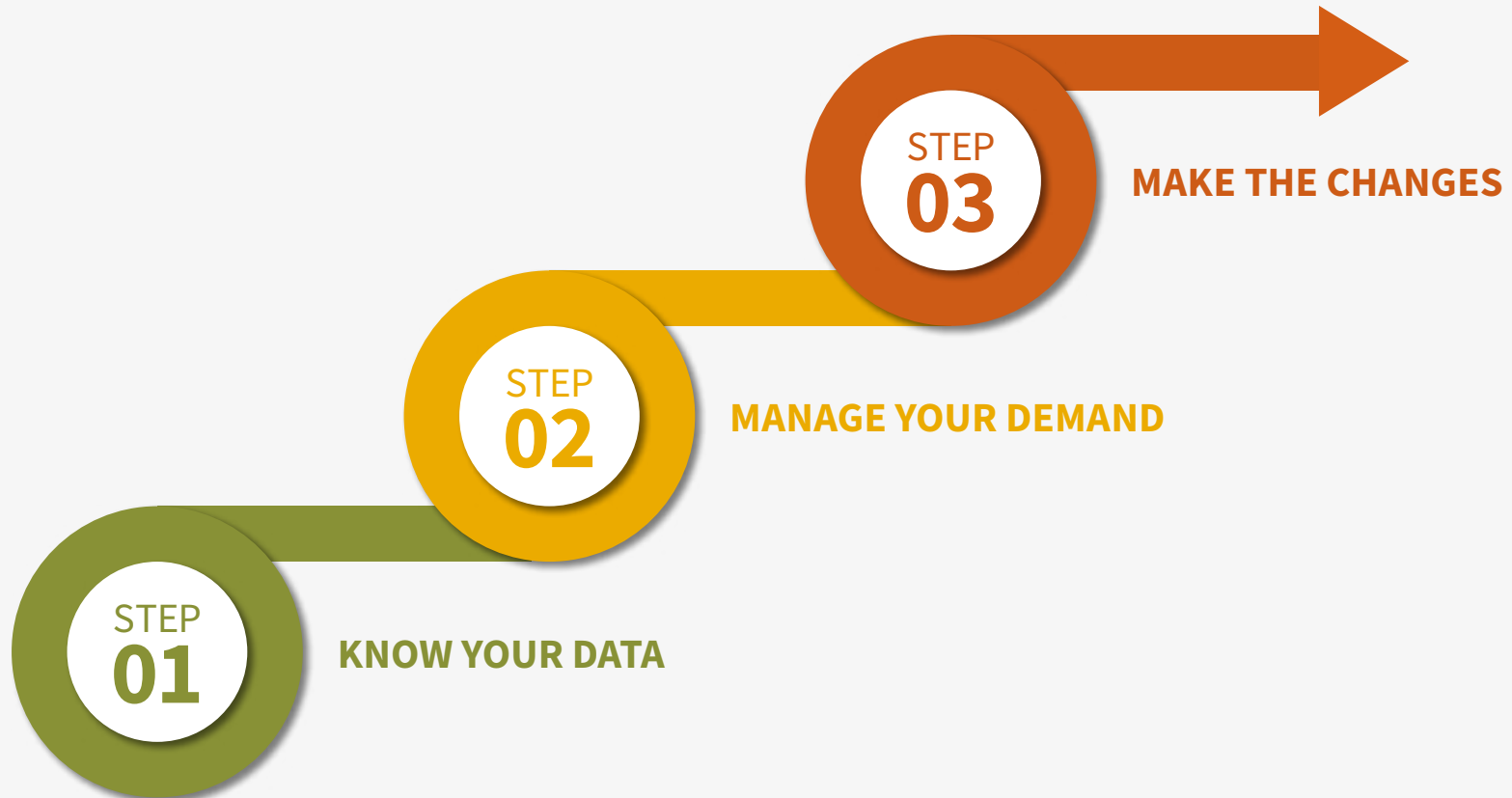




Crown  
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# CARBON NET ZERO

Finding the right path to work towards Carbon Net Zero is becoming increasingly challenging and brings together many aspects of your Marketing and Communications (Marcomms) solutions. At CCS, we have created a guide for you to use to gauge where you are and how to make initial improvements towards Carbon Net Zero.



The first and most important step in your journey is being able to access and understand your Marcomms data



**STEP 1: ASSOCIATED AGREEMENTS**

Suppliers on CCS agreements can help you on your journey to Carbon Net Zero.

**Behavioural Insights**



Gain understanding of the consumption and environmental behaviours of your organisation and its employees to help identify areas for improvement.

**Communication Performance Audit and Analysis**



Highlight inefficiencies in your organisation's communications to help identify areas for optimisation and improvement of environmental behaviour.

**Communication Services**



Gain data on consumption and wastage from events. Data from travel and energy usage can help you identify areas for optimisation and digitisation to help meet your carbon net zero goals.

**Media Monitoring and Associated Services**



Track carbon net zero trends within your customer base to gain insight and data into environmental behaviours and emerging market innovations.

**Research Marketplace DPS**



Gain insight and detailed research from a range of expert suppliers into carbon net zero trends to help you identify how to reach carbon net zero in your own organisation.

Now you understand your data, you'll be able to identify opportunities to manage your demand, people and reduce consumption. Here are a number of efficiency measures you should be considering



## STEP 2: ASSOCIATED AGREEMENTS

Suppliers on CCS agreements can help you on your journey to Carbon Net Zero.

### Behavioural Insights

Use insight into the consumption and environmental behaviours of your organisation and its employees to help identify areas for improvement and strategise your carbon net zero journey.

### Campaign Solutions

Highlight areas for digitisation of marketing materials and identify areas suitable for footage repurposing. Strategise your resources to identify where new content, technology and travel are required.

### Communication Performance Audit and Analysis

Highlight inefficiencies in your organisation's communications and identify ways to target environmental behaviour improvement.

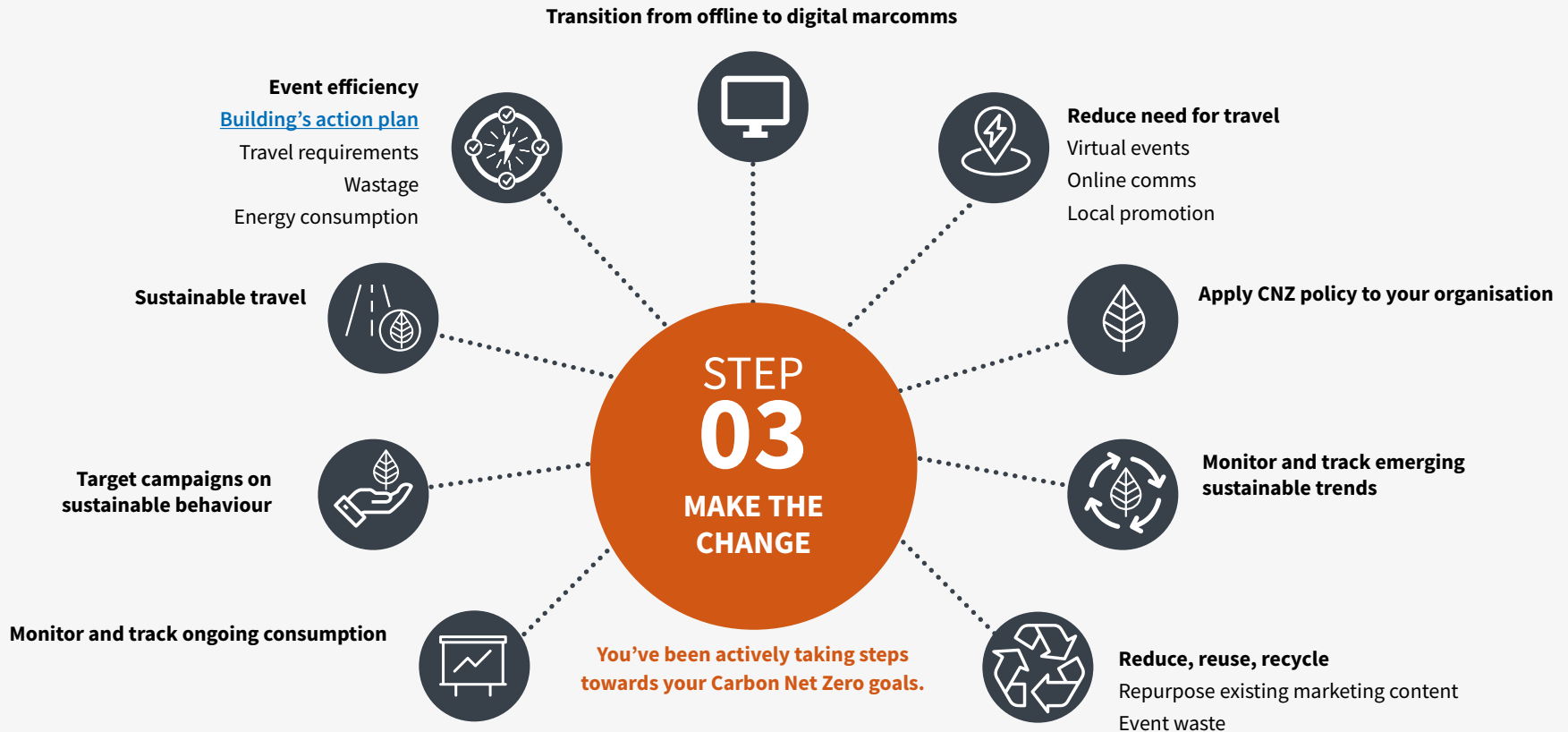
### Communication Services

Identify areas for reduction of waste and consumption from events and highlight opportunities for more local or even virtual events to reduce travel and energy consumption.

### Media Buying

Identify areas to transition offline marketing to online content to reduce waste and consumption and assess opportunities to localise or eliminate the need for transport for international promotion.

**Taking positive steps towards Carbon Net Zero – the following opportunities may support you on your specific Carbon Net Zero journey**



**STEP 3: ASSOCIATED AGREEMENTS**

Suppliers on CCS agreements can help you on your journey to Carbon Net Zero.

**Communication Performance Audit and Analysis**



Target campaigns to improve environmental behaviour and reduce marketing inefficiencies through use of virtual promotion to help you meet your carbon net zero goals.

**Campaign Solutions**



Reduce the need for travel and paper waste by repurposing existing footage and digitising content. Utilise efficient technology systems and amalgamate campaigns to reduce consumption.

**Communication Services**



Host virtual and local events to reduce waste, energy consumption and travel emissions to help you meet your carbon net zero goals. Incorporate recycling, LED lighting and renewable energy into event planning where possible.

**Media Buying**



Transition to digital promotion through online marketing and utilise a range of digital networks to eliminate the need for transport for international promotion.

**Media Monitoring and Associated Services**



Continue monitoring emerging trends, innovators and market entrants to gain continuous insight into carbon net zero behaviours to ensure you stay ahead of the latest technologies and trends.

# Behavioural Insights

Behavioural Insights includes a range of suppliers so you can tap into the very best behavioural insights expertise. A supplier appointed through this framework will be able to inform policy including how to implement carbon net zero policy changes by using behaviour change, with an emphasis on finding innovative ways of encouraging, enabling and supporting people to make better choices for themselves and ensuring that our public services are based on strong evidence about human behaviour. The suppliers on this framework can work alongside you to help you target and gain a better understanding into the environmental behaviours of your organisation and its employees. Insight gained can help you create a carbon net zero strategy that meets all your organisation's needs.

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# Campaign Solutions

Campaign Solutions includes a broad range of agencies with different specialisms ensuring you gain access to the very best expertise and talent in the communications industry including: Strategy development; Creative for campaigns; Digital marketing and social media; Public relations; Direct marketing; Partnerships marketing. Use of this agreement can help you create a marketing strategy that helps you meet your carbon net zero goals while helping you identify areas suitable for digital transition and reduction of waste and consumption to ensure your organisation meets carbon net zero while also optimising its marketing campaign solutions.

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# Communication Performance Audit and Analysis

Designed in collaboration with the Government Communication Service (GCS) to provide all the services needed to improve campaign outcomes for public sector marketing and communications teams. The agreement helps you increase value across all paid communication activities, establish best practice, identify inefficiencies, and improve behaviours including helping you identify opportunities to tackle environmental behaviour to ensure you meet your carbon net zero goals.

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## Communication Services

Work with a range of expert agencies on tactical, specialised or international marketing, communications and events activity. Gain insight into your management and consumption of energy and waste from marketing activities and events to highlight areas for improvement and opportunities for virtual transition. Reduce waste through incorporating recycling and renewable energy into your events while assessing the ability of your organisation to transition to digital marketing and localised events to further reduce energy consumption and help you meet your carbon net zero goals.

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# Media Buying

Provides access to purchasing media channels such as advertising space, partnerships, events and sponsorship regionally, nationally and internationally across off and online channels. Highlight opportunities for online transition of events and marketing materials to reduce waste and energy consumption whilst also reducing travel and transport costs and emissions. Expert suppliers can help you target the right audience in the most effective and efficient way to help you cut costs, improve engagement and also meet your carbon net zero goals along the way.

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## Media Monitoring and Associated Services

Utilise a range of services to monitor and analyse media coverage to manage and evaluate public communications activity and campaigns as well as social media through a dedicated self-service tool. Use this research to track carbon net zero trends across your organisation, the market and your customer base to help you stay up to date with the latest technologies, innovations and market entrants to ensure you reach and maintain your carbon net zero goals for the long term.

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## Research Marketplace DPS

This framework lets you buy social, economic or market research for projects of all sizes and values with a range of suppliers available to help meet your specific research needs. Gain data and insight into carbon net zero trends and environmental behaviours across the market to keep you informed of emerging technologies and market conditions. Utilise this research to help you create a carbon net zero strategy that is fit for purpose for the long term success of your organisation.

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