

**Concept Brief:** A marketing email inviting the client's subscriber list to an event.

**Subject line:** NAME, join our webinar and learn how to achieve net zero carbon emissions

You might have heard that the UK Government has made plans to reduce greenhouse emissions to net zero by 2050. As we move into a post-COVID world, many businesses are asking us how that will happen now that offices are being used again.

That's why we've partnered with experts to host an online panel to discuss the ways businesses can reduce our carbon footprint on 8<sup>th</sup> October 2021. Find out what leading experts recommend to sustainably reduce carbon emissions by signing up to our free webinar now.

CTA: REGISTER NOW.

We can't wait to have you join us on the 8<sup>th</sup> October!

The Brooktech Maintenance team

ENDS

**Concept Brief:** An E-book shared with the attendees who joined the Webinar above.

## **How to Reduce Your Carbon Footprint in the Workplace.**

Chapter 1: Optimise your lighting, heating and air-conditioning

Chapter 2: Reduce your waste

Chapter 3: Think before travelling

Chapter 4: Invest in your building - ok good, just check that numbering.

### **1. Optimise your lighting, heating and air-conditioning**

From dimmers, motion-activated switches and timers, installing LED lighting is an efficient step forward to achieving a greener workspace and better employee mood and work performance. Read more about the benefits of switching up your building's lights [here](#).

On top of that, better heating and air-conditioning solutions will save your organisation time, money and reduce unnecessary energy consumption. Well done.

### **2. Reduce your waste**

Waste currently accounts for [3% of greenhouse emissions](#). Promoting a paperless culture and encouraging your employees to reduce, reuse and recycle are simple ways you can cut down your monthly orders single-use items for a greener office space. It can be as simple as replacing paper cups for mugs! Good work, this reads well - relevant to the company and certainly useful here.

### **3. Think before travelling**

In the UK, [Driving to work can emit up to 180g of CO2 per kilometre](#). Covid-19 has shown the

world how remote working is achievable. Meetings can be held through video calls and cuts the time and money needed to travel. If your business requires employees to commute or travel for work, why not incentivise greener solutions such as signing up for the government's [Cycle to Work scheme](#)? Very good, this reads well - shows some research that is clearly directed at the relevant audience.

#### **4. Invest in your building**

Investing in regular building maintenance and repairs as soon as it's required will reduce your emissions and save money. Read more about [how you can reduce the cost of utilities](#). Good work, you've done this well.

Brooktech Maintenance can help you reduce your carbon footprint through a number of services we offer. If you want to make an enquiry and find out how our team can help make your organisation achieve lower emissions, [contact us now](#).

ENDS.