

# Three Steps to Net Zero

## A STEP-BY-STEP GUIDE

Tried and tested approaches and practical advice to impact your business' net zero goals in 12-months.



measurable.energy

EARTHLY

TABLE OF  
CONTENTS**02 Introduction****Zevero****04 Step 1: Measurement**

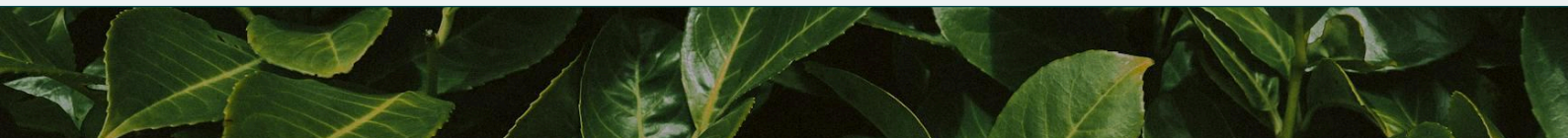
1. Align measurement with strategy.
2. Bring your team along for the ride
3. Realise you already have the data you need
4. Start with the low hanging fruit
5. You don't have to do everything in the first year

**Measurable****06 Step 2: Reduce**

1. Adopt an automated, appliance-level energy control
  2. Identify and tackle your biggest appliance energy drains
  3. Engage employees to reduce use by 7%+
- Case in point: NHS Cornwall

**Earthly****10 Step 3: Restore & Remove**

- Case study: Artemis Education
1. Support biodiversity by choosing nature-based carbon credits
  2. Lower risk by offsetting 110% and/or investing in future carbon credits
  3. Maximise ROI by sharing your sustainability journey effectively

**13 Conclusion**

## INTRODUCTION

# Welcome to your net zero guide

The transition towards net zero is no longer a distant ambition for the most environmentally-minded businesses, but a present-day necessity for all: driven by escalating climate impacts, regulatory shifts and evolving stakeholder expectations.

This guide provides a clear, actionable framework for companies seeking to navigate this transition efficiently and with high integrity. We've focused on high-impact, quick-return actions that you can take within 12 months - that will deliver maximum progress on your net zero journey. Organisations responsible for a significant amount of buildings and real-estate will find this guide especially useful.

At the heart of the guide is a shared belief: you can't reduce what you don't measure. Importantly, you'll find direct advice from three organisations who are specialists in the key stages of measurement, decarbonisation and balancing. In this guide, Zevero, measurable.energy and Earthly will demystify the complexities surrounding net zero, focus on credible, science-aligned strategies and alleviate risks of greenwashing.



On hand to help businesses automate carbon measurement and reporting, prioritise accuracy using business activity data, and engage supply chains for Scope 3 wins.



The experts at cutting energy waste at appliance level using machine learning and real-time data. They turn small actions into instant, large-scale emissions savings.



A team that identifies the highest-quality nature-based projects and carbon credits that deliver measurable carbon removal alongside broader environmental and social value.

The guide encourages businesses to start small, build momentum and integrate sustainability into daily operations, recognising that progress - not perfection - is the goal. This guide is a partner in building a sustainable, future-proof business on a credible path to net zero.



“Net zero is now a business essential: customers, investors and regulators are demanding it. The time for vague, hesitant pledges is over. It’s exciting to see businesses who are calculating, reducing and balancing their emissions getting ahead and gaining recognition for their action. While decarbonisation is fundamental, we cannot reach climate goals without involving nature. Investing strategically in high-quality nature restoration and conservation projects is integral to every credible net zero plan and tackles the dual crises of biodiversity loss and climate change.”



Oliver Bolton  
Co-Founder & CEO, Earthly





## STEP 1

# Measurement

## You can't reduce what you don't measure

Before you can cut emissions, you need to understand where they're coming from. Tracking your carbon footprint is the foundation of any credible net zero strategy. It allows you to identify high-impact areas, make informed decisions, and prioritise actions while meeting increasing regulatory and investor expectations.

It might sound boring, but at Zevero we think carbon measurement is powerful and incredibly interesting. Carbon measurement is the process of measuring the greenhouse gas (GHG) emissions a company produces. It quantifies physical amounts of both direct and indirect GHG emissions, which are then broken down into [Scopes 1, 2, and 3](#).

Measuring emissions isn't just about compliance; it's about unlocking cost savings, operational efficiencies, and competitive advantage. The good news? You already have most of the data you need, it's just a matter of making sense of it.

At Zevero, after years of development and leveraging our combined climate expertise, we created an AI-driven emissions engine that automates the process of matching emission factors and [measuring emissions](#).

Imagine sorting through hundreds of thousands of items with different names and categories - doing this manually would take months and often tens or hundreds of thousands in consulting fees or internal resources.

Zevero takes the complexity out of reporting. Here are some key tips to get you started:

### 01 Align measurement with strategy.

Measuring your carbon footprint isn't just a reporting exercise, it should be tied to business goals, cost efficiency, and innovation. Once you have a baseline, you can set clear reduction targets, identify quick wins, and engage suppliers for greater impact.

### 02 Bring your team along for the ride

Sustainability needs to start from the top and the bottom - engage investors, management, and employees from the outset. Establish a green team with representatives from different areas of the business to meet regularly, track progress, and identify new opportunities for impact.

Set the vision that you're measuring to drive change and innovation in the business. This will not only increase buy in but keep you impact focused - meaning you're much more likely to see positive ROI and establish a mentality across the team. Plus, you probably have employees who want to help.

### 03 Realise you already have the data you need

The first step to reducing emissions is knowing where you stand. The data you need to measure your emissions probably already exists, you just need a partner to find it, make sense of it and streamline it for the future. With software and advisory support like Zevero the process of calculating your emissions is easier and more accurate than ever.

Use existing data to map out your emissions across Scopes 1, 2, and 3:

- Scope 1: Direct emissions from owned operations (e.g., fuel combustion, company vehicles).
- Scope 2: Indirect emissions from purchased electricity, heating, or cooling.
- Scope 3: All other emissions in your value chain—including suppliers, distribution, and product use (often 80%+ of your total footprint). With Scope 3 emissions accounting for an average of 70% of an organisation's footprint and up to 99% for some Zevero customers, they represent a major challenge and opportunity for reaching net zero. At Zevero, we understand these challenges firsthand

### 04 Start with the low hanging fruit

Start with quick wins that are good for both the planet and business, then move on to deeper reductions by 2026, 2030, and beyond. Figure out who your biggest emitters are in your supply chain and focus on them, as they can typically make up 80% of impact - from ingredients to packaging and logistics.

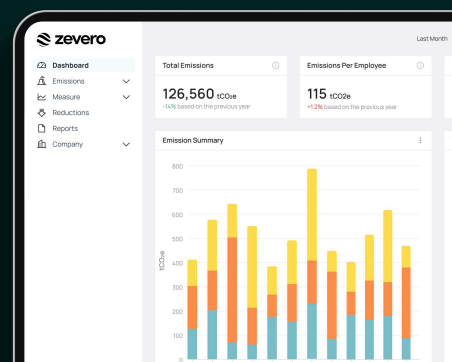
### 05 You don't have to do everything in the first year

Sustainability is an ongoing process, not a one-off task. Use technology to continuously track progress and connect real-time data instead of relying on spreadsheets. Encourage an open learning culture—engage staff, investors, and customers in the journey, making it clear that progress, not perfection, is the goal.

Nobody has all the answers, understand that reducing your emissions is a process. Make this clear with your staff, investors and customers. Nobody expects perfection at first but everyone should now be expected to start

**Zevero simplifies the process of setting and tracking climate targets** by providing businesses with accurate emissions data, tailored reduction strategies, and guidance on aligning with frameworks like SBTi.

We help companies navigate complex sustainability requirements through expert support and data-driven insights, ensuring credible and impactful climate action. In its simplest form, the Zevero emission engine makes it possible for an organisation to match tens of thousands, or even millions of procurement records with the correct emission factor.



## STEP 2

# So, you've measured your emissions, but how do you find quick wins to reduce them?

If your organisation has multiple sites and uses a high number of plugged-in appliances, you're sitting on energy-saving wins you can act on now. You're probably also wasting a significant amount of your energy bill, and your emissions. Around 40% in fact.

Non-domestic buildings in England and Wales use around 127 TWh of electricity annually (enough to power a blinding 1.2 billion 100-watt lightbulbs all at once). UK businesses spend over £20 billion on energy every year, with nearly half of that used solely to power buildings. But this isn't a lost cause. Simple efficiency measures can dramatically reduce these numbers to uncover significant energy cost savings.

## What is plug power?

Plug power is the electricity used by everyday appliances like computers, printers, monitors, and hot water taps — anything plugged into a socket or fused spur.

### The Problem?

#### Up to 50% of Plug Power Is Wasted

Most devices stay switched on 24/7 — overnight, on weekends, even during meetings. This “phantom load” can account for up to half your plug power usage, costing your business and increasing your carbon emissions unnecessarily.

## Our mission at measurable.energy

We're on a mission to eliminate wasted energy from plug power. Our affordable, AI-powered smart sockets help businesses take control, cutting carbon and costs, without the complexity or cost of building management systems.

### Energy reduction tips to meet Scope 1 & 2 targets-in 12-months

Follow these three tips to reduce your buildings' energy consumption and carbon footprint - for impact you can report on instantly and see payback on from as quickly as 12-months.

## 01 Adopt an automated, appliance-level energy control

Don't rely on people to remember. Manual efforts are inconsistent and most “smart” systems only let you control entire circuits.

### Why circuits aren't enough:

- Some devices (e.g. CCTV) must stay on — others don't.
- With “all-or-nothing” control, you're forced to leave everything running.
- That's energy waste, increased costs, and unnecessary emissions.

### The better way:

Appliance-level control allows you to turn off what you don't need, when you don't need it, automatically.



## 02 Identify and tackle your biggest appliance energy drains

You can't manage what you don't measure. Find out which appliances use the most power and optimise their operation.

Common culprits in office buildings:

Laptops, monitors, hot water taps, and electric heaters often waste energy by running unnecessarily, even when no one's around. With appliance-level data, you can:

Why circuits aren't enough:

- Set smarter schedules
- Target high-usage devices
- See impact in real time

## 03 Engage employees to reduce use by 7%+

Behaviour change works — especially when backed by data.

Imagine if staff could optimise tasks based on when clean energy is available. You can make changes to reduce your emissions, empower your staff and reward good behaviour. measurable.energy plugs have a green light when the grid is lower and red when the grid is higher, giving the visual clue to create behaviour change.

Build a culture of sustainability:

- Empower staff with insights
- Reward good energy habits
- Use visual cues (like our sockets' LED indicators)

measurable.energy

## 5 Hidden Energy Savings

WITH AI-POWERED SMART SOCKETS

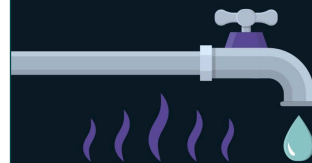
### 1. Office desk

**33%**  
ENERGY  
SAVINGS



ANNUAL  
IMPACT

**Saves** 106 kWh  
**Reduces** 26 kg CO<sub>2</sub>



### 2. Hot water taps

**44%**  
ENERGY  
SAVINGS



ANNUAL  
IMPACT

**Saves** 398 Wh  
**Reduces** 21 kg CO<sub>2</sub>

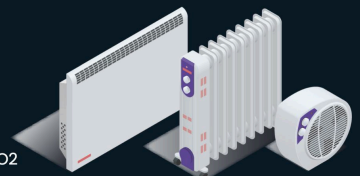
### 3. Electric heaters

**55%**  
ENERGY  
SAVINGS



ANNUAL  
IMPACT

**Saves** 4,938 kWh  
**Reduces** 1 tonne CO<sub>2</sub>



### 4. Printers

**42%**  
ENERGY  
SAVINGS



ANNUAL  
IMPACT

**Saves** 685 kWh  
**Reduces** 150 kg CO<sub>2</sub>

### 5. Bottle fridges

**44%**  
ENERGY  
SAVINGS



ANNUAL  
IMPACT

**Saves** 1,457 kWh  
**Reduces** 239 kg CO<sub>2</sub>



## CASE IN POINT

## NHS Cornwall

“After the sockets were installed, I set about engaging staff members. I organised a fun competition to incentivise energy-saving behaviours, with prizes for individuals or teams that achieved the best reductions in energy usage and emissions. This not only raised awareness of energy use, but also helped educate people by using the LED light on the sockets as a visual reminder of when best to plug in. We’ve also put posters up to remind staff of the carbon intensity indicators on the sockets.”



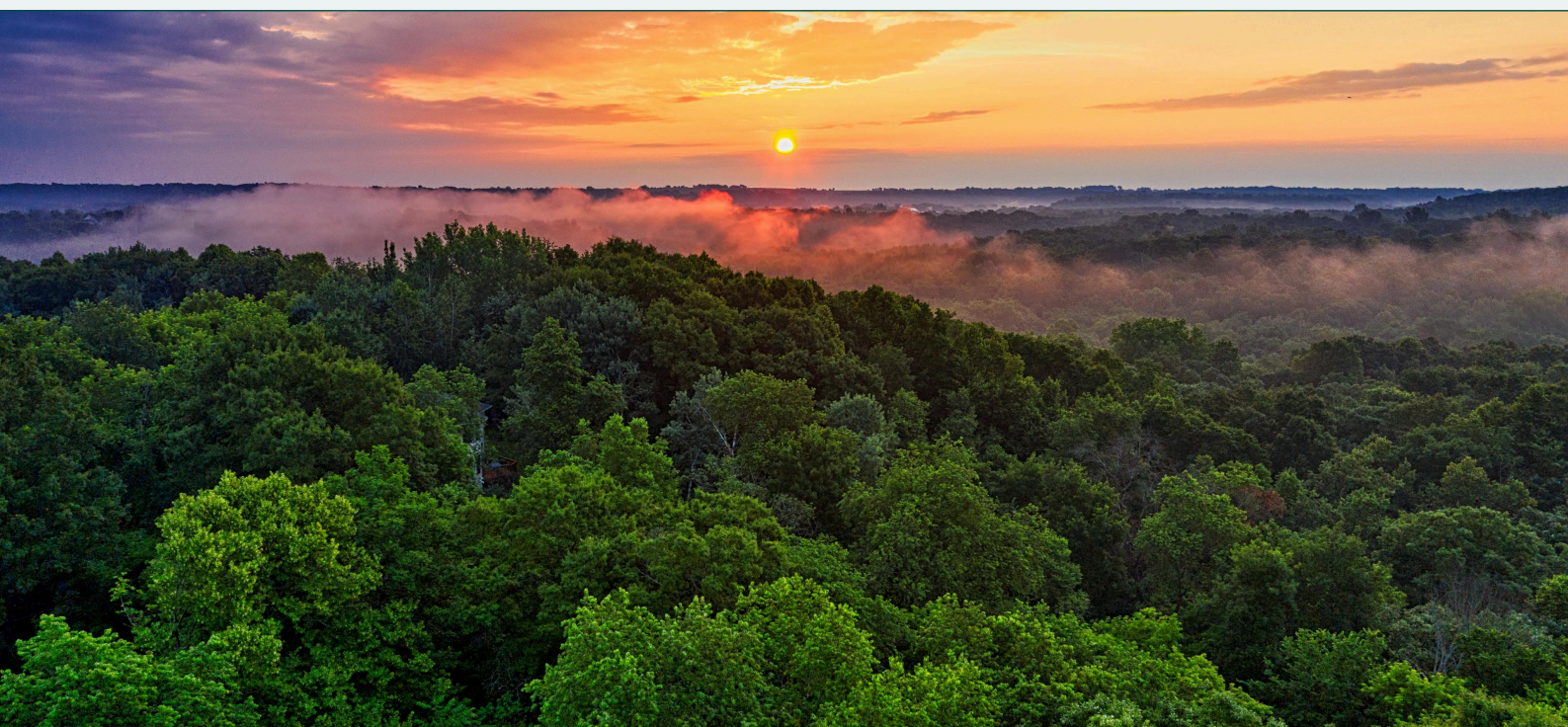
Rhiannon Matthews  
Operational Sustainability Officer for  
the Royal Cornwall Hospitals NHS Trust

"We know that to significantly reduce global carbon emissions, the industry must strive to automate the process of finding and removing energy waste at scale. Simultaneously, the focus must be on changing the way we consume energy, through education. These drivers are why measurable energy exists.

By combining our machine learning technology with behavioural change, measurable energy can eliminate wasted energy in buildings, turning the tide on carbon emissions. Through our work with clients we've made endless discoveries about how appliance-level energy control can shift the needle and get organisations closer to their Net Zero goals. Through this collaboration with Zevero and Earthly we want to point to some of the smart ways real carbon reduction results can be achieved - in 12-months."



Dan Williams,  
CEO and Co-Founder  
measurable.energy





STEP 3

# Restore & remove

## Investing in nature-based solutions

Even after your business has made big strides in reducing its footprint, some unavoidable emissions will remain. Tackling these residual emissions is an important step in your net zero journey. Investing in carbon credits from high-integrity projects will balance your residual emissions in a transparent and measurable way.

Support nature and the climate

Nature-based solutions provide one of the most effective and scalable ways to remove carbon from the atmosphere, while also restoring ecosystems and supporting communities. Studies estimate that natural climate solutions could deliver up to a third of the global emission reductions needed by 2030 to meet the Paris Agreement targets. Carbon offsetting through nature-based projects is a no-brainer if your company wants to make a positive impact on both nature and the climate.

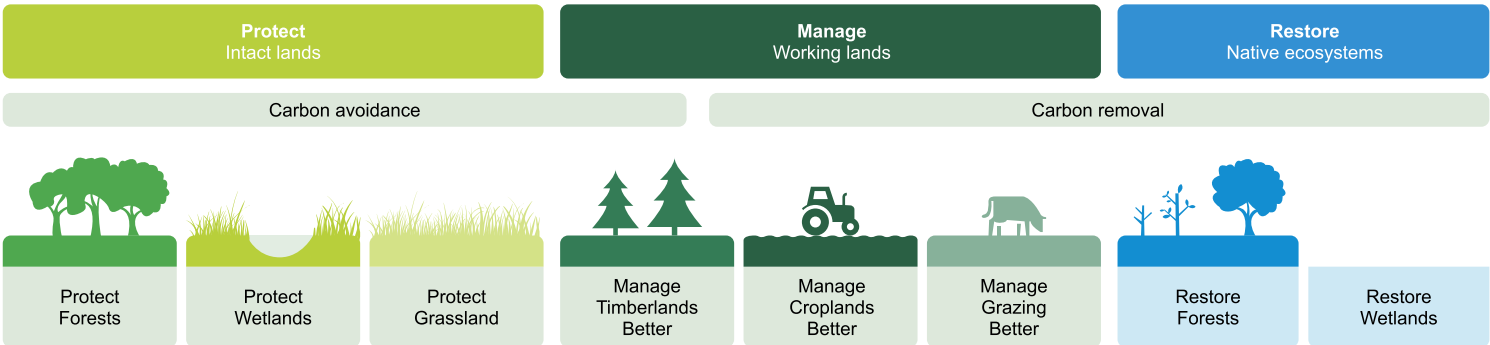
Have an instant impact

Supporting nature projects and purchasing high-quality, verified, carbon credits provides instantaneous payback. The carbon removal or avoidance will have already taken place, so credits can be used to immediately balance a company's carbon footprint and accelerate your progress towards net zero.

Earthly's role: identifying quality

Earthly connects businesses with high-integrity, science-backed nature projects across the globe. Our portfolio spans projects that protect, restore and conserve ecosystems including forests, wetlands, grasslands and coastal mangroves - all delivering measurable environmental and social benefits. Every Earthly project undergoes a rigorous assessment, measuring over 106 data points to ensure businesses invest in projects with the highest levels of trust, transparency and positive impact.

Offsetting with nature-based carbon credits



## CASE STUDY

## Artemis Education: a sustainable legacy

"As educators, we must equip our students for life in the 21st century with an understanding of the impact that individuals, communities and society have on our planet".



Lexi Lloyd Owen  
Head of Sustainability and  
Design at Artemis Education

Sustainability is a key for Artemis, who want to leave a great legacy for the next generation. That's why the group has plans for their four new schools to be net zero by 2030. To balance residual emissions from the schools' construction and operations, Artemis invested in carbon credits from projects protecting ecosystems in Kenya and the Amazon rainforest. Both of these nature-based projects also demonstrate positive impact on local schools and education - which resonated with the Artemis Education brand.



# Three steps to balance your impact and support nature

## 01 Support biodiversity by choosing nature-based carbon credits

Not all carbon credits deliver equal impact. Nature-based solutions go beyond carbon removal, they also protect biodiversity, support local communities, and enhance climate resilience. High-quality credits support reforestation, soil restoration and water conservation, ensuring that sustainability efforts go beyond carbon neutrality and contribute to ecological resilience. With nearly one million species at risk of extinction, this couldn't be more important.

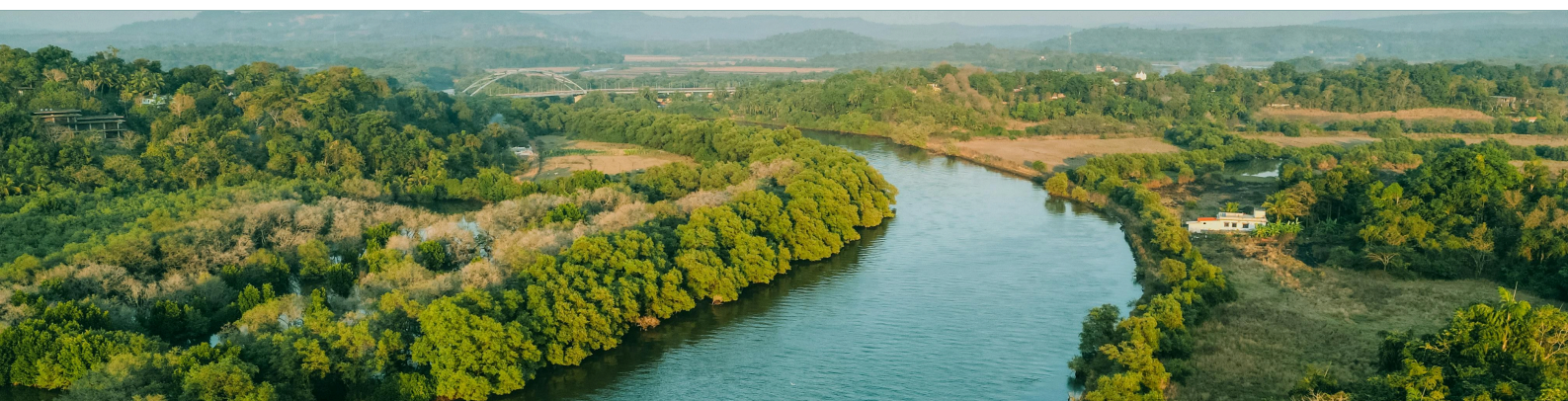
Specifically, these projects fall into two categories: carbon avoidance (which prevent emissions being released into the atmosphere, through methods such as protecting forests from deforestation), and carbon removal (which physically remove carbon from the atmosphere by restoring natural ecosystems). For long-term, net zero credibility, it's recommended businesses support both types of projects, offsetting their current footprint while investing in the regeneration of nature for the future.

## 02 Lower risk by offsetting 110% and/or investing in future carbon credits

To build a more resilient net zero strategy, businesses should go beyond balancing their exact emissions and commit to offsetting 110% of residual carbon. This proactive approach accounts for potential uncertainties in carbon accounting while demonstrating strong climate leadership. Additionally, with carbon credit prices expected to increase significantly in the coming years, securing future credits today helps businesses mitigate financial risks and secure a cost-effective future supply of credits. Investing in removal-based credits further strengthens long-term credibility by ensuring that emissions are actively taken out of the atmosphere

## 03 Maximise ROI by sharing your sustainability journey effectively

Transparency is key in sustainability. By effectively sharing your company's sustainability efforts, you can enhance brand trust, attract investment and gain a competitive edge. Studies show that 88% of investors consider ESG factors when making decisions, and consumers increasingly favour brands with demonstrable environmental commitments. Your audience is fascinated to know your goals, ambitions, successes and challenges when it comes to sustainability. Through engaging nature stories and sharing clear impact data, you can demonstrate leadership in climate action and create an authentic brand.





CONCLUSION

# The journey to net zero doesn't have to be overwhelming.

With the right tools, partnerships, and mindset, businesses of any size can take meaningful steps that are good for the planet and performance.

By combining accurate measurement, targeted emissions reductions, and long-term thinking, Measurable Energy, Zevero, and Earthly show that climate action is not only achievable, it's an opportunity to innovate, lead, and create lasting value.

Your net zero strategy starts with one smart step. This guide is here to help you make it.



[Visit Zevero](#)



[Visit measurable.energy](#)



[Visit Earthly](#)



POWERED BY AI.  
GUIDED BY CLIMATE EXPERTS.  
BUILT FOR IMPACT.