



Sony Group companies in UK verify carbon savings of over 1.7 million kg of CO₂ to meet regulatory and public requirements

Customer needs

- Achieve Early Action Metric for the Carbon Reduction Commitment Energy Efficiency Scheme (CRC)
- Improve the organisation's standing in the CRC Performance League Table
- Demonstrate Sony's commitment to reducing its carbon emissions

Customer benefits

- Independent verification of carbon savings to regulators, stakeholders and the general public
- Improved execution of internal energy management activities between UK procurement managers
- Clearer strategic corporate vision as a direct result of credible energy verification

"Certification to BSI's Kitemark Energy Reduction Verification Scheme clearly demonstrates to our customers and business partners that Sony has an effective energy management system in place which enables us to identify and assess significant energy usage. The Scheme has given Sony a new approach to managing issues and the confidence needed in data processes and reporting to the CRC."

Dr. Kieren Mayers
*Head of Technical Compliance
Sony Computer Entertainment
Europe*

Kitemark® Energy Reduction Verification Scheme

Customer background

Sony Group operates across 183 countries with 168,200 staff, and has 7 corporate divisions developing, producing, marketing, and distributing electronics, music, pictures, network services, and games. Within the UK Sony operates through a number of separately-governed legal entities representing each division. In January 2011 environmental and facilities representatives from each company came together and agreed to work together to achieve the BSI Kitemark Energy Reduction Verification.

Sustainability has been at the heart of the UK Sony business for a number of years. This is demonstrated by the organisation's certification to the internationally recognised environmental management system standard, ISO 14001. With 4970 staff across 13 sites in the UK alone, Sony is exceptionally proud to be one of the first organisations in the world able to implement and successfully gain certification to the Kitemark Energy Reduction Verification (ERV) Scheme across 13 buildings.

Customer needs

As one of the 2,500 large UK organisations who are participants of the Carbon Reduction Commitment (CRC) Scheme, Sony disclose information to the Department for Energy and Climate Change (DECC). This means that the company has to monitor its emissions and fill in an annual report on how much energy it uses every year and therefore carbon dioxide it indirectly emits. Sony will then be taxed according to this consumption. In addition Sony will be ranked on an annual league table, published in October, according to its carbon emissions. As Kitemark ERV is recognised as an Early Action Metric Sony will have an improved position on the league table.

BSI's Kitemark ERV Scheme was an ideal way

for Sony to credibly verify its carbon reductions and to present clear and independent information on energy use to the regulators. The Scheme is based on the implementation of an energy management system and since Sony already had a relationship with the certification body, BSI was able to provide Sony with confidence that the metrics submitted were appropriately rated.

Implementation

"One of the biggest challenges we faced was integrating different requirements across five separate companies, including electronics, games, music, pictures and disc production," says Kieren Mayers, Head of Technical Compliance. "Each part of the organisation had varying procedures and was at a different stage of implementation. The fact that we had the environmental management system, ISO 14001 in place however gave us a good platform from which to progress.

"Bridging the gap between the requirements of the ISO 14001 and the ERV Kitemark certification was also a challenge as it required commitment from all parties involved – from the boardroom to the switchboard – to ensure there was sufficient in-depth preparation and understanding ready for the audit. We are proud to have achieved the Kitemark certification in such an aggressive timescale and now have a robust mechanism in place to respond quickly and accurately to the demands of the CRC Scheme."

Mayers gives the following tips to other organisations under pressure to verify their carbon reduction savings: "ensure records and personnel are ready and available in good time; identify any synergies with existing environmental management systems, such as documentation: and make sure that progress against objectives for energy reduction is

tracked and documented in detail, and variations analysed and evaluated."

Benefits of working with BSI

Since BSI's Kitemark ERV Scheme has been approved by the Environment Agency as an Early Action Metric under the CRC Scheme, Sony is now able to verify the energy savings it makes, improve its position on the CRC Performance League Table and protect its corporate reputation.

"Our organisation has worked exceptionally hard to implement a robust system for managing energy use and ensuring long term energy savings," says Mayers. "Thanks to BSI's Kitemark ERV Scheme, Sony has been able to independently verify a 9% reduction in carbon emissions over three years which equates to a saving of over 1.7million kg of CO₂. Independent verification of our carbon reduction savings is evidence that Sony is striving to be a truly sustainable organisation."

Mayers identifies that the project has also improved culture internally by bringing together colleagues, in particular the UK procurement managers, in a way which hasn't been done before for environmental issues. This has improved efficiency and communications within the group and brought an extra dimension to the planning side of the business, making the group think more strategically.

Why BSI?

BSI worked closely with Sony to meet its requirements for independent verification of Sony Group UK's carbon savings as a result of implementing ISO 14001. Without this verification it could not have submitted its Early Action Metric for the CRC, which if not done correctly could result in reputational and financial losses to the company.

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BSI's Kitemark Energy Reduction Verification Scheme has been developed to offer organisations of any size with a way to verify and certify the reduction in CO₂ emissions resulting from energy use. The Scheme helps businesses present clear and independent information about energy consumption to stakeholders, investors, specifiers, consumers and regulators. For further information visit www.bsigroup.co.uk/ervkitemark



The BSI certification mark can be used on your stationery, literature and vehicles when you have successfully achieved certification.

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