There are benefits to reducing carbon footprint?

Reduce costs

Be kinder to the planet

Grow customer acquisition and
loyalty

Positive community impact



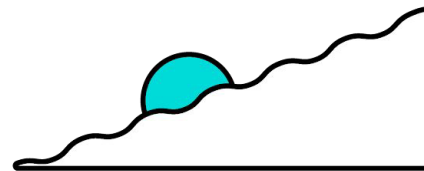
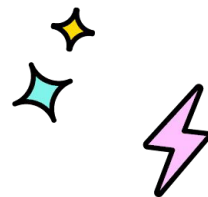


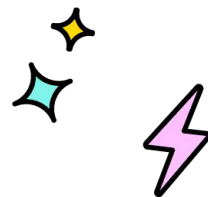
But do my customers care?

in 3 consumers surveyed prefer eco-friendly options

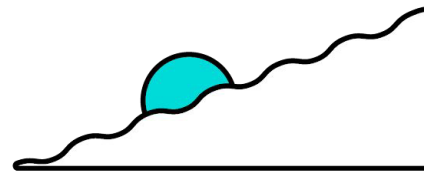
68% of millennials surveyed purchased a product with environmental benefit in the last 12 months

63% of Americans surveyed hope businesses will take the lead to drive environmental change





Consumers increasingly care about sustainability and are open to planet friendly options and practices.





How to get started?



1. Track and quantify

clever
carbon



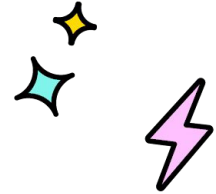
Energy
consumption



Waste



Single-use
and plastic
inventory



2. Talk to suppliers



How are you helping other shops be more sustainable?

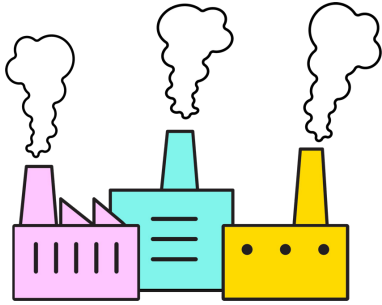
How can you help reduce packaging, waste, shipping and transport?

My customers are increasingly interested in sustainable options.



3. Where can you start reducing?

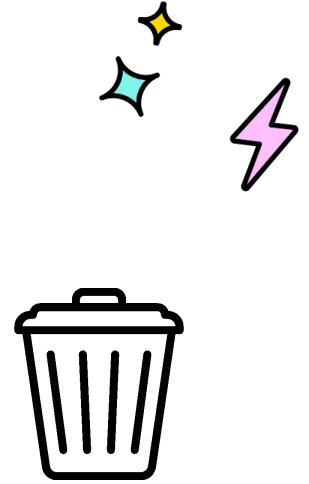
clever
carbon



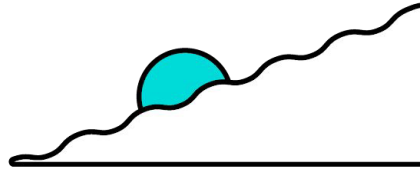
Carbon Footprint



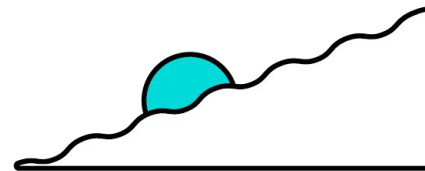
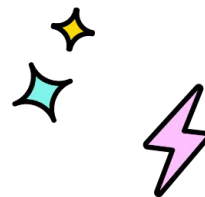
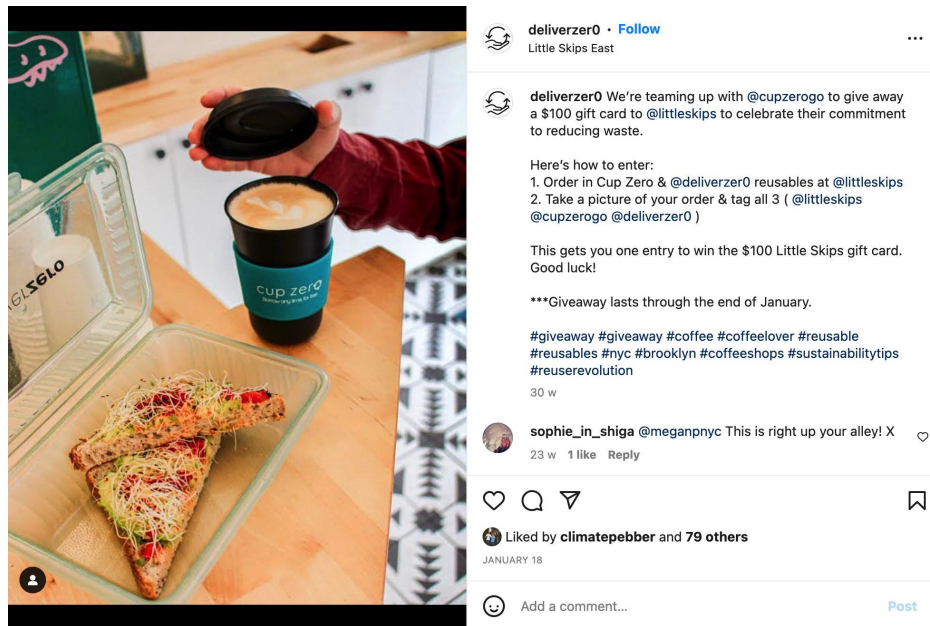
Water Footprint



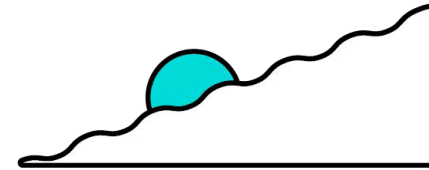
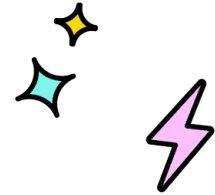
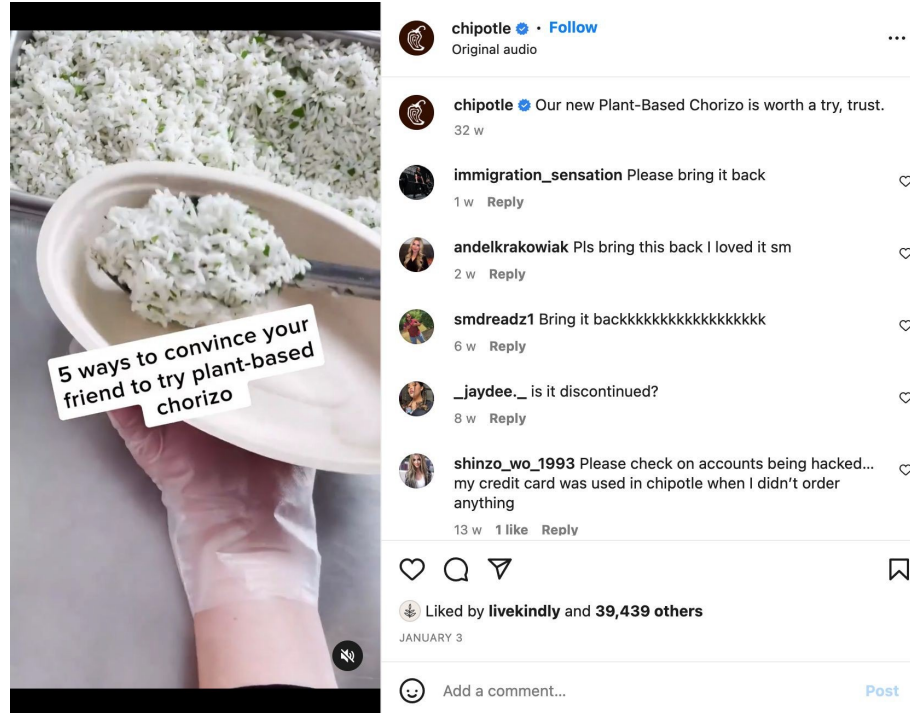
Waste Footprint



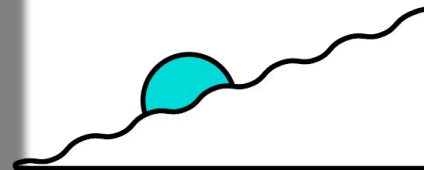
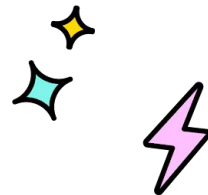
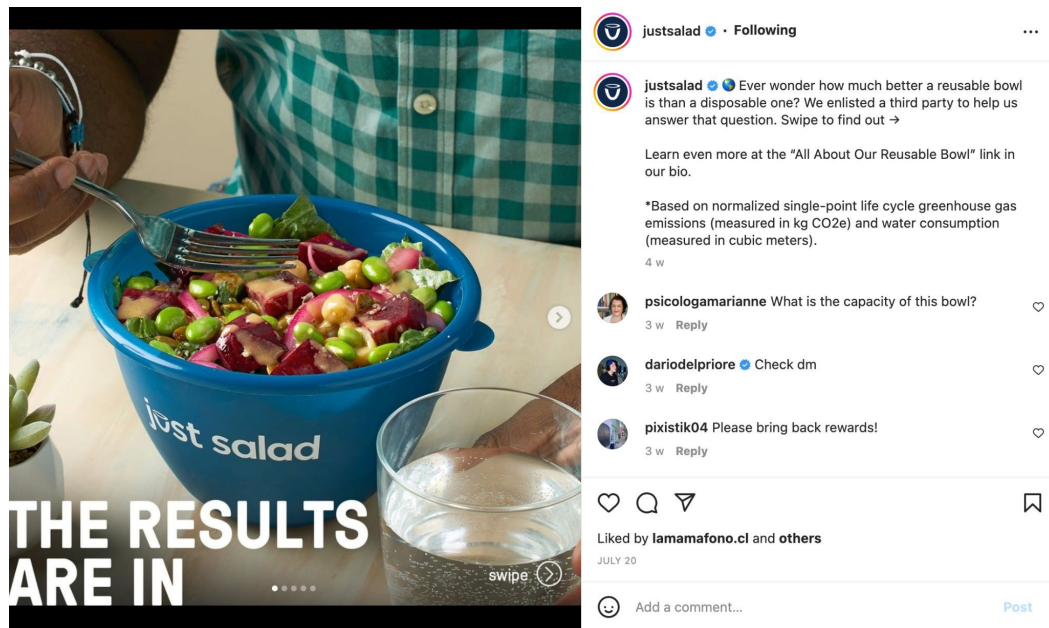
4. Engage and share with customers!



4. Engage and share with customers!



4. Engage and share with customers!





Thank you!

