

Redbird Communications

Greenhouse Gas Emissions Report for the 2011, 2012 Fiscal Years

October 1st 2010 to September 30th 2012

October 16, 2013

Proponent details

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Introduction

Redbird Communications is a socially conscious marketing communications agency based in Victoria, British Columbia. Founded in March 2001, they help their clients create 'healthy people' and 'healthy places', by raising awareness and changing behaviour. Redbird Communications conducted two greenhouse gas inventories with Climate Smart, measuring their 2011 and 2012 fiscal years.

As a Climate Smart Business member, Redbird conducted its GHG emissions inventory according to the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard, Revised Edition ("the GHG Protocol"). The GHG Protocol is an internationally recognized standard published by the World Resources Institute and the World Business Council on Sustainable Development. The GHG Protocol and related documents can be accessed at <http://www.ghgprotocol.org/>.

A letter from Climate Smart attesting to Redbird's completion of its GHG inventory may be available upon request.

Greenhouse Gas Protocol

1. Developed by the World Resources Institute
2. Most widely recognized standard for emissions reporting internationally
3. <http://www.ghgprotocol.org/>.

Organizational Boundaries

Redbird used the operational control approach to determine its organization boundary and included in its inventory all operations over which it has operational control.

Inventory Boundaries

The Control approach was used to determine the organizational boundary for the inventory. In this approach, all of the business entities that the company had direct control over are to be included in the greenhouse gas inventory.

In the Greenhouse Gas Protocol, organizations have to select the operational boundaries around the activities they will include in their inventory. The Protocol requires the inclusion of Scope 1 and 2 emissions, and suggests including Scope 3 emissions from activities relevant to an organization's business and goals, and for which reliable data can be obtained. Emissions scopes are defined as follows:

Scope 1: includes direct GHG emissions from sources that are owned or controlled by the reporting company or organization

Natural gas heating for the office space was the only Scope 1 emission source for Redbird.

Scope 2: includes indirect GHG emissions from purchased electricity and purchased heat

Electricity purchased from BC Hydro was included under Scope 2.

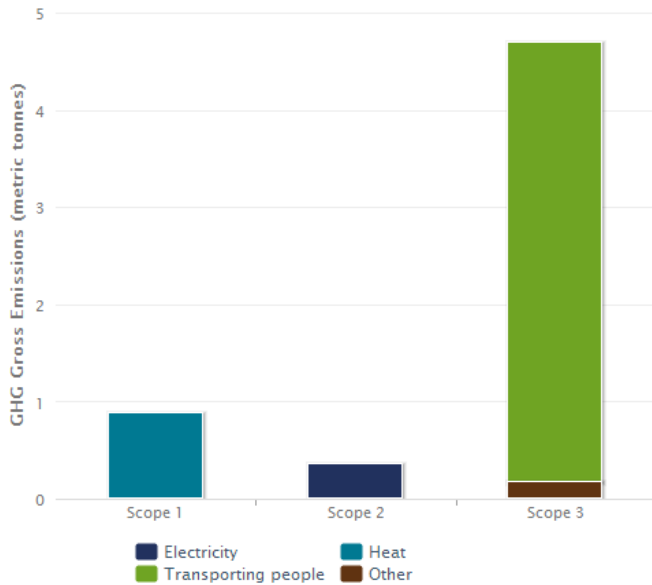
Scope 3: includes indirect GHG emissions that are consequences of the reporting company's operations but occur at sources owned by another company

Scope 3 emission sources that Redbird chose to measure included corporate travel in employees' personal vehicles, air travel, BC Ferry travel, staff commuting, garbage, and paper consumption.

Greenhouse Gas Emissions Summary

Figure 1: Total Emissions for Redbird Communications, by Scope (Tonnes of CO₂e)

Gross GHG Emissions by Scope (metric tonnes)
(Redbird Communications, year ending Sep 30, 2011)

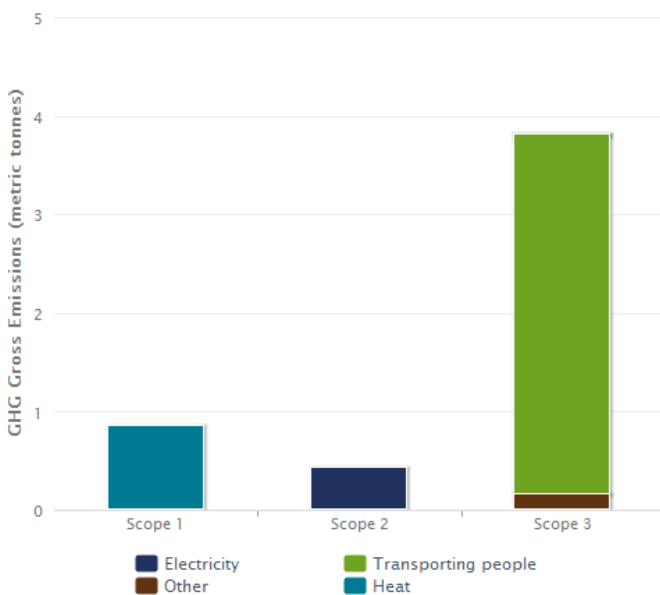


Gross Emissions	5.95
Scope 1	0.89
Heat	0.89
Generated	0.89
Scope 2	0.36
Electricity	0.36
Purchased	0.36
Scope 3	4.69
Transporting people	4.52
Road	1.09
Air	0.06
Water	0.63
Staff commuting	2.74
Other	0.17
Garbage	0.08
Paper consumption	0.09

Purchased Reductions 0

Net Emissions 5.95

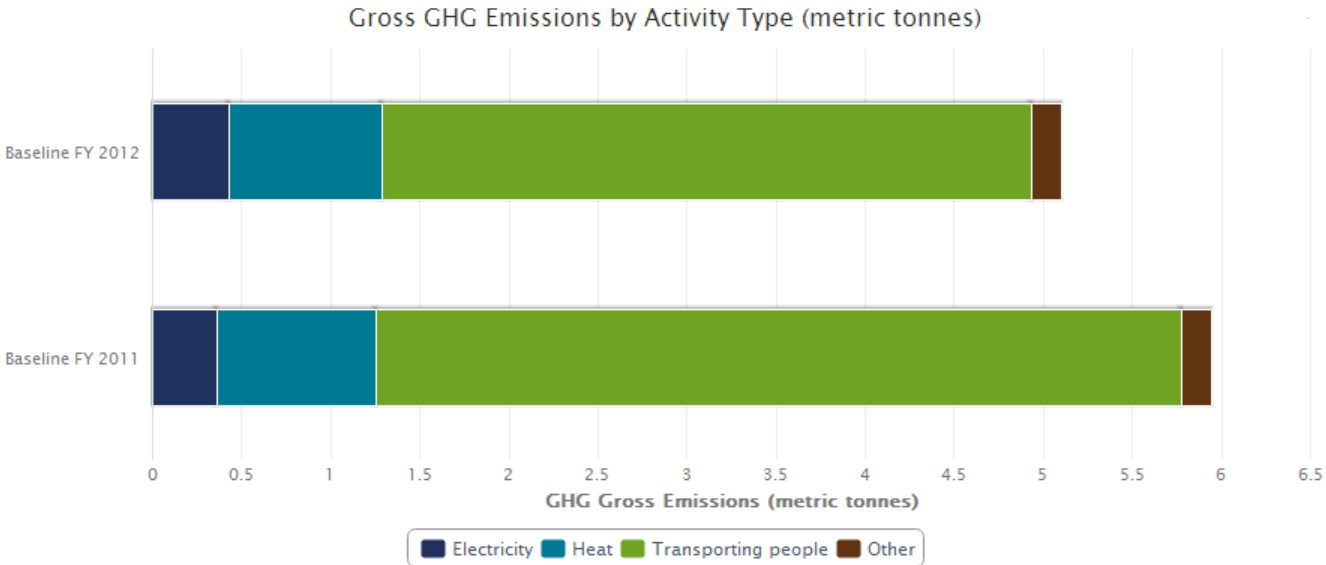
Gross GHG Emissions by Scope (metric tonnes)
(Redbird Communications, year ending Sep 30, 2012)



Gross Emissions	5.1
Scope 1	0.86
Heat	0.86
Generated	0.86
Scope 2	0.43
Electricity	0.43
Purchased	0.43
Scope 3	3.81
Transporting people	3.65
Road	1.09
Air	0.05
Water	0.64
Staff commuting	1.87
Other	0.16
Garbage	0.07
Paper consumption	0.09

Purchased Reductions 0

Net Emissions 5.1

Figure 2: Year-Over-Year Emissions Comparison
Breakdown by type (metric tonnes CO₂ equivalent)


While the electricity usage was assumed to be the same for 2011 and 2012 fiscal year, the emissions changed from 2011 to 2012 because of the increase in electricity emission factor. Transporting People category decreased due to a decrease in staff commuting emissions.

Methodology

This inventory was conducted using the emissions factors from the Climate Smart web-based greenhouse gas management tool. The Climate Smart GHG management tool was designed for adherence to the GHG Protocol.

Climate Smart’s emission factors come from a variety of sources, such as the Natural Resources Institute, the US Environmental Protection Agency, the US Department of Energy, the Intergovernmental Panel on Climate Change and Natural Resources Canada. Climate Smart reviews its emission factors annually to update them based on refined industry methodology and changing electricity grids. Climate Smart’s emission factor updates are also reviewed annually by the Pembina Institute. Further details on Climate Smart’s emission factors, their sources, and methodology for updating them are available upon request to info@climatesmartbusiness.com.

Redbird Communications chose to measure fiscal 2011 as well as fiscal 2012 in their first year of participating in the Climate Smart program. Obtaining data going back in time is a challenge for many companies. Due to the lack of data for some activities for the fiscal year 2011, Redbird assumed the same values as for 2012, which is a reasonable assumption given that the number of staff and the office space did not change significantly from 2011 to 2012. Staff commuting and water travel entries for 2011 were different from 2012 while the emissions from the rest of activities were assumed to have stayed the same.

Electricity Use

Electricity usage was calculated from the actual utility bills.

Heat Use

Where available, data was taken from the actual utility bills and extrapolated for time periods with missing data.

Transporting people > Vehicles owned by others > Road

This category included corporate road travel. Emissions were estimated based on the number of reimbursed kilometers.

Transporting people > Vehicles owned by others > Air

Flight distance was entered individually for each trip.

Transporting people > Vehicles owned by others > Water

The number of BC Ferry trips from Victoria to Vancouver was entered into the Climate Smart online tool.

Transporting people > Vehicles owned by others > Staff Commuting

Round trip commute distance and mode of transport were entered for each staff member.

Other > Garbage

Annual garbage was estimated based on the average weekly weight of garbage.

Other > Paper Consumption

The number of office paper reams used was entered based on the amount ordered for the office.

Emissions Reduction Plan

Purchasing

Area of Opportunity	Goal	Action	Timeline/Target
Paper/Printing	Purchase 100% PC paper for office paper	Redbird only purchases Aspen 100 from Monk for all in house printing - <i>Admin</i>	1 month Complete
	Encourage clients to print with PC content paper or FSC certified for printing needs	Prepare white paper on 'De-bunking myths of PC and recycled paper' to handout to concerned clients – <i>Lise</i>	Continuous - Everyone
	Encourage clients to use vegetable dye ink for printing needs	Prepare white paper on 'Why use veggie ink' - <i>Lise</i>	Continuous
	Work with clients to choose eco-printing houses for projects	Develop contact list/network of local eco-printing houses to give to clients, include price list comparison - <i>Admin</i>	2 weeks
Travel and Transportation	Use sustainable transportation	Purchase carbon offsets for all Redbird related travel – <i>Lise and Carol</i>	Annual – based on carbon emissions tracking from travel

			logs
		Purchase car share co-op membership for business travel	2 years
		Offer travel reimbursement for alternative transportation as well as personal vehicle use (per km reimbursement)	1 year
Energy / Electricity and Fuel Conservation	Purchase optimal efficient technology for in-office use	Change out incandescent office lamps with LED bulbs - <i>Lise</i>	1 year
		Purchase timer and smart power bars for desks and electronics centre – <i>Lise and Gary</i>	In progress (timer) Complete (print centre)
		Purchase GHG offsets for annual office energy use – <i>Lise and Carol</i>	Annual
		Window solar chargers for laptops and cell phones – <i>Carol and Lise</i>	1 yr
		Switch all employee computers to laptops – <i>Carol and Gary</i>	2 yrs
Recycling and Waste Management	Decrease waste stream contamination	Purchase five bin tower for ease of diversion - <i>Lise</i>	6 months
Reduce Resource degradation	Purchase ethical, low-impact office products	Certified organic and free trade coffee and tea for office – <i>the Flock</i>	Continuous
		Purchase metal coffee filter – <i>Lise</i>	1 week
		Purchase coffee carafe - <i>Lise</i>	1 month
		Refillable dish soap from the soap exchange – <i>Lise</i>	1 week
		Organic, biodegradable office kitchen soap – <i>Lise</i>	Continuous
		Purchase office pens, pencils, paper clips and other general office supplies from clean source and with recycle materials content – <i>Admin</i>	Continuous
		Purchase Brita Water filter system for in fridge - <i>Carol</i>	Complete

Operations

Area of Opportunity	Goal	Action	Timeline/Target
Paper / Printing	Make duplex printing easy and available	Purchase or lease duplex capable printer - <i>Corey</i>	6 months Complete - Lenmark C736 Leased from: Unity Business

			Solutions
	Print double sided for in office printing	Develop operation policy that all in-house printing be duplex - <i>Carol</i>	Continuous - the Flock 100% uptake
	Duplex printing for client proofs and communications	Gain client approval to present informal creative and communications in duplex – <i>the Flock</i>	Continuous - All clients 100% uptake
	Look into business card alternatives. Seed infused, mini cards or apps	Phone bumps – <i>Lise</i> New business cards – <i>Carol and Lise</i>	1 week 6 months
	Decrease printing internally and externally	Download and use .WWF file format – <i>the Flock</i>	1 month
Travel and Transportation	Use sustainable transportation	Employees take transit/walk/bike to work – <i>the Flock</i>	Continuous
		Book low-carbon travel options for clients meetings - Hybrid rental - Use car share - Bus or charter - Harbour air for Vancouver travel - Develop 'recommended' taxi company list <i>the Flock</i>	Continuous
		Create 'Emergency Ride' program for employees to use centralized vehicle in 'emergency' situations	Continuous
		Develop and implement office transit ticket program (have tickets available for staff use to meetings) – <i>the Flock</i>	Continuous
	Low-impact courier and shipping for in-house and client needs	Encourage all clients to choose a low-impact shipping method for short distance shipping – <i>the Flock</i>	Continuous – all clients
		Develop listing of 'Redbird Approved' shipping and courier companies – <i>Lise and Admin</i>	
Energy / Electricity and Fuel Conservation	Optimal heating and cooling for office space	Write 'how – to' for programming thermostat – <i>Lise</i>	2 weeks
		Set program temperatures seasonally – <i>Lise</i>	Quarterly
	Using computer efficiently	Set back up schedule to turn computer on to run and off when complete	Complete – Dave Whightman
		Adjust all computer black screens and sleep settings - <i>Lise</i>	1 week
	Decrease phantom load / idle energy draw	Install timer assisted power bars at each desk – <i>Lise and Gary</i>	6 months
		Hook all printer machines up to smart power bar with anywhere switch - <i>Gary</i>	Complete – Gary Redbird has installed a Belkin Conserve anywhere switch
		Turn off power bars at the end of the day – <i>the Flock</i>	Continuous
		Turn off monitors when not at desk and end of	Continuous

		day/weekends – <i>the Flock</i>	
		Shut down computer at end of day/weekends – <i>the Flock</i>	Continuous
	Reduce GHG emissions	Track, monitor and report on annual GHG emissions related to energy and fuel consumption – <i>Lise</i>	Baseline year 2012 – calculations in progress
	Building Management	Connect with HansBraun Property Management – <i>Carol and Lise</i>	Immediately
		Review Macs heating information on retrofitting HVAC system – <i>Lise</i>	6 months
Recycling and Waste Management	Increase office waste diversion	Organize recycling, compost and waste pick up for office – <i>Amy</i>	Complete – Redbird works with refuse services for recycle and compost
		Develop and post effective recycling signage – <i>Carol and Megan</i>	Complete - in edits for new signs
		Create 'not sure' bin next to garbage bin – <i>Lise to sort</i>	1 month
		Send old ink cartridges to be recycled when empty – <i>Admin</i>	Continuous
		Develop list ink cartridge recycling zones near the office – <i>Lise</i>	1 month
		Recycle old computers, electronics, batteries, and printer cartages at Pacific Mobile Depots – <i>the Flock</i>	Continuous
		Offer cellphone and battery recycling with call2recycle - <i>Lise</i>	Continuous
Seriously Green	Lead by example	Build sustainability awareness into every proposal and project scope from Redbird – <i>the Flock</i>	
		Become a carbon neutral company – <i>Carol, Lise and Gary</i>	
		Develop 1% for the planet program – <i>Carol and Lise</i>	

Culture

Area of Opportunity	Goal	Action	Timeline/Target
Paper/Printing	Promote sustainable choices	Add logos and promotional information re: vegetable ink or paper choice to creative work where possible - Megan	Continuous
	Participate in awareness days	Participate in Waste Reduction Week and Environment Week to reduce paper - Lise	Annual, first week of October
		Encourage tree planting and participation in International Forest Day - Lise	Annual, March 21
		All employees to add "Think before you print" to the bottom of emails – Lise and Megan	1 month
Travel and Transportation	Use sustainable transportation	Participate in: <ul style="list-style-type: none"> - GVBTV - National Commuter Challenge and other recognized days of awareness – <i>the Flock participate, Lise to coordinate</i>	Annual
		Find coat rack to hang clothes – Lise Bring in hair dryer - Carol	1 month
		Promote transit ticket program for office travel during the day - <i>the Flock</i>	
Energy / Electricity and Fuel Conservation	Optimal heating and cooling of office space	Dress seasonally appropriate to moderate heat/cold before adjusting thermostat – <i>the Flock</i>	Continuous
		Shut window blinds in the afternoon on very hot or cold days, and at the end of the day – <i>the Flock</i>	Continuous
	Decrease phantom load/idle energy draw	Turn off power bars at the end of the day - <i>the Flock</i>	
		Turn off monitors when not at desk and end of day/weekends - <i>the Flock</i>	
		Shut down computer at end of day/weekends - <i>the Flock</i>	
	Participate in awareness days	Waste Reduction week: Host annual office energy challenge	Annual
		Encourage employee participation in Earth Hour Host in office Earth Hour challenge	
National Sweater Day / National T-Shirt day			
Recycling and Waste Management	Eliminate non-essential waste	Purchase Redbird reusable containers for take-out – <i>the Flock</i>	Complete – Redbird has supplied employees with an assortment of reusable containers to bring to local restaurants when ordering take-out lunches
		Use reusable bag for lunch purchases – <i>the Flock</i>	Complete – Redbird has a reusable grocery bag on site for all employee needs
		Use Cutlery, glass and dishware when eating in the office – <i>the Flock</i>	Complete – Redbird has cutlery, glass and dishware available for all employees to use

	Participate in awareness day / promote our own awareness challenges	<ul style="list-style-type: none"> - National Waste Reduction week - Zero Plastic Week - Garbage free week <i>Lise to coordinate, the Flock to participate</i>	
	Increase recycling	Encourage employees to bring in municipally non-recyclable materials to be recycled through corporate program (such as soft plastics or styrofoam) - <i>Lise</i>	
Employee Health and Wellness	Physical Health	Finalize office fitness plan – <i>Carol</i>	
		Host walking meetings, internally and with clients Provide other active meeting options for clients	
		<ul style="list-style-type: none"> - Bike/walk to meeting location - Organize brown bag park lunch meeting <i>the Flock</i>	
		Have in office transit and bike route maps and schedules	
		Encourage active (standing or hackie sack) traffic meetings – <i>the Flock</i>	Continuous
		Eat organic, local food - <i>the Flock</i>	
	Mental Health	Participate in Mental Health awareness week – <i>Lise to coordinate, the flock to participate</i>	
		Consume less material items – <i>the Flock</i>	
		Understand impact of products you purchase and the people who made them. Be mindful of quality purchases – <i>the Flock</i>	
	General	Finalize benefits package – <i>Gary</i>	Complete – Redbird offers an extensive full scope benefits package to full time employees
Swap gentle used goods in office, donate to bookstore at the end of each month – <i>Lise to set up, the Flock to participate</i>			

Conclusion

The emissions inventory for Redbird Communications is consistent with the internationally recognized “GHG protocol” followed by Climate Smart. Redbird measured their emissions for the 2011 and 2012 fiscal years and recorded finalized inventories of 5.95 and 5.1 tonnes of CO₂e, respectively. The reduction strategies address a wide range of activities. This greenhouse gas inventory and accompanying reduction plan were compiled using the best practices in carbon accounting, and demonstrate the continued commitment that Redbird Communications has to environmental stewardship and corporate social responsibility.