

ZEAL

CASE STUDY

Zeal's carbon reduction journey
with Climate Essentials, funded by
Basingstoke and Deane Borough Council



Zeal

Zeal is a creative production house that prides itself on elevating live experiences through design, visual art, technical solutions and equipment rental. Founded in 2012, Zeal boasts an impressive portfolio that includes collaborations with global icons like The Chainsmokers, Sub Focus, and Tom Grennan. They have worked on high-profile productions in iconic venues such as The Royal Albert Hall, Wembley Arena, and The Brooklyn Mirage, and have partnered with globally acclaimed brands such as FLANNELS and Dolce&Gabbana.

Carbon Reduction Journey

As Zeal continued to expand and achieve success, the company became increasingly mindful of its environmental impact. Recognising the importance of sustainability, Zeal took proactive steps in 2023 to understand its carbon footprint.

They were able to join the Climate Essentials programme thanks to funding from Basingstoke and Deane Borough Council. The programme aimed to help local organisations understand their carbon footprint and implement effective reduction strategies.

“[The programme] has been massively helpful for us to figure out what we need to do in terms of carbon accounting, what data we need, what we need to keep track of going forward and what we need to remember to be doing in terms of climate data.”

Sarah Brown, Production Coordinator at Zeal

Strategy & Operations

As a production company, Zeal's operations are diverse, each contributing uniquely to its carbon emissions.

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Strategy & Operations Cont..

Ranging from the impact of warehouse space, to daily office practices and extensive global travel for productions, Zeal received support from the team at Climate Essentials in gathering data to calculate its carbon footprint, including 1:1 sessions to interpret findings and strategies for the future.

“I definitely recommend [Climate Essentials] to anybody else who needs to figure out how to cut their emissions or work out where their emissions are coming from and develop as a business going forward into carbon accounting.”

Sarah Brown, Production Coordinator at Zeal

Analysis

The Climate Essentials team provided the following recommendations after reviewing Zeal's emission hotspots:

- Encourage the use of public transport, and prioritise slow and economy class travel to reduce emissions from business travel and commuting
- Opt for lower emissions freight options to control emissions from freighted transport
- Reduce emissions from purchased goods and services by engaging its supply chain and sourcing from ethical suppliers.

These three categories covered over 85 percent of Zeal's measured emissions for 2022.

Implementation

Through its active participation in the Climate Essentials programme, the team at Zeal has been able to gain more awareness and clarity around its carbon footprint and identify where improvements can be made.

Equipped with actionable insights, the team at Zeal has wasted no time in implementing targeted measures to reduce their carbon emissions. They've committed to various initiatives which include improved recycling and waste management, reductions in electricity consumption and encouraging better employee travel and commuting practices.

Success

Zeal's proactive participation in the Climate Essentials programme reflects its motivated and driven approach to sustainability. With the partnership and support of Climate Essentials, the business has made great strides in understanding its carbon footprint and reducing its emissions and environmental impact.

With this dedication, Zeal is doing its bit for people and the planet.

Basingstoke and Deane Borough Council and Climate Essentials thank Zeal for working together as part of this programme and its ongoing commitment to reducing its environmental impact.