Cogo explains: What is the carbon footprint of my business?

Cogo is a sustainability tech solutions provider that helps businesses and consumers measure, improve, and compensate for their impact on people and the planet. In this article, Cogo helps your business to understand what your carbon footprint is.

What is a carbon footprint?

A carbon footprint is measured in kilograms of carbon dioxide equivalent (CO2e). As a business or individual, whenever we go places, eat things, use and buy new stuff, we’re contributing to the growing amount of greenhouse gases in the atmosphere. While we don’t actually see or feel these gases around us, almost every consumption choice we make either as individuals or as a business creates greenhouse gases.

Where we choose to spend money has a huge environmental price tag too. Every time you use your business account to buy things, from your office furniture and hardware to supporting eco-friendly brands, our ‘consumption’ has an impact, and this adds to our carbon footprint.

How do we find out what our footprint is and how can we lower it?

A carbon footprint tracker tracks your carbon emissions and shows you your personal or business impact on the planet based upon spending habits. Think of it like a fitness tracker counting your steps, except this tracker counts the carbon associated with the spending choices you make.

To give you an idea of the quantity of emissions, $1 spent at a New Zealand fuel station creates on average 1.2kg CO2e while £1 spent at a British fuel station creates on average 3kg CO2e and $1 spent at an Australian fuel station creates on average 2.6kg CO2e.

Certain industries and companies that are more sustainable would perform much better than others when calculating emissions and their carbon impact – utilising renewable energy providers and second-hand retailers for example, would help improve the footprint of your business.

By helping businesses understand how their spending contributes to their carbon footprint, we can help them lower emissions through their spending choices. Actions such as choosing to go electric with your vehicle fleet, flying less, cutting down your energy use, reducing your waste and recycling or buying low carbon goods all make a big difference.