



## REASONABLY SUSTAINABLE

[www.reasonablysustainable.co.uk](http://www.reasonablysustainable.co.uk)

### **Mission and Values**

Our mission is to empower SMEs to respond to stakeholder demands for sustainability by providing tailored, affordable guidance and solutions. We guide organisations to implement genuine sustainability, helping them avoid the pitfalls of greenwashing.

### **About Reasonably Sustainable**

Passionate marine conservationists Matthew Carter (BSc, MSc, REnvP) and Sabrina Carter (BA, MSc) have worked as sustainability professionals across various sectors, including Agriculture, Energy, Food, Hospitality, Manufacturing, Maritime, NGO, and Retail, for large organisations. Through this experience, we've observed that large organisations are increasingly expecting SMEs in their supply chains to demonstrate sustainability credentials.



*Matthew and Sabrina Carter*

However, many small and medium-sized enterprises (SMEs) lack the financial and human resources to meet these expectations, putting them at risk of being excluded from supply chains

At Reasonably Sustainable, we specialise in delivering bespoke, affordable sustainability solutions for SMEs. With extensive experience in developing and implementing sustainability strategies, we empower businesses to navigate the complexities of sustainability without the high costs typically associated with consultancy.

Our services include accelerator workshops, materiality assessments, carbon footprint assessments, impact reporting, and microsite development, offering SMEs an accessible entry point into sustainability management. Additionally, our experience working with larger organisations enables us to provide more advanced solutions as our clients' sustainability strategies evolve and mature.



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## Services

From calculating Scope 3 emissions to developing comprehensive sustainability strategies and implementing environmental management systems, we provide solutions tailored to our customers' needs. We help SMEs identify risks and opportunities, implementing effective solutions that ensure they meet stakeholder expectations. This approach enhances brand reputation and reduces costs and creates positive impacts.



*We offer a range of solutions designed to promote continuous improvement*

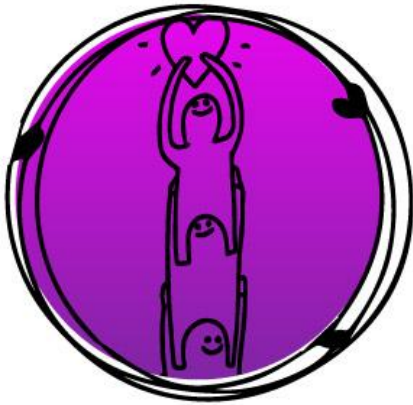
We understand that consultancy fees for impact reporting can be prohibitively expensive. At Reasonably Sustainable, we help SMEs communicate their commitment to sustainability with compelling content that highlights their achievements. Whether an SME requires a straightforward inaugural report, or a comprehensive document aligned with frameworks such as GRI or SASB, we provide an affordable solution. Additionally, our partner, Reasonably Good, offers the option to develop these reports into accessible microsites.



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We also offer sustainability accelerator workshops to instil our customers with a deep understanding of what sustainability *is*. This helps them to recognise risks, opportunities, and impacts enabling them to articulate their responses without risking greenwashing.



*Our workshops empower SMEs to do sustainability for themselves*

### **Target Audience**

Our services are tailored for organisations without the resources to employ an in-house sustainability manager or pay for expensive consultancy fees. These organisations typically have a strong desire to implement meaningful sustainability practices and meet the expectations of stakeholders, including customers, consumers, and funders.



*We offer SMEs affordable sustainability solutions*



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## Unique Value Proposition

Reasonably Sustainable empowers SMEs to meet growing stakeholder demands for sustainability by providing affordable, bespoke guidance.

We go beyond generic tick-box solutions; instead, we explore and build upon what you're already doing well, helping you to seize opportunities.

Our approach equips your organisation with the knowledge to understand sustainability. This enables you to implement initiatives independently and develop strategies that align with your values.

We help you navigate sustainability complexities without the typically high costs of consultancy.

## Case Study: UKP Worldwide

### Client Overview

UKP Worldwide is a logistics and supply chain management company committed to providing innovative solutions for their clients. With a diverse range of services, UKP Worldwide aims to enhance efficiency while maintaining high standards of sustainability.



### Challenge

UKP Worldwide faced increasing pressure from stakeholders to demonstrate their sustainability credentials. As a logistics provider, the company was aware of the significant environmental impact of its operations and the need to align with sustainability expectations from clients and



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consumers. However, they lacked a comprehensive understanding of their carbon emissions and the necessary strategies to improve their sustainability performance.

### Solution

We partnered with UKP Worldwide to develop a tailored sustainability strategy that aligns with their business goals. The approach included:

- 1. Carbon Emissions Assessment:** Conducted a thorough analysis of UKP Worldwide's carbon footprint, including Scope 1, 2, and 3 emissions, to identify key areas for improvement.
- 2. Bespoke Carbon Calculator:** Developed a custom carbon calculator that enables UKP Worldwide to calculate their Scope 3 emissions independently. This tool empowers the company to track and manage emissions effectively as their operations evolve.
- 3. Materiality Assessment and Workshop:** Integrated a materiality assessment with a hands-on workshop that engaged stakeholders in identifying sustainability priorities and expectations. This collaborative approach ensured the strategy resonated with UKP's clients and consumers.
- 4. Sustainability Strategy Development:** Created a bespoke sustainability strategy that outlined actionable goals, initiatives, and metrics to measure progress. This strategy focused on reducing emissions, enhancing operational efficiency, and improving transparency.
- 5. Microsite Development:** Collaborated closely with UKP Worldwide's design team to create an engaging microsite. This platform effectively showcases the company's sustainability initiatives, achievements, and goals, providing stakeholders with easy access to information and updates.
- 6. Impact Reporting Framework:** Developed a framework for regular impact reporting, enabling UKP Worldwide to communicate their sustainability achievements to stakeholders effectively.

### Results

- **Enhanced Stakeholder Engagement:** UKP Worldwide was able to articulate their sustainability commitments clearly, improving relationships with clients and consumers.



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- **Measurable Impact:** The carbon emissions assessment and subsequent strategy implementation led to a significant reduction in emissions, positioning UKP Worldwide as a responsible logistics company.
- **Increased Competitive Advantage:** By adopting a proactive approach to sustainability, UKP Worldwide gained a competitive edge to attract new clients who prioritise environmentally responsible partners.
- **Improved Visibility:** The newly developed microsite served as a valuable tool for communicating sustainability efforts, enhancing the company's brand reputation and engagement with stakeholders.
- **Empowered Self-Management:** The bespoke carbon calculator enabled UKP Worldwide to independently calculate their Scope 3 emissions, providing them with greater control and insights into their sustainability performance.

### Conclusion

The collaboration between Reasonably Sustainable and UKP Worldwide illustrates the importance of tailored sustainability strategies in today's business landscape. By empowering UKP Worldwide to understand and manage their environmental impact, this partnership has

met stakeholder expectations and prepared UKP Worldwide for ongoing improvements in sustainability performance.

*'Reasonably Sustainable unravelled our complex carbon emissions calculations and helped us develop a net zero strategy.'*

Lee Bucktrout, CEO, UKP WORLDWIDE



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### Join Our Mission

The journey toward sustainability is complex, but Reasonably Sustainable is committed to navigating it with our clients. Small and medium-sized enterprises (SMEs) make up 99.9% of all businesses in the UK and contribute approximately 60% of the UK's GDP. Their role in achieving a sustainable future is vital. By empowering SMEs to adopt meaningful sustainability practices, we can collectively drive significant change that benefits individual businesses and the broader economy and environment.

We are dedicated to helping SMEs develop strategies that meet stakeholder expectations while preserving our planet's finite resources for future generations. Together, we can unlock the potential of SMEs, contributing to a thriving economy where the Sustainable Development Goals are realised.

We invite you to engage in a conversation with us about how we can support your sustainability journey and work toward a more sustainable future together.



The United Nations Sustainable Development Goals

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