

# Fourthmore Start

*The Sustainability Playbook*

# **Sustainability doesn't begin with values. It begins with decisions.**

Especially in small and medium businesses.

**This playbook shows you which decisions to make first.**



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# Onboarding

## Your First 90 Days — From Data to Direction

### Days 1–10 — Get Clear

Gather your key numbers and build your baseline.  
This gives you visibility most SMEs never have.

### Days 10–30 — Find Your Leverage

Identify where action will actually move the needle — financially and environmentally.

### Days 30–60 — Make Smart Moves

Select 3–5 actions with real ROI.  
Assign ownership. Set deadlines. Create momentum.

### Days 60–90 — Turn Progress into Advantage

Package your results into a clear, credible sustainability position.  
Strengthen trust with customers, partners, and investors.

## By Day 90 You Have:

1. A measured carbon baseline
2. Clear business priorities
3. Funded, assigned actions underway
4. A communication-ready sustainability story

Not a report.

A competitive position.

# Welcome

## Introduction



**Sam Howard**  
Founder, Fourthmore

**Small businesses don't just participate in change — they drive it. They just need structure.**

Every week, I speak to business owners who want to build responsibly. They care about the impact they have — on their teams, their customers, and the future of their company. What they don't need is more jargon, more theory, or another report designed for a corporate compliance department.

Sustainability has largely been built for large organisations with dedicated teams and reporting budgets. That simply isn't the reality for most small and medium businesses.

What I've seen repeatedly is this: small businesses don't struggle because they lack ambition. They struggle because they lack structure.

Without a clear framework, sustainability becomes overwhelming. It becomes something you "should" do, rather than something you can execute with confidence.

This Playbook exists to change that.

It is not a theory document. It is not a branding exercise. It is a practical system designed to help you measure your impact clearly, decide what actually matters, take focused action, and communicate your progress with credibility.

Whether you're responding to client pressure, preparing for procurement scrutiny, reducing operational risk, or simply future-proofing your business, this is a starting point you can rely on.

You don't need perfection. You need clarity and momentum.

Start where you are. Build forward.

# The Business Case for Action



Sustainability is no longer a side conversation. It's a business decision.

Customers are asking questions.  
Larger companies are tightening supplier requirements.  
Regulation is increasing.  
Costs are rising.

The businesses that move early gain an advantage.

They:

- Win contracts others can't qualify for
- Reduce operational costs
- Strengthen brand trust
- Attract better talent
- Stay ahead of compliance

This Playbook is not about headlines.  
It's about resilience, credibility, and long-term growth.

The question isn't whether sustainability matters.

The market is moving. The question is whether you move with it — or watch it move past you.

# Understanding our planet to benefit humankind

## Carbon Dioxide

↑ **422** parts per million

## Global Temperature

↑ **1.1** degrees centigrade preindustrial

## Methane

↑ **1923.6** parts per billion

## Arctic Sea Ice Minimum Extent

↓ **12.6** Percent per decade since 1979

## Ice Sheets

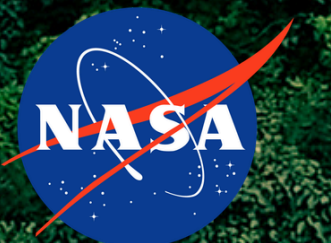
↑ **424** billion metric tonnes per year

## Sea Level

↑ **4** inches since January 1993

## Ocean Warming

↑ **345** Zettajoules since 1955



# Who This Playbook Is For



This is not a report to read.  
It's a system to use.

You don't need a sustainability team.  
You don't need perfect data.  
You need 90 focused minutes a week and a willingness to act.

The Playbook follows five strategic steps:

- 1. **Measure**
- 2. **Decide What Matters Most**
- 3. **Set Clear, Credible targets**
- 4. **Take practical action**
- 5. **Communicate with confidence**

Each step links directly to a tool in your Fourthmore Toolkit.  
You'll move from data to decisions — not theory to confusion.

Most businesses complete their first baseline and action plan within 30–60 days.

Start where you are.  
Improve what you can.  
Repeat quarterly.

Progress beats perfection.

# The Fourthmore Approach



Fourthmore was built for businesses who care about how they grow — not just how fast.

We don't see sustainability as a reporting exercise or a marketing angle.  
We see it as a shift in how business decisions are made.

Not perfectly. Not all at once.  
But deliberately.

For small teams, sustainability can feel overwhelming — full of acronyms, frameworks, and expectations designed for large corporations. That's where clarity gets lost.

So we design for usefulness.

Every tool in this Playbook exists to help you understand your impact, focus on what matters, and move forward with confidence. No jargon. No guilt. No theatre.

We believe progress should be visible.  
Decisions should be informed.  
And good work should be communicated clearly.

This isn't about ticking boxes.

It's about building a business that lasts — commercially, culturally, and responsibly.

**That's the approach.**

# Meet Fourthmore Intelligence

## Introduction



Your sustainability thinking partner.

At some point, every founder hits the same wall.

You have the numbers.

You have the intent.

But you're unsure what to prioritise next.

That's where Fourthmore Intelligence comes in.

It's a custom AI trained on the Fourthmore system — designed specifically for small businesses navigating sustainability decisions.

Not generic advice.

Not corporate jargon.

Not theory.

Just clear, practical guidance — when you need it.

You can use it to:

- Translate complex sustainability terms into plain English
- Sense-check your carbon data
- Turn an action plan into confident messaging
- Identify realistic targets
- Explore ROI-positive opportunities
- Adapt tools to your specific industry

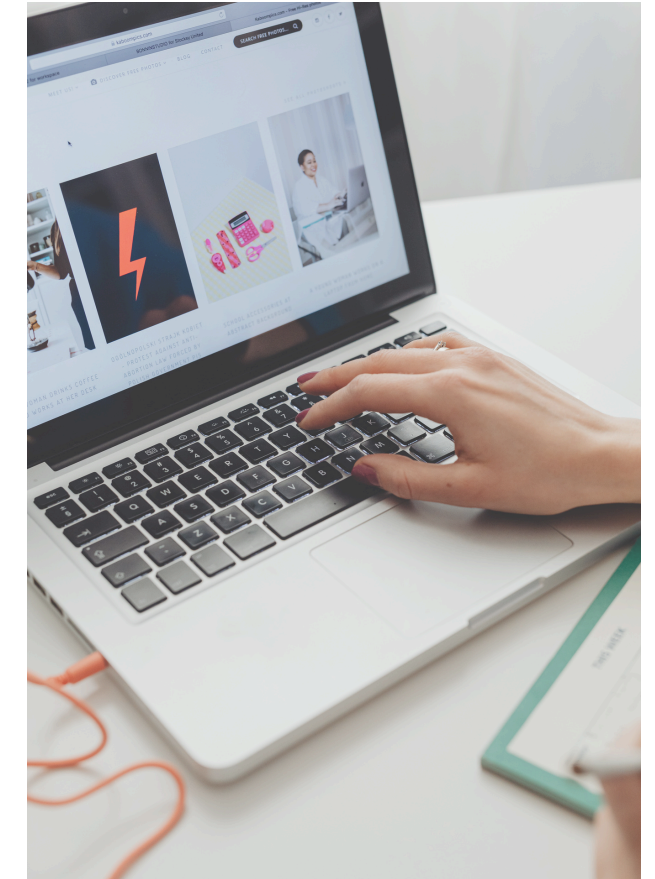
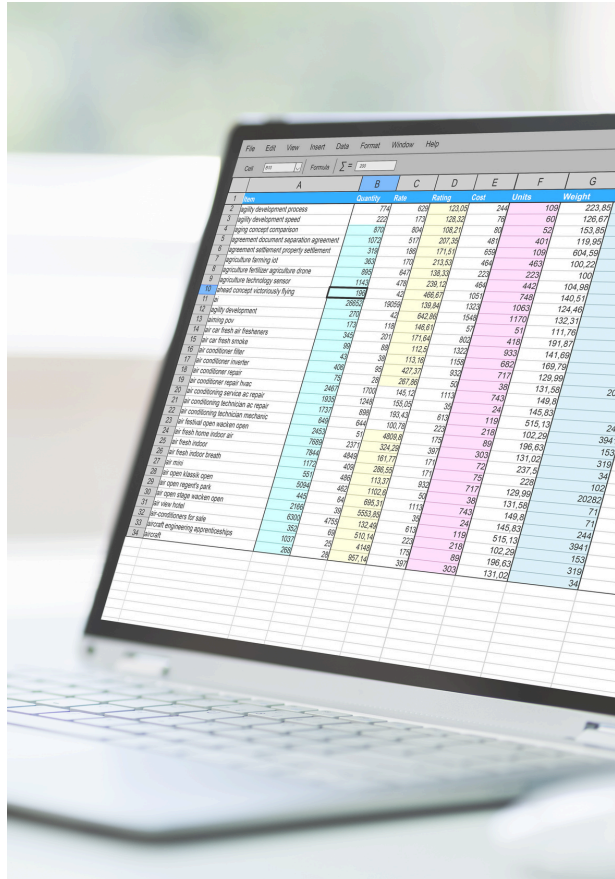
It's not a certifier.

It's not a replacement for judgement.

It's a thinking partner.

Available whenever you're working through the Playbook.





## 1 Assess Impact >>>

Know where you stand.  
Measure energy, materials,  
travel, suppliers, and waste.  
Clarity first.

## 2 Prioritise >>>

Not everything matters equally.  
Focus on what drives the most  
impact and business value.

## 3 Set Targets >>>

Turn insight into clear, time-  
bound goals.  
Direction beats ambition.

## 4 Take Action >>>

Choose 3–5 key moves.  
Assign ownership. Set timelines.  
Track progress.

## 5 Communicate >>>

Share progress clearly and  
honestly.  
Transparency builds trust.

# 5 Strategic Steps

# Step 1: Measure



# Step 1: Measure

## The Strategic Steps



### The Goal

Understand where your business creates impact — across operations, suppliers, and everyday activity.

Not perfectly. Just clearly.

### Why this matters:

Most businesses underestimate their footprint. You can't improve what you haven't looked at.

This step gives you visibility — and visibility creates better decisions.

### What You'll Do

#### 1. Map Key Activities

Start with how your business actually runs.

Think:

- Electricity and heating
- Shipping and deliveries
- Travel
- Materials and manufacturing
- Digital services

You can use Fourthmore templates — or upload your own spreadsheets. Start GPT works with both.

#### 2. Group by Emission Type

To keep things structured, emissions fall into three groups:

- **Direct** — fuel you burn yourself
- **Energy** — electricity or power you buy
- **Supply Chain** — everything else (suppliers, shipping, materials)

Don't overthink this. Just place things roughly in the right bucket.

#### 3. Gather Real Numbers

Use:

- Utility bills
- Invoices
- Delivery records
- Travel logs

Estimates are better than guessing. Progress beats avoidance.

# Step 1: Measure

## The Strategic Steps



### 4. Turn Activity Into Totals

Convert usage into measurable units:

- kWh of electricity
- Litres of fuel
- Kilometres travelled

Then apply the built-in emission factors to calculate totals. This becomes your **baseline** — your starting point.

### 5. See the Story

Create a simple chart.

Where are your biggest sources?  
What stands out?

You don't need perfection.  
You need a clear view of your hotspots.

### For Small Teams

Start lean.

Focus on your 2–3 biggest areas first. You can always expand later. The goal is clarity — not complexity.

### Use Fourthmore Intelligence To:

- Calculate your emissions from raw data
- Check your tracker for gaps or errors
- Summarise your top 3 impact areas in plain English
- Turn your baseline into a simple chart and one-sentence summary

# Step 2: Decide What Matters Most

# Step 2: Decide What Matters Most

The Strategic Steps



## The Goal

Focus your effort where it will make the biggest difference — for your business.

You cannot do everything.  
And you don't need to.

## Why This Matters

Trying to improve everything at once leads to burnout.

The strongest sustainability strategies focus on a small number of high-leverage areas.

This step turns awareness into direction.

## What You'll Do

### 1. List Where You Have Impact

From Step 1, you now know your main impact areas.

Create a long list. Include:

- Energy
- Travel
- Shipping
- Materials
- Packaging
- Suppliers
- Employee wellbeing
- Digital systems

Don't filter yet. Just capture.

# Step 2: Decide What Matters Most



## 2. Rate Each Area Simply

For each item, ask two questions:

**How big is the impact?**

**How important is this to our business?**

Score each from 1–5.

Rough, honest scores are enough. Patterns will emerge quickly.

## 3. Create Your Priority Map

Plot your issues on a simple grid:

- One axis: Business importance
- One axis: Environmental/social impact

The top-right corner shows your critical few — the areas that matter most.

This is your focus zone.

## 4. Narrow It Down

Choose 2–4 priorities. Not ten. Not seven.

Two to four.

These become the foundation for your targets and action plan.

Clarity now prevents chaos later.

## 5. Sense-Check Before Moving On

Ask:

- What do customers care about?
- What do team members notice?
- What risks are emerging in our sector?

You can run a quick survey, informal discussion, or simple check-in. The goal isn't perfection. It's alignment.

## Keep It Fresh

Your priorities will evolve.

Review this exercise once a year.

Growth changes exposure.

Regulation changes risk.

Markets change expectations.

Mature businesses revisit strategy.

## Use Fourthmore Intelligence To:

- Turn your scores into a clear priority map
- Suggest likely focus areas based on your industry
- Sense-check your priorities against common SME blind spots
- Create a simple visual chart

# Step 3: Set Clear, Credible Targets

# Step 3: Set Clear, Credible Targets

## The Goal

Turn your priorities into measurable commitments.  
Ambition becomes meaningful when it's defined.

## Why This Matters

Without targets, sustainability stays vague.

Clear targets:

- Align your team
- Build accountability
- Signal seriousness to customers
- Turn plans into execution

This is where intention becomes commitment.

## What You'll Do

### 1. Revisit Your Baseline

Look at your top 2–4 priorities from Step 2.

**Where can you realistically reduce impact?**

**Where do you have control?**

**Where will change matter most?**

## 2. Define Specific Targets

Make them measurable.

For example:

- Reduce electricity emissions by 30% in 3 years
- Shift 80% of suppliers to lower-carbon alternatives
- Cut business travel emissions by 40%

Clarity beats complexity.

## 3. Align With Climate Science

Where possible, align your reductions with what climate science recommends (e.g., pathways consistent with limiting warming to 1.5°C).

You don't need certification to begin. You need direction.  
Learning the science-based framework now builds maturity over time.

# Step 3: Set Clear, Credible Targets



## 4. Assign Ownership

Targets without ownership drift.

Define:

- Who is responsible
- What success looks like
- When progress will be reviewed

Treat it like any other strategic project.

## 5. Start Smart — Then Scale

You don't need to transform everything at once.

Begin with visible, achievable wins.

Build confidence.

Then increase ambition.

Consistency creates transformation.

## Use Fourthmore Intelligence To:

- Suggest realistic reduction targets based on your baseline
- Create a simple 3–5 year reduction pathway
- Model different ambition levels
- Explain “science-aligned targets” in plain English for your team

# Step 4: Take Action



# Step 4: Take Action

## The Strategic Steps



### The Goal

Turn your targets into visible, measurable change.

This is where sustainability becomes operational.

### Why This Matters

Plans don't build trust.

Execution does.

This step turns your strategy into momentum.

### What You'll Do

#### 1. Identify Practical Moves

Return to your top priorities and targets.

Ask:

Where can we reduce impact directly? Where can we improve efficiency? Where can we reduce cost and carbon together?

Think across:

- Energy
- Travel
- Suppliers
- Materials
- Waste

#### 2. Choose a Small Number

You don't need 20 initiatives.

Choose 3–5 actions that are:

- High impact
- Feasible
- Visible
- Aligned with your targets

Small, well-executed moves outperform ambitious, unfinished plans.

#### 3. Assign Ownership

Every action needs:

- A clear owner
- A deadline
- A check-in rhythm

If it isn't in someone's calendar, it won't happen.

# Step 4: Take Action



## 4. Monitor Progress

Build simple tracking into your workflow. Monthly or quarterly updates are enough. Visibility creates accountability.

## 5. Track ROI — Not Just Carbon

Measure:

- Emissions reduced
- Cost savings
- Efficiency gains
- Brand lift
- Team engagement

Sustainability should strengthen your business — not sit beside it.

## Use Fourthmore Intelligence To:

- Suggest high-impact, realistic actions for your business
- Draft clear descriptions to share internally
- Explore second-order effects (risks and opportunities)
- Build a simple progress tracker

# Step 5: Build Trust Publically



# Step 5: Build Trust Publicly

## The Strategic Steps



### The Goal

Make your progress visible, credible, and easy to understand. If it's not shared, it doesn't build trust.

### Why This Matters

Clear communication:

- Builds credibility
- Strengthens customer trust
- Supports sales conversations
- Attracts aligned partners
- Reinforces internal culture

This is where sustainability becomes reputation.

### What You'll Do

#### 1. Define Your Core Message

Before you publish anything, be clear:

What are we committing to?

What have we achieved?

What are we still improving?

Outline 2–3 simple headline statements. Clarity beats volume.

#### 2. Share the Numbers Simply

Create a short sustainability summary.

Highlight:

- % emissions reduced
- Renewable energy share
- Key initiatives completed
- Target year

Use visuals. Keep metrics short and obvious. You don't need 40 KPIs. You need 5–8 that matter.

#### 3. Publish an Impact Page

This becomes your public proof.

Include:

- A short leadership statement
- Clear charts
- Real data
- Targets and timelines
- What's next

Transparency builds trust — even when progress is imperfect.

# Step 5: Build Trust Publicly



## 4. Update Regularly

Quarterly internal updates.  
Annual public summary.

Share what worked — and what didn't.

Honesty is rare. It stands out.

## 5. Celebrate Milestones

When you hit a target, talk about it.

Show before-and-after.  
Share the learning.  
Thank your team.

Momentum grows when progress is visible.

### Use Fourthmore Intelligence To:

- Turn your data into a one-page report
- Draft impact microsite copy
- Generate social posts from real results
- Translate technical metrics into customer-friendly language

# *SMEs Using Sustainability as Strategy*

# Greencore Homes

*Using sustainability to differentiate in a crowded housing market*

**Location:** Oxfordshire, United Kingdom

**Sector:** Construction

## The Real Trigger

The UK housing market is competitive and margin-sensitive. At the same time, regulations and buyer expectations around energy performance are rising fast.

Instead of treating low-carbon construction as compliance, they used it as a market differentiator.

## What They Actually Did

Rather than adding “green features”, they redesigned the model:

- Built with **bio-based materials** (timber + hempcrete) to cut embodied carbon
- Designed homes to **Passive House performance standards**
- Integrated **whole-life carbon thinking** into design and procurement
- Positioned homes as **high-performance, future-proof assets**

## Commercial Outcomes

- Achieved **77% lower operational carbon emissions**
- Reduced long-term energy costs for homeowners (clear value proposition)
- Strengthened planning and investor confidence
- Built a clear premium positioning in the housing market
- Won awards — reinforcing brand trust

This is not “doing good”.

It’s building a defensible market position.

## SMEs Using Sustainability as Strategy



# Toast Ale

*Turning waste into product — and product into growth*

**Location:** London, United Kingdom

**Sector:** Food & Drink (Brewing)

## The Trigger

Food waste is a global problem — and a cost burden across the supply chain. Toast Ale saw an opportunity where others saw inefficiency. Instead of launching “another craft beer”, they built the brand around a single question:

What if waste could become a core ingredient?

## What They Did

- Replaced a portion of malted barley with **surplus bread** sourced from bakeries
- Designed a brewing process that maintained quality while reducing raw material demand
- Embedded circular economy thinking into sourcing and partnerships
- Built the brand narrative around **waste reduction as innovation**

Sustainability wasn't added later — it shaped the product itself.

## Commercial Outcomes

- Reduced reliance on virgin raw materials
- Created a distinctive brand position in a crowded market
- Secured retail listings and hospitality partnerships aligned with sustainability values
- Built strong media visibility through a clear, credible mission
- Demonstrated that circular design can drive growth

## SMEs Using Sustainability as Strategy



# Frog Bikes

*Using sustainability to improve product design and unlock growth*

**Location:** United Kingdom

**Sector:** Manufacturing (Consumer Goods – Children’s Bicycles)

## The Trigger

As a growing bicycle manufacturer, Frog Bikes relied on global supply chains and energy-intensive production.

Rising material costs, carbon exposure, and increasing retailer expectations created pressure.

Instead of waiting for regulation or retailer mandates, they asked:

How can we reduce impact while strengthening the business?

## What They Did

- Measured the carbon footprint of their bikes
- Identified materials and manufacturing as major impact drivers
- Shifted parts of production closer to home
- Improved material efficiency and supplier transparency
- Integrated sustainability into product development decisions

Sustainability became part of operational strategy — not a marketing layer.

## Commercial Outcomes

- Reduced production emissions
- Improved supply chain resilience
- Strengthened appeal to environmentally conscious retailers
- Increased eligibility for funding and grants
- Reinforced brand credibility in a competitive market

Operational efficiency and environmental performance improved together.

## SMEs Using Sustainability as Strategy



# GrowCreate

*Embedding sustainability into a digital service business*

**Location:** United Kingdom

**Sector:** Digital / Creative Agency

## The Trigger

As a digital agency, GrowCreate initially assumed their environmental impact was minimal.

But clients began asking questions about carbon reporting and procurement standards. At the same time, the team recognised that energy use, cloud hosting, travel, and supply chains still carried impact.

Rather than dismiss sustainability as “not relevant to us,” they chose to measure it properly.

## What They Did

- Measured Scope 1, 2, and 3 emissions across operations
- Identified cloud hosting, purchased services, and business travel as key drivers
- Switched to renewable electricity
- Reduced travel through remote-first collaboration
- Integrated sustainability messaging into client strategy conversations

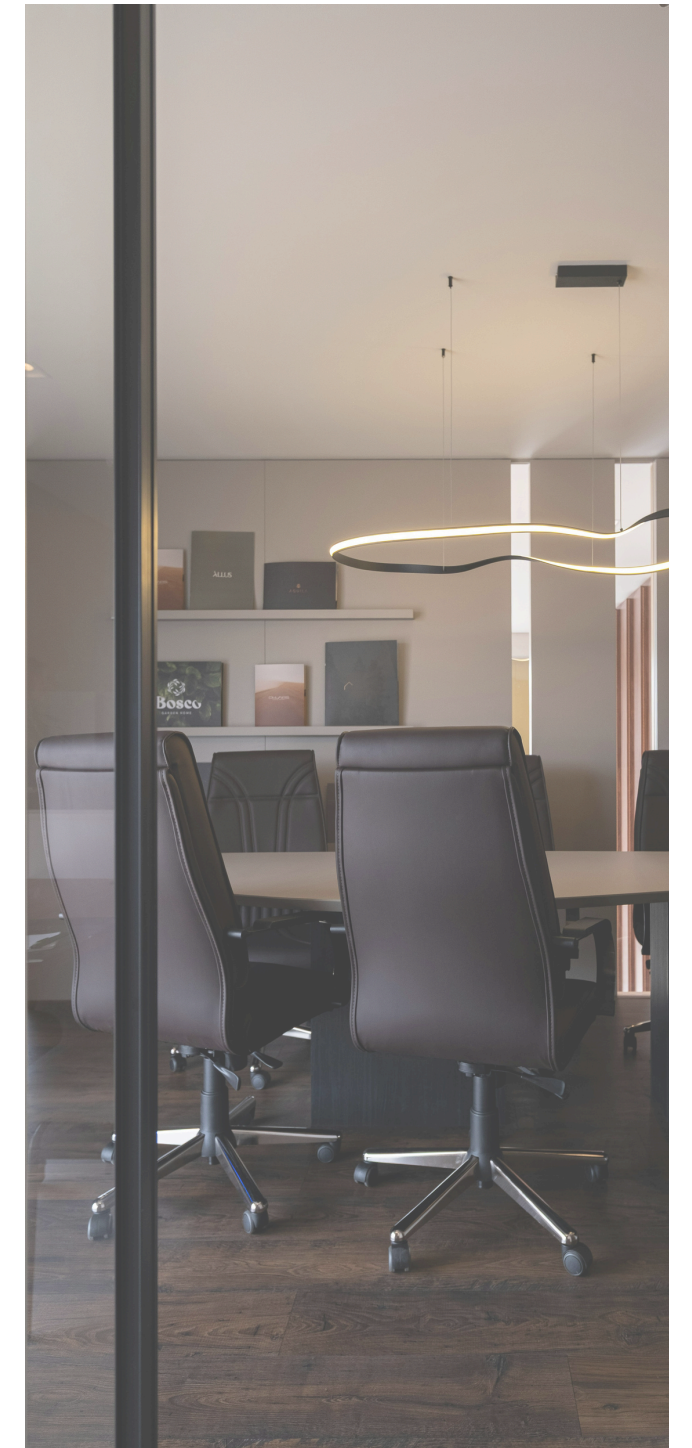
Sustainability became operational discipline — not branding.

## Commercial Outcomes

- Strengthened credibility in procurement processes
- Differentiated from other agencies in competitive pitches
- Improved team engagement and recruitment appeal
- Reduced operational emissions without disrupting growth
- Positioned sustainability as part of their client value proposition

Clarity created commercial advantage.

## SMEs Using Sustainability as Strategy



# Finisterre

*Using sustainability to build a resilient premium brand*

**Location:** United Kingdom

**Sector:** Apparel / Retail (Outdoor Clothing)

## The Trigger

As an outdoor clothing brand rooted in the British coastline, Finisterre recognised early that environmental degradation directly threatened both its brand identity and long-term supply chain stability.

Rather than treating sustainability as marketing, the company asked:

How can responsible sourcing and product longevity strengthen both brand trust and commercial resilience?

## What They Did

- Prioritised recycled and responsibly sourced materials
- Increased supply chain transparency and traceability
- Introduced repair and resale initiatives to extend product life
- Measured and disclosed environmental impact data
- Embedded sustainability into product design and brand storytelling

## Commercial Outcomes

- Strengthened premium positioning in a competitive apparel market
- Built strong customer loyalty around durability and values
- Reduced long-term material risk exposure
- Enhanced transparency for wholesale and retail partners
- Reinforced credibility in sustainability-conscious consumer segments

Responsible design became a competitive advantage.

## SMEs Using Sustainability as Strategy



# Toolkit Cross-References



## Step 1 — Assess Impact

- **GHG Tracker** – Measure your emissions across Scope 1, 2 and 3
- **Data Log** – Organise your energy, travel and supplier data
- **Baseline Builder** – Turn raw numbers into a clear starting point

## Step 2 — Prioritise

- **Materiality Matrix** – Identify what matters most to your business
- **Impact-Effort Matrix** – Focus on actions that move the needle
- **Stakeholder Map** – Understand expectations and risks

## Step 3 — Set Targets

- **Target Builder** – Set realistic reduction goals
- **Reduction Pathway Planner** – Map progress to 2030 and beyond
- **SBTi Guidance Note** – Understand science-based alignment

## Step 4 — Take Action

- **Action Plan Template** – Turn strategy into projects
- **ROI Tracker** – Measure financial and carbon return
- **Progress Dashboard** – Keep momentum visible

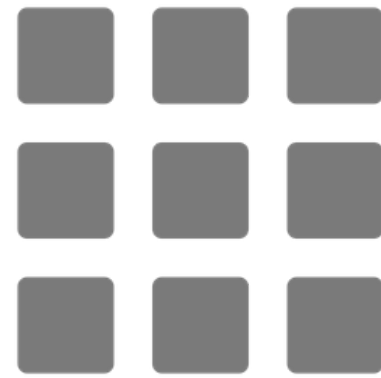
## Step 5 — Communicate

- **Impact Summary Template** – Share results clearly
- **Website & Social Copy Prompts** – Avoid greenwash
- **Annual Snapshot Template** – Report with confidence

# The Action Toolkit



**GHG Data Log**  
Measure your footprint



**Materiality Matrix**  
Decide what actually matters



**Impact-Effort Matrix**  
Choose the right actions



**Target Builder**  
Set clear, realistic goals



**Reporting Template**  
Turn progress into credibility



**ROI Tracker**  
Prove the business case



**Microsite Copy Kit**  
Tell your story clearly



**Social Media Studio**  
Share progress consistently

# Creative

*Reduce your footprint. Keep your edge.*

**Creative businesses shape culture. That influence comes with impact — from studios to servers to set builds.**

## **Where the Impact Really Is**

- Studio and office energy (lighting, heating, equipment)
- Cloud storage, rendering, and streaming
- Travel for shoots, client meetings, and festivals
- Props, set builds, materials, and short-lifecycle assets

## **High-Impact Moves**

- Power studios, devices, and servers with renewable energy
- Shift to remote-first collaboration and virtual production
- Design sets and campaigns for reuse, rental, or circular sourcing
- Replace unnecessary travel with high-quality hybrid production

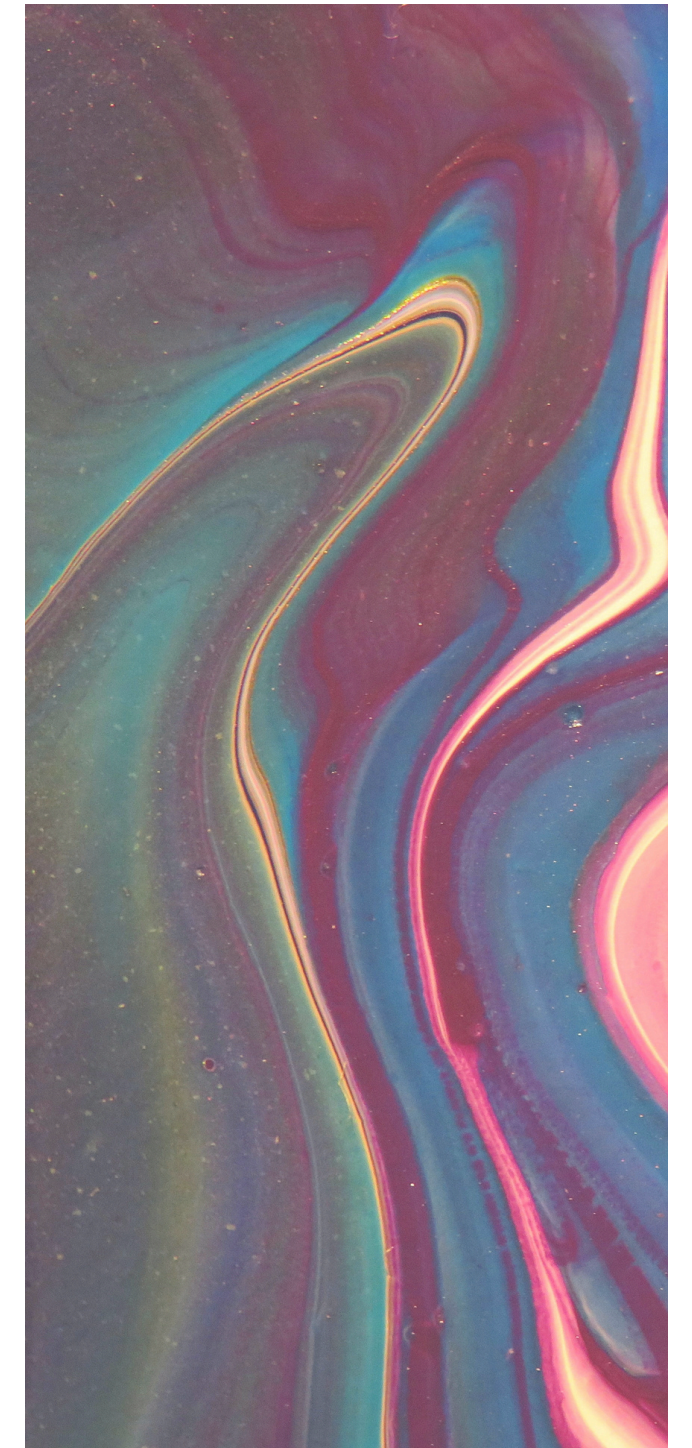
## **Toolkit in Action**

- GHG Data Log → Capture travel, digital, and production emissions
- Materiality Matrix → Rank energy, travel, and procurement priorities
- Target Builder → Set measurable goals (e.g. 100% renewable by 2026)
- ROI Tracker → Quantify savings from efficiency upgrades

## **Quick Win**

Switch all production lighting to LED.

Cut lighting energy use by up to 70% in a single season.



# Consumer Goods

**Design products people want — without building waste into the system.**

If you make, package, or ship physical products, your footprint sits in materials, manufacturing, and logistics. The opportunity? Smarter design that reduces cost, risk, and carbon at the same time.

## Where the Impact Is

- Raw materials and sourcing
- Manufacturing and energy use
- Packaging
- Shipping and distribution
- Product end-of-life (reuse, recycling, disposal)

## High-Impact Moves

- Switch to recycled or lower-impact materials
- Redesign packaging to cut weight and waste
- Consolidate shipments and optimise logistics
- Introduce repair, refill, or resale models

## Toolkit in Action

- GHG Data Log → Track emissions from material to delivery
- Materiality Matrix → Align priorities with customers and retailers
- Impact-Effort Matrix → Identify packaging and logistics quick wins
- ROI Tracker → Show financial return from material and design changes

## Quick Win

Reduce packaging weight by 20% — lowering material costs and transport emissions immediately.



# Construction

**Build smarter. Cut carbon from day one.**

Construction has impact long before the lights turn on. From materials to demolition, every stage carries weight — and opportunity.

## Where the Impact Is

- Carbon locked into materials like steel and concrete
- Energy used to heat, cool, and light buildings
- Waste from demolition and offcuts
- Transport of materials and machinery

## High-Impact Moves

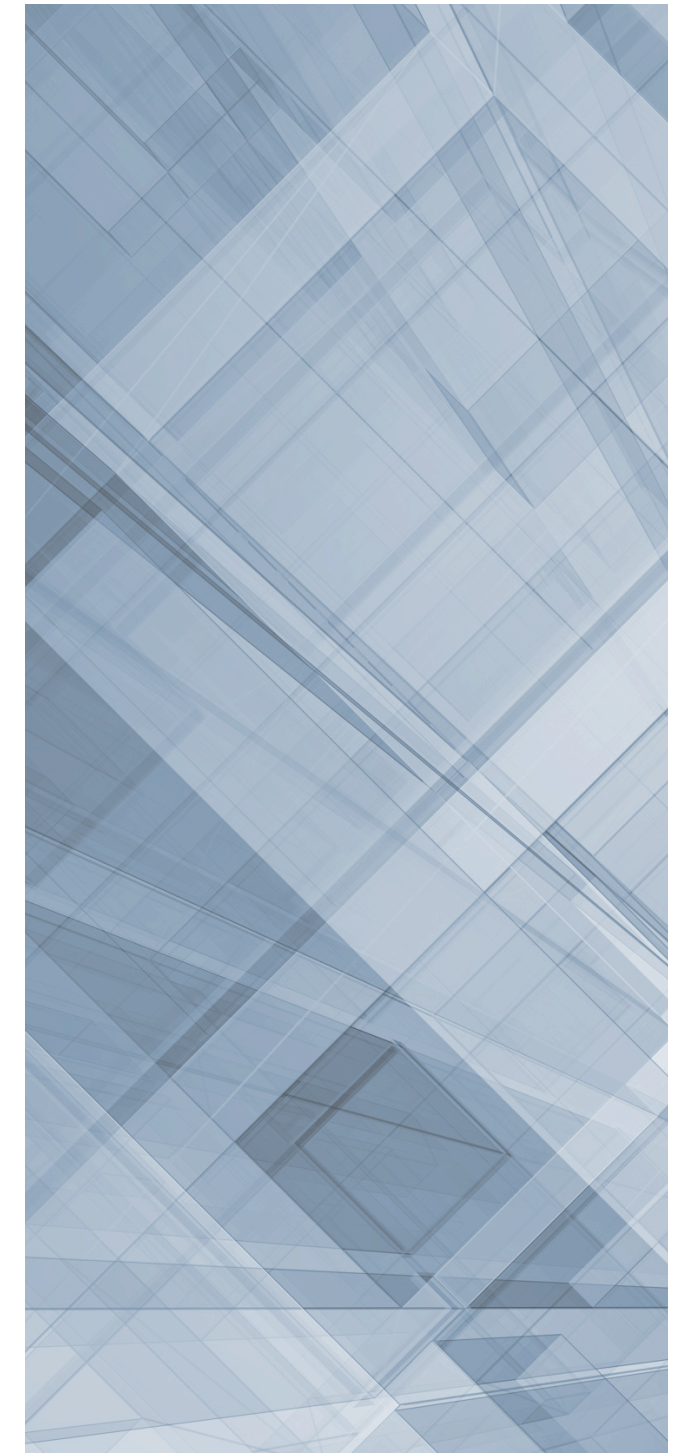
- Use lower-carbon and bio-based materials where possible
- Design for energy efficiency from the start
- Reduce waste through smarter planning and reuse
- Install on-site renewables to cut long-term energy demand

## Toolkit in Action

- GHG Data Log → Track embodied and operational carbon
- Materiality Matrix → Align climate action with client and compliance priorities
- Impact-Effort Matrix → Identify quick wins before major redesigns
- ROI Tracker → Compare payback on insulation, solar, and material swaps

## Quick Win

Replace traditional concrete in non-structural elements with lower-carbon alternatives — reducing embodied carbon without major cost increases.



# Real Estate

**Future-proof assets. Protect long-term value.**

Property is long-lived. The decisions you make today shape emissions, costs, and tenant demand for decades.

## Where the Impact Is

- Operational energy use (heating, cooling, lighting, lifts)
- Embodied carbon in refurbishments and fit-outs
- Tenant energy behaviour
- Maintenance, upgrades, and asset lifecycle planning

## High-Impact Moves

- Improve energy efficiency before adding renewables
- Upgrade insulation, glazing, and building management systems
- Transition to renewable electricity contracts
- Embed green lease clauses to align tenant incentives

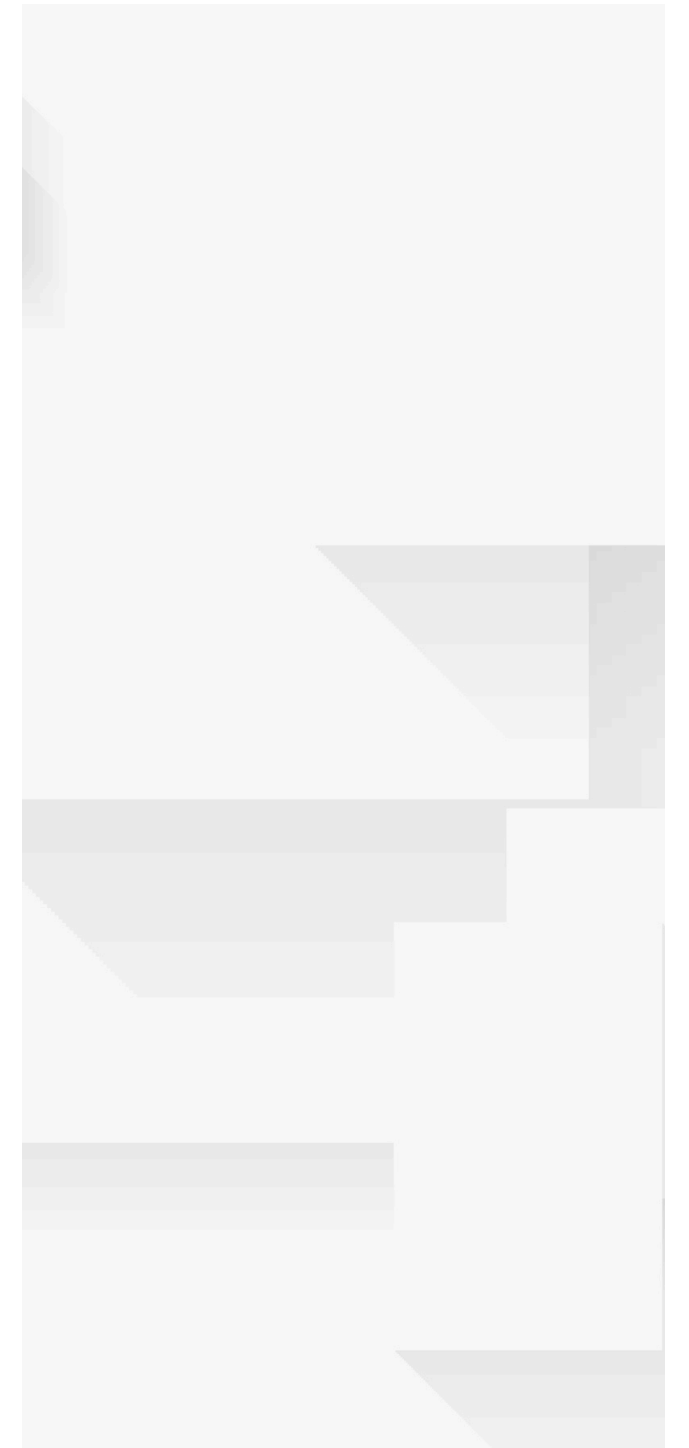
## Toolkit in Action

- GHG Data Log → Track emissions by building and portfolio
- Materiality Matrix → Balance investor, tenant, and regulatory priorities
- Impact-Effort Matrix → Prioritise retrofit vs quick efficiency wins
- ROI Tracker → Model payback periods for upgrades and retrofits

## Quick Win

Optimise heating and cooling controls across your portfolio → cut energy use by 10–20% within one year, often with minimal capital spend.

## Sector Spotlight



# Textiles

*Design better. Waste less. Produce smarter.*

**From fibre to finished garment, textile businesses influence water, carbon, and culture at scale.**

## Where the Impact Is

- Raw fibre production (cotton, synthetics, wool)
- Water and chemical use in dyeing and finishing
- Energy-intensive manufacturing
- Global shipping and distribution
- Overproduction and unsold inventory
- End-of-life waste (landfill, incineration)

## High-Impact Moves

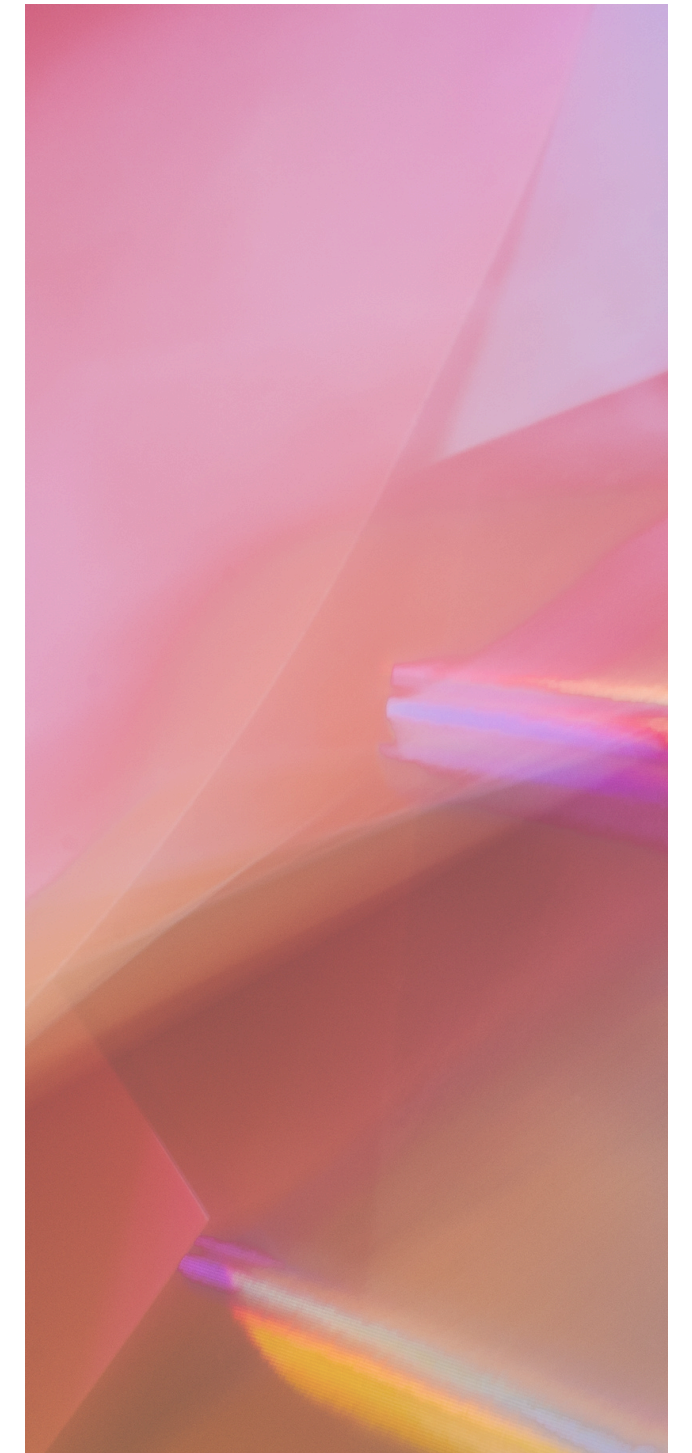
- Shift to recycled or regenerative fibres
- Reduce water and chemical use in dye processes
- Produce in smaller, data-led batches to avoid overstock
- Shorten supply chains and improve supplier transparency
- Introduce repair, resale, or take-back programs

## Toolkit in Action

- GHG Data Log → Track emissions from fibre to final mile
- Materiality Matrix → Prioritise water, labour, and sourcing risks
- Impact-Effort Matrix → Identify quick wins like packaging and freight optimisation
- ROI Tracker → Measure savings from waste reduction and smarter production

## Quick Win

Switch to recycled packaging and optimise freight loads → reduce transport emissions and cut shipping costs within one season.



# Fashion

*Design for demand. Reduce waste. Protect margin.*

**Fashion moves fast — but waste, returns, and overproduction quietly erode profit. Smarter sustainability isn't about slowing down. It's about designing better systems.**

## Where the Impact Is

- Raw materials (cotton, synthetics, dyes)
- Manufacturing and supply chain emissions (Scope 3)
- Overproduction and unsold inventory
- Returns, packaging, and logistics
- Product end-of-life (landfill, incineration)

## High-Impact Moves

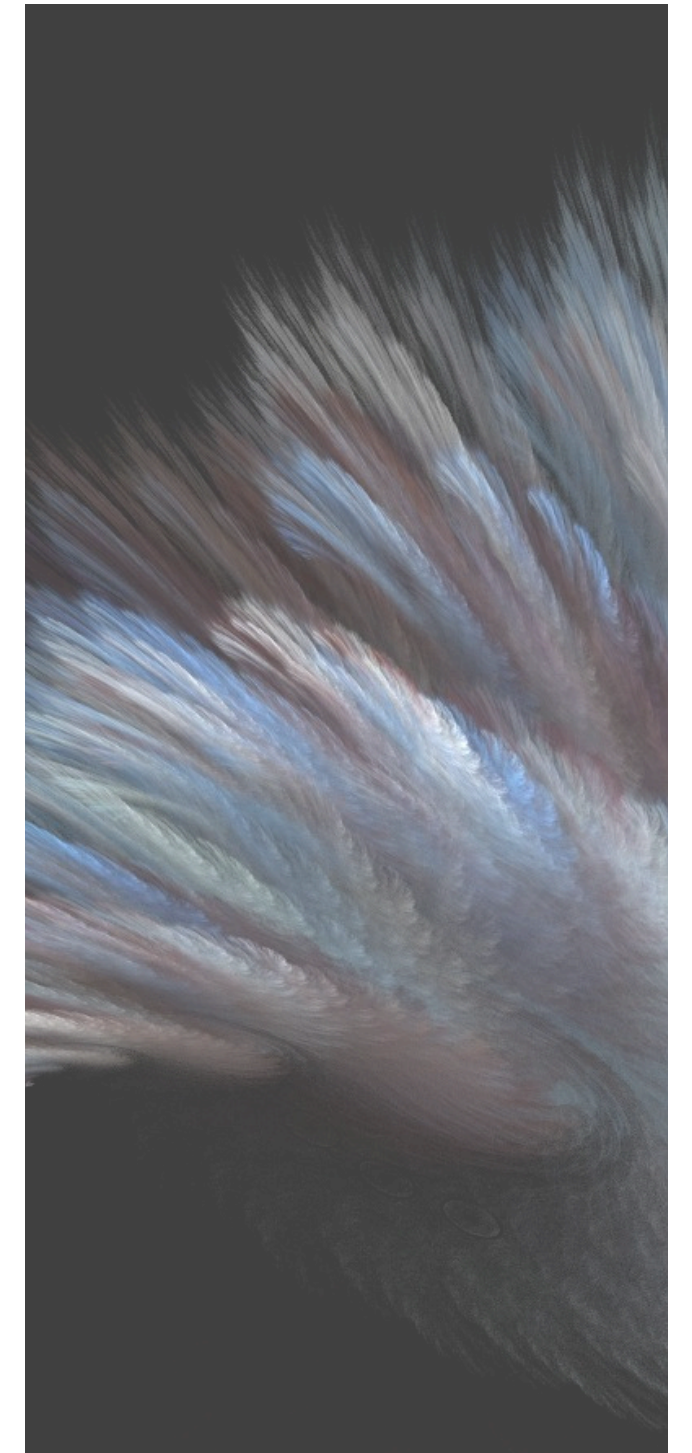
- Shift to preferred or recycled materials with verified traceability
- Design for durability, repair, and resale
- Reduce overproduction through demand forecasting and pre-order models
- Cut packaging weight and switch to low-carbon logistics
- Introduce take-back or resale programmes to extend product life

## Toolkit in Action

- GHG Data Log → Track emissions across materials, suppliers, and shipping
- Materiality Matrix → Focus on fibres, factories, and fulfilment
- Impact-Effort Matrix → Identify quick wins (packaging, freight swaps)
- Target Builder → Set measurable reduction targets by season
- ROI Tracker → Compare margin impact of material and logistics changes
- Reporting Template + Copy Kit → Turn progress into customer trust

## Quick Win

Optimise packaging and reduce air freight → Cut shipping emissions and lower fulfilment costs within one season.



# Glossary of Key Terms



## **Carbon Footprint**

The total greenhouse gas emissions caused by your business activities — directly and indirectly.

**Scope 1 Emissions:** Emissions you create directly. Example: Gas boilers, company vehicles, on-site fuel use. **Scope 2 Emissions:** Emissions from the electricity or energy you buy and use.

**Scope 3 Emissions:** Emissions from everything else connected to your business. Example: Suppliers, travel, shipping, product use, waste.

## **GHG (Greenhouse Gases)**

Gases that trap heat in the atmosphere, like carbon dioxide (CO<sub>2</sub>) and methane.

## **Net Zero**

Balancing the emissions you produce with the emissions you remove or offset — so the total equals zero.

## **Science-Based Targets**

Emissions reduction goals aligned with climate science — not just ambition, but what's needed globally.

## **Materiality (or Materiality Matrix)**

A way to decide what sustainability issues matter most to your business and your stakeholders.

## **Impact–Effort Matrix**

A tool to help you prioritise actions based on how much impact they create versus how hard they are to deliver.

## **ROI (Return on Investment)**

A way of measuring whether an action saves or makes more money than it costs.

## **Embodied Carbon**

Emissions created from making and transporting materials before they're even used.

## **Operational Carbon**

Emissions created from running your business day to day (heating, lighting, equipment).

## **Circular Economy**

Designing products and systems so materials are reused, repaired, or recycled instead of thrown away.

## **Decarbonisation**

Reducing carbon emissions over time.

## **Life Cycle Assessment (LCA)**

Looking at the environmental impact of something from raw material to disposal.

# *Scaling With Fourthmore*



# Fourthmore



Fourthmore works with leadership teams who recognise that sustainability is no longer a side initiative — it is a commercial variable.

Markets are tightening.  
Procurement is sharpening.  
Capital is more selective.

In this environment, surface-level ESG activity is exposure.

We help organisations integrate sustainability into core decision-making — where it affects margin, positioning, risk and growth.

Our work focuses on:

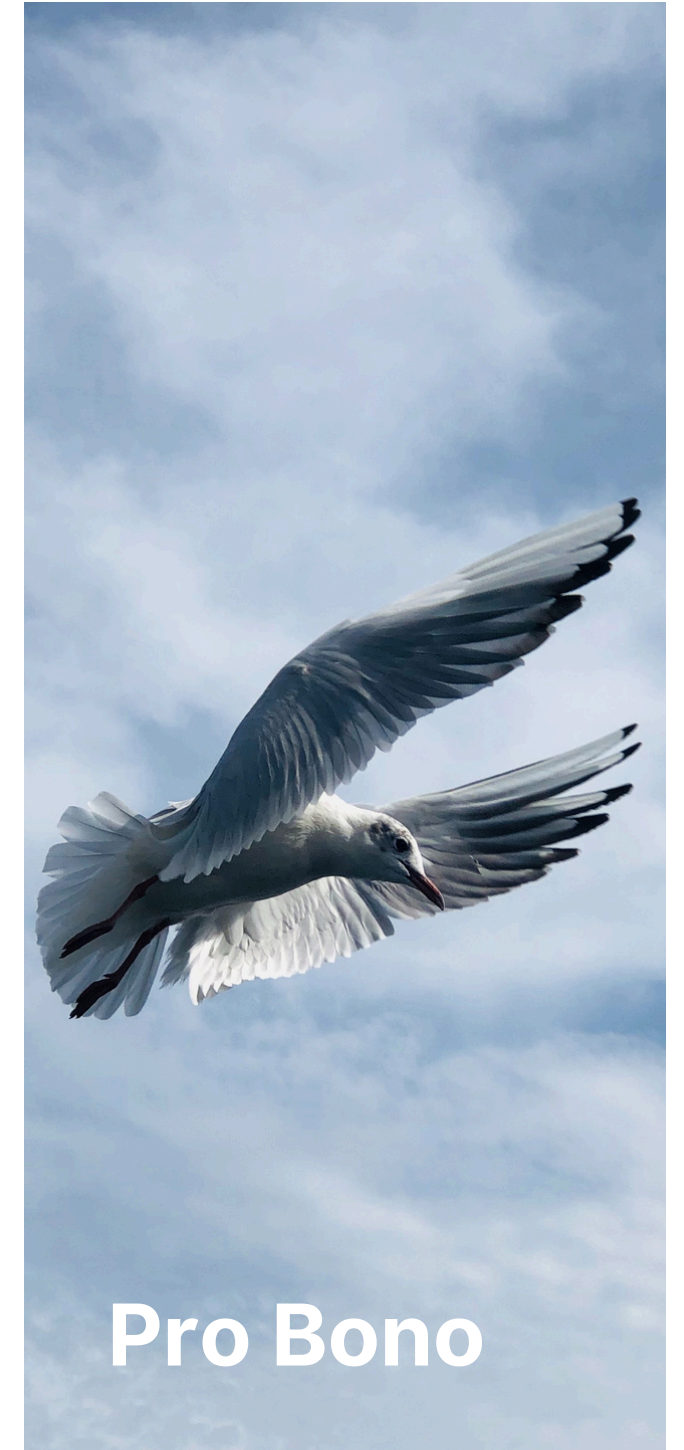
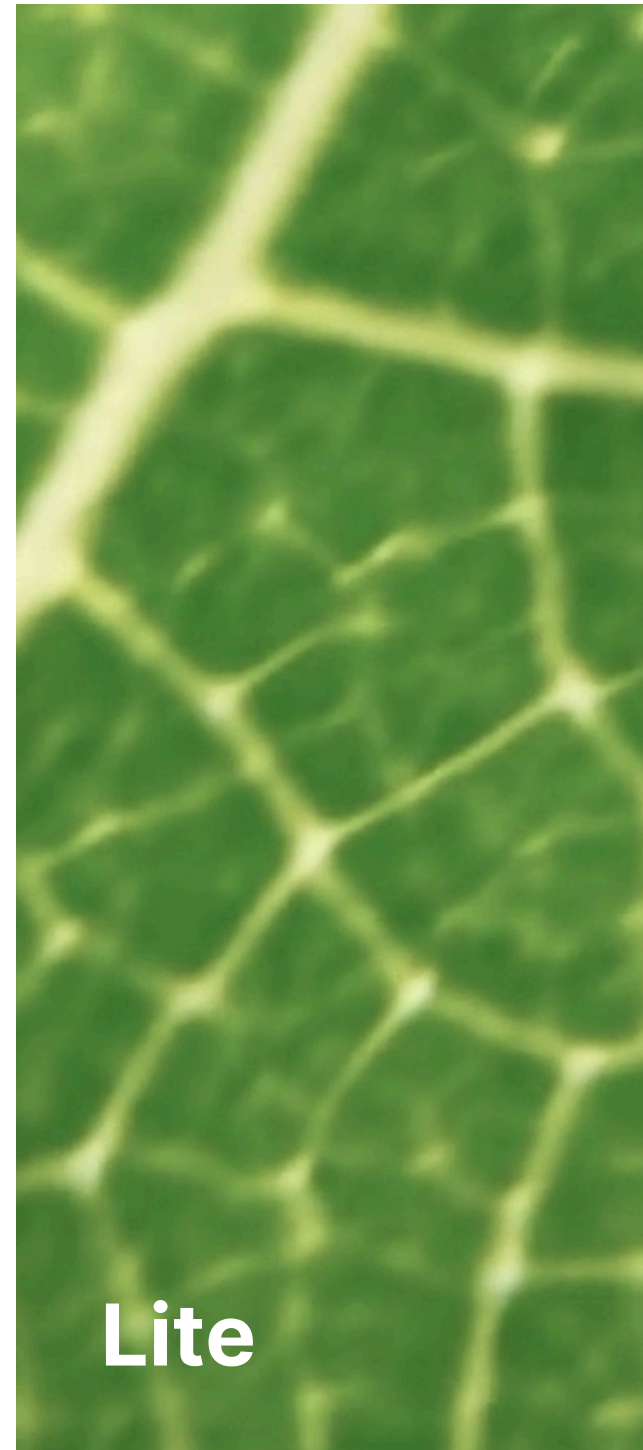
- Commercial incentives
- Operational alignment
- Competitive differentiation
- Governance readiness
- 

This is not advisory theatre.  
It is structural advantage.

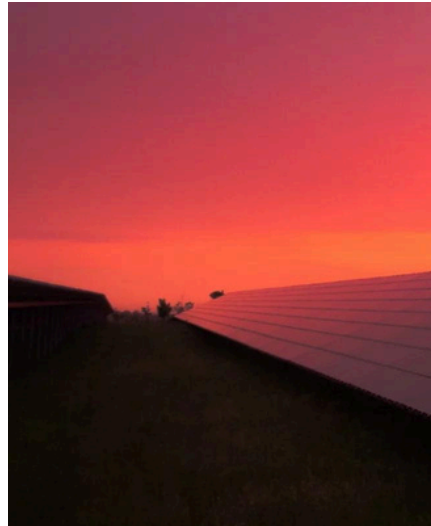
Sustainability, when designed properly, becomes leverage.

That is the work.

# Products



# Services



## Sustainability Strategies

We develop and implement tailored sustainability strategies that align with international standards. We focus on enhancing your competitive edge through innovative supply chain management and effective energy conservation practices.



## Business Planning

Incorporate sustainability into your core business strategy for successful market entry. We use specific, measurable, achievable, relevant, and time-bound (SMART) goals and key performance indicators (KPIs) to build frameworks that ensure long-term success and sustainability.



## Sustainability Audits

Perform detailed audits to ensure your operations comply with global sustainability standards. Our audits help pinpoint areas for improvement, ensuring you meet market-specific regulatory requirements and achieve sustainability benchmarks.



## Advisory & Consultancy

Leverage our expertise in navigating the complex landscapes of sustainability regulations. We provide advisory services that prepare you for strategic market entry and effective stakeholder engagement.



## Responsibility & Purpose Messaging

Develop and disseminate a compelling sustainability narrative that resonates with consumers. Enhance your brand's reputation and achieve distinct market differentiation with our targeted messaging strategies.



## Workshops & Training

Empower your team with specialised workshops and training sessions on sustainability practices relevant to the markets. Equip your staff with the knowledge and skills needed for effective implementation and to gain a competitive edge.

# Disclaimer

Fourthmore Start is designed to help SMEs and small teams calculate emissions, set targets, and create communications in line with global best practice.

- It is aligned to the Greenhouse Gas (GHG) Protocol, the Science Based Targets initiative (SBTi), and other international standards, but it is not an official validation service.
- Results generated by Start GPT should be treated as guidance and working drafts, not as legally binding reports.
- External verification or certification may be required by regulators, investors, or customers, depending on your industry and reporting context.
- Fourthmore accepts no liability for decisions made solely on the basis of Start outputs.

Fourthmore Start helps you begin your climate journey with credible, accessible tools — but you may still need external assurance if your stakeholders require it.

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