

Measurement & offsets



Global ambition seeks to achieve net-zero emissions by 2050, with interim targets varying globally. Part of the pathway to net-zero requires you to understand your carbon emissions to address your biggest challenges and work towards our global ambition.

There is only so much that we can do in the short term to reduce our carbon-footprint so this factsheet will also explore what to do with the emissions you're unable to reduce.

This Factsheet Includes:

- Measuring your footprint
- Planning for action
- Offsets

MEASURING YOUR IMPACT

In order to reduce your impact, you first need to know where you are now. By understanding the data, you'll be able to build a better understanding about where you can create the biggest benefit for your business, be that reducing energy-related costs (and emissions), diverting waste from landfill or reducing water use.

By tracking your progress over time and benchmarking against other comparable businesses, you will gain an understanding of how the action you are taking is affecting your performance. Essentially, measuring will help you to determine whether your action is making a difference in the way you had intended.

If you haven't signed-up to the EarthCheck Calculator yet, make sure you do now. You can access it [here](#).

Once you have signed up:

1. Define your boundaries and determine your reporting period.
2. Collect all the data across energy, water and waste for that period.
3. Understand your emissions footprint by comparing how you perform with the regional leader best practice and others within your sector.
4. Identify priority areas for action to address your highest emitting areas.
5. Take action!
6. Explore ways to contribute positively (offset) the remainder of your emissions.

WHERE DO OUR EMISSIONS COME FROM?

Greenhouse gas emissions are divided into three categories, this is designed to help measure progress in our emissions reduction. They are broken into:

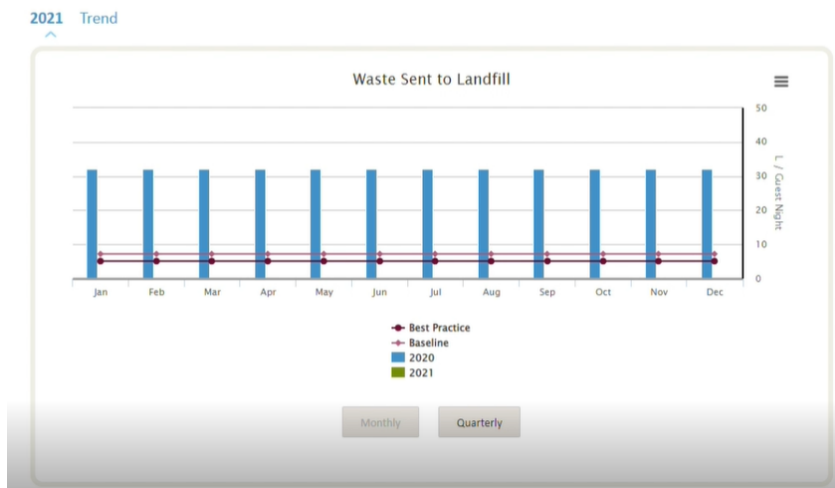
1. Scope 1 – the direct emissions from your organisation, within the control of your organisation. These are from your business operations, for example, the gas you use (water heating or bbq), the fuel burned running boats or driving vehicles, and re-gassing air-conditioners during maintenance.
2. Scope 2 – the indirect emission from your operations created by the production of energy that your business buys (e.g. electricity purchased from an energy supplier, heat or hot water from a district heating and cooling scheme).
3. Scope 3 – these are also indirect emissions generated by your guests and your supply chain (e.g. external laundry provides, brochure printing, transport of your food and beverage).

Within the visitor economy, much of our emissions are scope 3. However we still need to look at our own emissions as well as working with our partners to determine where we can make the biggest impact.

MEASURING TO MANAGE

When you have logged all your data in the EarthCheck Calculator, it will provide you with an overview of your performance.

You will see some graphs like this:



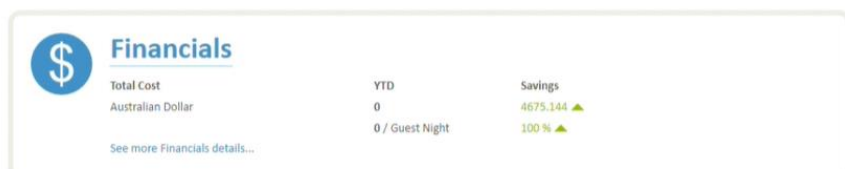
Providing you with your performance over the year, the best practice and the baseline performance.

The graphs will enable you to understand your performance against best practice. If you are underperforming, we recommend you prioritise action in these areas to start making a difference in your business.

You will also be provided with insights into your savings over time – both your emissions but also your financial savings from the changes you integrate. This will enable you to keep track of all the great outcomes from initiatives you have put into place!



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ACTION PLANNING

Once you have identified where your emissions are coming from, where any big challenges are for your business and where you are performing well, you can develop an action plan to guide strategic and targeted actions to reduce your emissions.

First, consider where you have the most control – this is likely your scope 1 and 2 emissions. Set your business targets to effectively reduce your emissions. Consider the resource implications over time.

Do an audit of processes within your business and where there may be opportunity for easy wins, then plan for some more strategic action. Consider the following questions:

- Do you have a green power purchase agreement in place for your business?
- Do your team turn off their computer monitors when they are finished?
- Is there other equipment that can be turned off when not in use?
- Is your air conditioning sitting between 18°C in winter and 25 °C in summer?
- Do you regularly maintain your plant and equipment (boilers, refrigerators, grease traps)?
- Are your staff trained to maximise your sustainable actions?



Make sure you review our other series of factsheets to further dive into where you can make a difference in energy, water and waste.

WHAT TO DO WITH THE EMISSIONS YOU CAN'T REDUCE

When you have done all that is viable to reduce your emissions you may still have some residual emissions that are not viable to remove this year and that require a longer-term, more innovative solution. So when we have done all we can an interim measure can be adding more nature-positive solutions (regenerating our value chain in our local area through biodiversity and Landcare projects). This is sometimes referred to as insetting. Insetting focuses on doing more good rather than doing less bad within our value chain. This process can be local to your community, it may be a First Nations led project or working with not-for-profits in your community to deliver biodiversity benefits such as tree planting, native restoration or invasive species removal.

If you don't have the ability to engage in your value chain, then consider offsets as a last resort. Offset units are purchased and used to compensate for emissions a business produces. Offset units are generated by projects that reduce, remove or capture emissions from the atmosphere such as reforestation, renewable energy or energy efficiency. There are different standards of offsets that will determine the style and scope of the project your funding is contributing towards.

Whether selecting an insetting or an offsetting program, consider the alignment with your brand and the validity of the scheme you are considering.

CASE STUDY



ALTO HOTEL MELBOURNE

Alto Hotel on Bourke was the first city hotel in Australia to offset all calculated carbon output and therefore be carbon neutral.

Planning

All environmental initiatives are team efforts, implemented by the ALTO GREEN TEAM and supported by everyone on the staff. The team worked with experts to measure the carbon footprint of the hotel and understand the impact across its key performance areas.

Carbon reduction

- Initiatives are in place to reduce energy, water and waste. These include:
- 100% of energy from renewable sources.
 - 95% of lighting energy efficient.
 - Rooms fitted with auto-switch-off tags.
 - Rain water is used in toilet cisterns.
 - All windows are double glazed.
 - Food is sourced from local producers.
 - There's a rooftop bee hive and herb garden.

Carbon offset

The remainder of the hotel's emissions are offset. 792.73 tons of Green House Gas were offset in 2011-12 = equivalent to 100% of the total Carbon Footprint!

Emissions were offset by the purchase of approved credits under the Verified Carbon Standard.