

Reducing and removing Accurx's carbon footprint.



Three ways we're engaging in ambitious climate action.

In Accurx's early days, the company's carbon footprint was so small that offsetting it didn't take too much planning or decision-making. Back then, there were only a bunch of us to speak of, equipped with little more than our laptops and a whiteboard, sitting under a leaky roof in Camden.

But six years (and many organisational ups and downs) later, we're now a company of 160+ people, with a big office, more products and users and more energy needs than ever before. Our carbon footprint has grown as we've grown — and so too has my sense of responsibility in running a sustainable company.



*Some of these technologies are innovative and still scaling up their production, so carbon won't be removed for several years. We have bought afforestation credits to 'bridge' the years between now and the removal date of the other carbon removal technologies, to ensure that our carbon emissions are removed from the air today.

One.
Two.
Three.

For me, sustainability is less about what we say than what we do. It's about the decisions we take, and about how sustainability feeds into our company culture, our values and our mission. It's about putting our money where our mouth is. So here are three steps we're taking to be a genuinely sustainable company right now.

Here's three ways we're offsetting our carbon footprint...

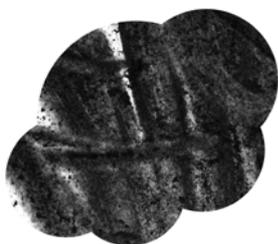
Understanding our emissions: Producing an annual Carbon Footprint Report

The Carbon Footprint Report is definitely the biggest action we take when it comes to sustainability: this is a report that breaks down our major emissions sources, explains our per employee and per revenue emissions, and advises us on how to reduce. We do the report every year now, after starting this work last year with an incredible company called [Supercritical](#). To any other companies looking to address their climate impact, I'd fully recommend Supercritical.

They're a software company that specialises in carbon accounting and carbon removal. They help companies calculate their environmental impact and set a reduction plan. On top of this they help companies invest in innovative, nascent, permanent carbon removal technologies to remove the carbon they emit. These are the only

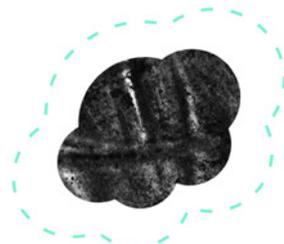
form of offsets that help companies get to net zero. This reduces the amount of carbon in the atmosphere and sends important market signals to allow carbon removal technologies to scale. They're a young company, and we were actually one of their very first clients.

To kick off, we gave them lots of data about Accurx, from how much we spend on staff lunches and office furniture to how many people were working from home during the pandemic. After analysing our purchasing and energy consumption, Supercritical calculated a number which reflected what our carbon footprint was at the time. The magic number was 433 tonnes — which is the equivalent of powering 135 homes for a year.



1 Footprint

Understand your current emission



2 Reduce

Set goals, reduce emissions, track progress



3 Remove

Offset your emissions

SUPERCritical'S THREE STEPS TO OFFSETTING OUR CARBON FOOTPRINT.

They gave us five different ways to offset our carbon footprint:



By planting trees

High-quality, vetted afforestation (i.e. not protection/conservation) projects that can guarantee a permanence of 60 years (as a conservative estimate).



Through investing in bio-oil

Turning carbon dioxide back into oil and pumping it back underground, to permanently remove carbon dioxide from the atmosphere.



Through enhanced weathering

Which accelerates the natural process of weathering to permanently remove carbon dioxide from the atmosphere.



Through biochar

Which is charcoal produced from waste biomass and stored in the soil as a means of permanently removing carbon dioxide from the atmosphere.



By direct air carbon capture

Which uses fan-based technology to extract carbon dioxide from the air, and store it in geologic storage for millennia.

After looking through these, we decided to spend £15,000 on these offsetting measures last year, spreading our investments across a few different options. These are all removal offsets which are best in class in terms of climate action: they literally remove the carbon we emit, stopping it from warming the atmosphere. [An IPCC report](#) published on 4 April 2022 reiterated the [urgent need to scale carbon removal](#), so we're confident this is really impactful for the climate.

Personally, I was very keen to spend on the direct air carbon capture, because I feel strongly that people need to do this to drive the price down. It's only by people buying it that the technology will

actually get good enough, and [scale as fast as we need it to](#). And now, in early Spring 2022, we've just gone through the same process again and are investing another £40,000 into these offsetting measures.

While we're not yet technically at 'net zero', we are proud to say we are a carbon neutral business. In the future, the aim is to start getting ahead of the curve. We know roughly what's going to happen in terms of office space and headcount and the like, so we're hoping to remove the carbon as we produce it rather than retrospectively, so that the carbon we emit never enters the atmosphere in the first place.



I'm proud of the work we do with Supercritical. The footprinting process has been streamlined, easy, painless, and comprehensive. It's also important to us that we support different advanced carbon removal technologies and Supercritical made it easy to understand and purchase."

— LAURENCE BARGER, CTO & CO-FOUNDER OF ACCURX



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Emissions reduction: Offering pescatarian lunches



FRESH PRODUCE, PESCATARIAN DIETS
AND THE ODD SLICE OF CAKE.

At Accurx, we offer our in-office staff paid lunches but keep this to a pescatarian diet for environmental reasons. I don't know how many people would eat meat at lunchtimes otherwise, but by introducing this, we've changed the lunch diets of 160+ people every day — and that really counts when it comes to our carbon footprint.

In the next few weeks, we'll also work with our new head chef Leo to design a low-carbon menu. We're going to get our heads together and find the right suppliers, using local, in-season vegetables and keeping transportation costs down. None of it will be packaged in nitrogen-pumped plastic. Instead, it'll be simple, healthy, sustainable and, going by Leo's culinary expertise, great for all the foodies in the office. (There's definitely a few of them.)

3

Making eco-friendly purchasing decisions

Almost everything we own and run at Accurx has an environmental impact, from our IT infrastructure and office fittings to the SMS messages our users send. That's why we're also bringing sustainability more into our purchasing decisions.

Laptop bags are a good example. When we bought these, I was very insistent that they weren't made of plastic and they weren't shipped from China. We had to do a lot of research but eventually found some nice hemp ones. They're not branded but people can see that they're of a good quality and hopefully feel more personalised than they would otherwise.

Purchasing decisions like this are rarely quick and easy. There's so many things being bought every day now in the business that it's hard to influence every choice. But by keeping sustainability front-of-mind, we're always trying to purchase in a more environmentally friendly way, and every choice we make sends a signal to the market that consumers are willing to pay more for more sustainable products.



OUR HEMP LAPTOP BAGS —
DURABLE, SUSTAINABLE AND PERSONAL.

Past and future sustainability

Those are just three of the ways we're working to be more sustainable. But that's far from the final word on the matter. There's no point at which we can stand back and say 'That's done.' It's a work in progress, a process of continually learning and devising better, more environmentally friendly ways of doing things.

My interest in green issues actually goes back to long before Accurx. My mum was always a passionate environmentalist while I was growing up. With a group of other campaigners, she once defeated a plan to build a bypass over an area of local natural beauty. And nowadays, my partner Katie and I are really conscious of what we buy. (You'd sooner be seen around our flat with a bamboo toothbrush than a bunch of single-use plastic.)

So as much as I feel a responsibility in making Accurx a genuinely sustainable company, I also feel really privileged to make a positive difference when it comes to the environment.

For me, one of the key ways of tackling the climate crisis is having all companies do carbon accounting like we have with Supercritical. Whether you pass that on to customers would be up to you or not. That's the incentive employers need to be more sustainable. That's one of the ways companies like Accurx— and those who aren't like us at all — can start transforming into genuinely sustainable companies.

Are you ready to reach net zero?

[BOOK A DEMO](#)