



West Midlands
NET ZERO
Business Pledge

Toolkit



West Midlands
Combined Authority



This document is part of the West Midlands Net Zero Business Pledge support.

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What is the toolkit?

This is a guide to help pledged businesses with their net zero journey.

This toolkit contains:

- Key definitions
- Step by step guide with quick wins to reduce carbon emissions and operational costs through energy efficiency, waste and transport
- Tools, checklists and E-learning to help you along the way
- Additional external support organisations and networks in the West Midlands

How to use this toolkit?

This toolkit is broken up into six action sections to complete as part of your net zero journey (see next page).

1. Stakeholder engagement
2. Understanding carbon accounting and the carbon scopes
3. Energy efficiency
4. Waste and circular economy
5. Transport
6. Business resilience

Each section has different tools and guides to use to support you along the way. It will be clearly highlighted each time the relevant resource to use is required.

This includes:

- A 'did you know' overview for each section that can be used when engaging with staff and stakeholders to help encourage them to make sustainable choices, either internally or externally.
- A combination of quick wins and long-term actions.
- Free E-learning from external sources to help build your understanding of the topics.
- Checklists that can be used to capture any actions that you take as part of your net zero journey. This can be used as part of a plan and to validate and keep track of what your business implements to limit the potential for any greenwashing.
- Questionnaires to complete for each emissions-related aspect of your business. This will help you to understand what you can do within your organisation, help with employee engagement and highlight what you can do and think about on your net zero journey.
- This toolkit can be shared throughout your organisation. Both to inform your staff, but also make them aware that your organisation has joined the Pledge and that you are committed.

The toolkit follows an **assess > plan > implement > check > promote process**. The process allows businesses to strategically work towards net zero and maximize the benefits in a cost-effective and credible way. By assessing and planning what actions to take there is less risk involved with the possible changes that your business can take. It also incorporates stakeholder engagement for each step.

The toolkit process

