

AN INSIGHT REPORT FROM BRITA VIVREAU



# INVISIBLE WASTE

HELPING  
BUSINESSES  
CUT ENERGY  
USAGE

 BRITA



# IN THE GRIP OF AN ENERGY CRISIS

With an energy crisis currently holding the country in its clutches, it's no surprise that **92% of decision makers are concerned about rising energy costs** – and businesses are under increasing financial pressure to address the situation where they can.



In the corporate world this worry is compounded as people continue to return to offices and bring their energy consumption with them, meaning that base-levels of energy usage are on the up in some organisations. Let's also not forget that consumers are putting pressure on firms to make real change in areas such as sustainability, calling companies out for 'greenwashing' their operations.

Within this context, businesses can't ignore the impact of waste. It's not only the images of overflowing landfills that first spring to mind, but also the invisible waste that we never see, including the volume of energy consumed needlessly.

At BRITA VIVREAU we believe it's essential to work together to tackle invisible waste, by supporting the corporate sector in addressing mounting energy costs and boosting sustainability efforts. This toolkit will arm businesses with tools and tips from leading sustainability experts on the simple, energy-efficient steps you can take to contribute to real change.



# SEEKING SUSTAINABILITY

OPERATING A SUSTAINABLE BUSINESS IS IMPORTANT TO MANY DECISION MAKERS AND OUR RESEARCH SHOWS THAT MOST ARE ACTIVELY SEEKING WAYS TO IMPROVE THEIR ENVIRONMENTAL IMPACT:

**72%** have goals and targets in place to **lower energy usage** and **decrease overall environmental impact**

**86%** believe their business could be **doing more to lower its impact**

**66%** of businesses will be actively trying to **reduce energy usage over the next five years**

**40%** want to train teams in **sustainable practices** in the workplace





**“Businesses increasingly recognise that they need to demonstrate a coherent response to the climate crisis. Customers often demand action where change is visible like reducing single-use plastic and installing electric car charging points, even if these don’t deliver the biggest impact. Yet it’s essential to prioritise action based on where the biggest opportunities lie, even if this may be hidden, such as improving energy efficiency.”**

**Simon Heppner**  
 Founder of Net Zero Now

**“We must remember that professionals are also consumers, which is why people are increasingly looking to work for a responsible business, particularly since international events such as COP26 have shone a light on individual and corporate social responsibility.”**

**Tony Backhouse**  
 Managing Director  
 of RfM Transform





# WHAT ARE THE CHALLENGES?

Against the backdrop of rising energy prices and consumer sustainability demands, businesses are becoming increasingly keen to do all they can even in difficult circumstances.

For larger projects, partnering with a reliable sustainable partner can help to share the load, but to get going you can start with small but significant contributions such as considering what equipment you can turn off or choosing equipment with energy-saving settings such as night modes.

WHILE THE CORPORATE WORLD IS TUNED INTO THE IMPORTANCE OF SUSTAINABILITY, CHANGES AREN'T WITHOUT THEIR CHALLENGES. OUR RESEARCH HAS SHOWN DECISION MAKERS ARE EXPERIENCING A NUMBER OF BARRIERS IN IMPLEMENTING SUSTAINABLE PRACTICES INCLUDING:



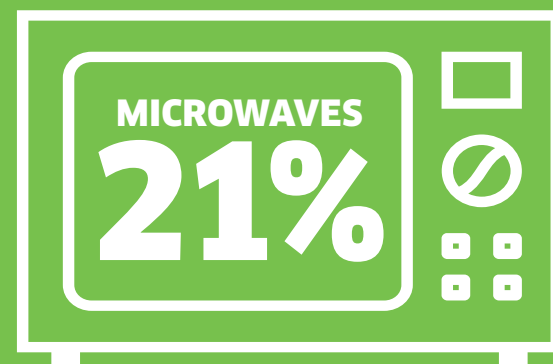
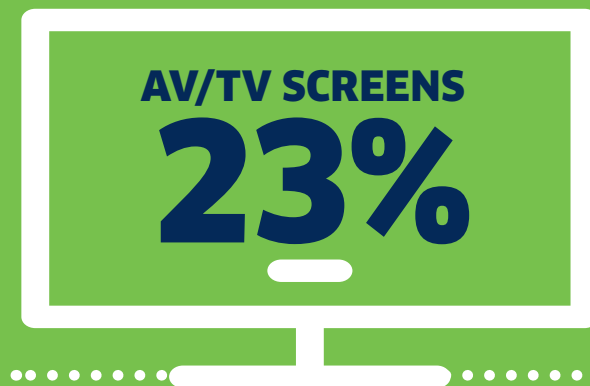
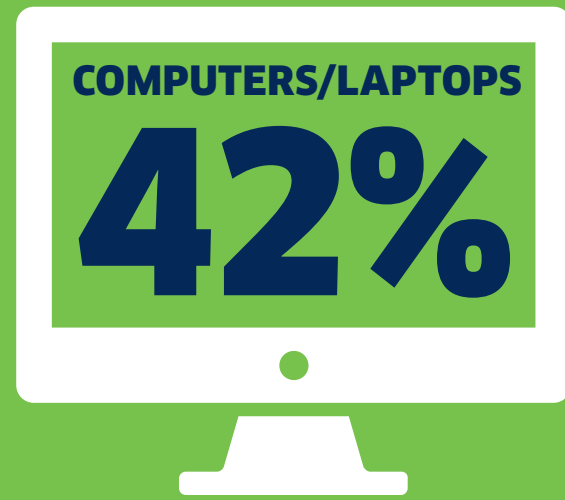


# WE NEED TO START SWITCHING OFF

You can begin at the flick of a switch. In fact, we've found that **nearly half (45%) of decision makers leave their equipment in the workplace overnight, but 65% do not know how much energy their equipment uses during this time.**



**SOME COMMON PIECES OF EQUIPMENT THAT GET LEFT ON OVERNIGHT IN OFFICES INCLUDE:**



**OF COURSE, SOME BUSINESSES MUST KEEP CERTAIN PIECES OF EQUIPMENT ON OVERNIGHT BUT, FOR MANY, THE REASONS AREN'T ESSENTIAL. OUR RESEARCH SHOWS THAT BUSINESSES AREN'T SWITCHING OFF BECAUSE:**



There are pieces of office equipment that don't need to stay in standby overnight, and it's important to recognise the impact this is having. In a small business with 50 computers, for example, if all are left in standby mode overnight this equates to 5,840 kWh of energy a year, totalling an extra £1,635 a year, as opposed to if these are switched off.<sup>1</sup>

Additionally, if an office has just two photocopiers on standby overnight, this could waste an unnecessary 2,137 kWh of electricity a year, totally £598. It's clear that as these figures quickly stack up across equipment in the workplace, switching equipment off when possible is a great first step.

<sup>1</sup>Calculated based on the average wattage of office equipment in standby mode for 16 non-working hours a day, alongside the average cost of electricity as of June 2022.  
nimblefins.co.uk  
journals.sagepub.com



# TOP TIPS FOR WHEN YOU CAN'T SWITCH OFF

We know that switching off isn't the solution for every machine, such as servers, nor every department in a business, such as 24/7 customer services, and so we've partnered with sustainability experts to explore additional options...

## SYSTEMATISE

"Measuring energy usage through submeters can build a bigger picture of where and when energy is being used and help you to focus on areas where big savings are up for grabs, as well as monitoring how efforts are performing over time."

Simon Heppner  
Net Zero Now



## RETHINK YOUR NEEDS

"Does your space need to be cooled to an icebox in summer? Do your security lights need strong halogen bulbs? Dig into thought processes like these and ask yourself whether energy guzzling practices are essential or only in place by default."

**Simon Heppner**  
Net Zero Now

## GO SMART

"With smart homes becoming increasingly popular, consider how you can integrate this technology into the office. Say you need a machine to be on by the time you reach the office, rather than leaving it on all night, smart technologies can put equipment on a timer. If you can't completely turn off, consider equipment that has energy-saving night modes."

**Tony Backhouse**  
RfM Transform



## MAKE YOUR BUILDING WORK FOR YOU

"By adjusting how your office building works for your business, you may be able to reduce the impact of your energy use. For example, is your building suitable for solar energy installation or could you make a switch to a more sustainable energy supplier? Infrastructural changes can be vital to long-term success."

Tony Backhouse  
RfM Transform

## DESIGN ENERGY EFFICIENT SPACES

For co-working firm Work.Life, reconsidering the design of the office with a sustainability hat on is key to cutting energy. For example, installing a water dispenser that provides hot and chilled water has reduced the need for multiple kettles and large ice machines.





Our research shows that when buying equipment **84%** of decision makers look for high energy efficiency ratings and **94%** say sustainability is an important aspect, but what exactly should you be looking for?


# MAKE THE RIGHT EQUIPMENT CHOICES WITH **BRITA VIVREAU**




**Here Chris Dagenais, General Manager at BRITA VIVREAU UK, shares his top tips and insight into how BRITA can help:**

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Look for product settings that can give you a helping hand such as BRITA VIVREAU's energy-saving night mode within its Extra C-Tap water dispenser
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For appliances that can't be switched off or go into standby, consider reducing how many of these machines you need. For example, installing a water dispenser would save considerable space in a drink's fridge
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Train your team on how to properly look after equipment and stick to regular preventative maintenance schedules, or find a partner that offers this as a service such as BRITA's Managed Services
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Utilise equipment that can help reduce single-use plastics, such as using a BRITA VIVREAU water dispenser instead of bottled water

Following this energy-saving advice can set you off on a great path. But to create an even greater impact consider collaborating with suppliers who prioritise your sustainability goals. Your business deserves to be fully supported, and we all owe it to the planet to work together on this shared mission.





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At BRITA VIVREAU we are committed to supporting our customers' sustainability efforts and helping them to thrive even in challenging climates.

Get in touch to ensure your equipment isn't an energy drain and discover more ways we can support your business on its journey towards improved sustainability.

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**Visit our website for more information**  
**[brita.co.uk/invisible-waste-corporate](http://brita.co.uk/invisible-waste-corporate)**

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