



Sustainability Commitments

Achieving Carbon Net Zero involves a strategic approach to reducing and eventually balancing carbon emissions with carbon removal or offset efforts. For Iconic Smiles, here's a structured roadmap you could follow:

1. Reduce Energy Consumption

- **Switch to Renewable Energy:** You've already partnered with Scottish Power Green Energy to source 100% renewable energy, which is a significant step. Regularly assess and optimise energy usage to reduce overall demand.
- **Implement Energy Efficiency Upgrades:** Consider energy-efficient lighting, heating, and appliances. Implement automated lighting and HVAC systems to ensure they're used only when needed.
- **Explore On-Site Renewable Options:** If feasible, installing solar panels could provide an additional clean energy source and reduce dependency on external power.

2. Optimise Waste Management and Recycling

- **Waste Segregation and Reduction:** Work with KP Waste Management and Albus Environmental to streamline and improve waste segregation and recycling. Encourage reduction in clinical and general waste through training and best practices.
- **Choose Reusable and Recyclable Materials:** Replace single-use items with reusable alternatives where possible, such as washable gowns instead of disposable ones.
- **Track and Monitor Waste:** Regularly audit waste to identify areas for reduction, recycling, and composting if applicable.

3. Sustainable Sourcing and Supply Chain Management

- **Partner with Sustainable Suppliers:** Prioritise suppliers with established sustainability practices. Continue the vetting and self-certification process, focusing on ethical sourcing, carbon-neutral initiatives, and low-emission manufacturing practices.
- **Assess Supplier Footprint:** Evaluate suppliers' carbon footprints and encourage those who have their own carbon reduction plans. Suppliers like Henry Schein and Wrights Cottrell may have initiatives in place you could leverage.
- **Support Local Suppliers:** Use local suppliers to reduce transportation emissions and support sustainable business within the community.

4. Adopt Digital Solutions to Reduce Paper and Travel

- **Paperless Operations:** Continue moving toward a fully digital approach with Technocure and Henry Schein (EXACT). Using digital patient records, electronic communications, and online forms reduces paper use and energy.
- **Remote Consultations and Staff Training:** Where appropriate, enable remote consultations and digital staff training sessions to reduce travel. By utilising GPS Telecomms Ltd and Focus Telecommunications capabilities, you can support remote operations that minimise carbon impact.



5. Offset Remaining Carbon Emissions

- **Carbon Offsetting Programmes:** For unavoidable emissions, invest in certified carbon offset programs, such as reforestation projects or renewable energy investments. Ensure these offsets are reputable, verified, and aligned with industry standards.
- **Partner with Green Organisations:** Support organisations that focus on carbon capture and ecosystem restoration. Regularly assess offset requirements and adjust investments as your practice's footprint decreases.

6. Educate and Engage Staff and Patients

- **Staff Training on Sustainability Practices:** Provide training to staff on energy conservation, waste reduction, and sustainable practices. Make sustainability an integral part of the practice's culture.
- **Patient Awareness and Engagement:** Engage patients with initiatives like digital receipts, paperless billing, or awareness campaigns in the office. Encourage patients to join you in sustainability efforts and reduce their own environmental impact.

7. Monitor, Report, and Refine the Strategy

- **Set Targets and KPIs:** Establish short- and long-term goals with measurable KPIs, such as reducing energy use by a certain percentage annually. Regularly review and adjust these targets as necessary.
- **Annual Carbon Footprint Audits:** Conduct annual audits of your carbon footprint to track progress. Adjust strategies based on audit results to ensure continuous improvement.
- **Transparent Reporting:** Share progress with stakeholders, patients, and the community to maintain accountability and transparency.

By focusing on these seven areas, Iconic Smiles can systematically reduce its carbon footprint and achieve Carbon Net Zero by 2035.