



# Aurora

## A healthy attitude to sustainability

Aurora is a London-based healthcare communications agency with a no nonsense approach to identifying and delivering what clients need. Making a difference matters to us both in business and in environmental issues.

Aurora is committed to energy-efficiency in all areas of work, and to collaboration with the local community to promote sustainable business.

### Key Achievements

1. Implementation of a new environmental policy to establish and communicate environmental goals
2. Engaging their landlord to become a member of the Camden Climate Change Alliance to achieve environmental improvements within the building
3. Increasing the number of cyclists by 500% through the introduction of the Ride to Work scheme and awareness raising
4. Introducing a behaviour change campaign to switch to green suppliers and get staff to turn off equipment when not in use

*"With the help of Carbon Confident, Aurora has set an environmental policy in place, implemented internal behavioural change and begun to influence local small businesses to become more sustainable"*

*Ed Cave  
Aurora*



## How has Aurora achieved these improvements?

Aurora signed up to take part in the second phase of Carbon Confident in June 2009.

**Carbon Confident** is a free four phase programme delivered by the Camden Climate Change Alliance and funded by the European Regional Development Fund (ERDF) as part of the Ecovate programme. It is specifically designed for **small to medium sized organisations** and aims to provide an organisation with a carbon footprint, carbon reduction target, action plan, and the **confidence** to implement this action plan to make real carbon savings.

Step 1 of the programme is a carbon footprinting workshop after which, Aurora calculated their Carbon footprint to be **11.57 tonnes of CO<sub>2</sub>e** including emissions from electricity use, staff commuting, water consumption and waste production.

Step 2 of Carbon Confident is a **Carbon and Environmental assessment**; a visit to Aurora's office from a Camden Climate Change Alliance Carbon Mentor to identify carbon reduction opportunities and environmental management improvements.

The recommendations were presented back to the Carbon Confident participants at Step 3; an **action planning workshop** where participants prioritised the recommendations based on their potential effect and ease of implementation to form a tailored action plan. Aurora was set a carbon reduction target of **12% by 2012** (12by12) and recommendations included installing **timers** to communal electronic equipment, switching to **low energy lighting** and implementing a **staff behaviour change programme**.



*The Aurora sustainability team (Ed and Sarah)*

At the end of the programme Aurora was awarded the Going Green Mark of achievement

Six months on from step 3, Aurora has begun implementing an action plan including engaging the landlord to promote sustainability to other tenants, installing extra bike parking and exploring building-wide carbon reduction measures.

### What's next for Aurora?

- Continue to work to their '12by12' target
- Calculate their carbon footprint on an annual basis and achieve the 'Cutting Carbon' and 'Carbon Champion' Marks of Achievement
- Continue to motivate other businesses to be 'Carbon Confident'

### Further Information

1. [www.auroracommsblog.com](http://www.auroracommsblog.com)
2. [www.betterclimateforcamden/carbonconfident](http://www.betterclimateforcamden/carbonconfident)

The Camden Climate Change Alliance has been formed by Camden Council and organisations in Camden that are committed to reducing their carbon dioxide emissions and helping to tackle climate change. For more information visit [betterclimateforcamden.org](http://betterclimateforcamden.org), tel: 020 7974 5657 e: [better.climate@camden.gov.uk](mailto:better.climate@camden.gov.uk) to join the mailing list.