

Land Rover One Life - 3 Year Carbon Reduction Case Study

In 2007 Land Rover asked Redwood to look at ways to reduce the environmental impact of its award-winning customer magazine Onelife.

After measuring the carbon footprint of the magazine's production, followed by a huge amount of research, number crunching and talking to environmental experts we calculated the amount of carbon emissions created during the production of each issue.

We studied every aspect of the process, from sourcing the fibre, to pulp and paper production, to the printing, packing, distribution and mailing of each and every issue – both UK and international. We took that figure, worked out how we might reduce it and offset the remaining amount by investing in projects that make a real reduction in the amount of CO₂ being produced, thereby balancing the emissions that we do create. In the case of Land Rover this was done through the sponsorship of a hydro-plant in

India, a project that was ratified by the Clean Development Mechanism using renewable energy offset schemes.

All of the work has been externally audited by the Carbon Neutral Company. After three years the results of the Land Rover Onelife initiative have proved to be a resounding success:

■ **CO₂ emissions for Onelife are consistently below the industry average, by 17% in Year 1, 43% in year 2 and 21% in Year 3.**

We've consistently brought our carbon footprint down on Onelife, so much so that from the first year of the project (Autumn/Winter 2007) to the present (Autumn/Winter 2009) our CO₂ emissions have been reduced by 34tns (down 71%). That's equivalent to taking over 13 average cars off the road in the UK.

