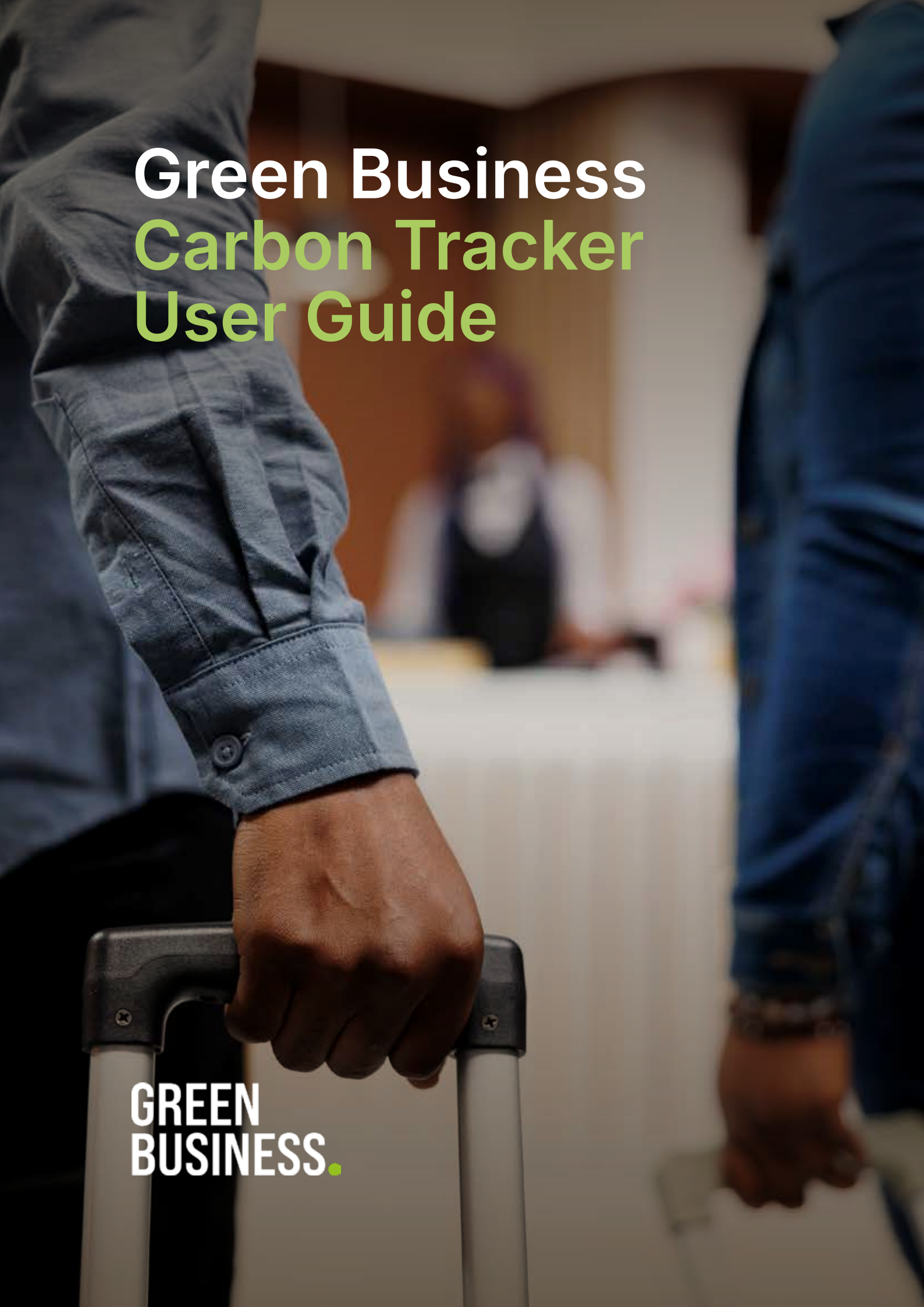

Green Business Carbon Tracker User Guide

GREEN BUSINESS.

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MEMBERS: Tracking Scopes 1 & 2 is FREE (Lite). Scope 3 (Pro) is an optional upgrade. If "Scopes" are new to you, this guide will explain them.

1. Introduction: Why carbon monitoring, and why this guide?

KEY POINT

Monitoring is your first move. The Carbon Tracker makes it doable and this guide makes it simple.

Carbon monitoring is simply **keeping score of the greenhouse gases your business creates**. When you can see what's driving your emissions, you can make a plan to cut them and hit your net zero targets.

Why monitor carbon now?

Governments and big brands are tightening expectations across supply chains. More **customers are asking for credible carbon data**. If you can show clear progress, you'll win trust and create a more sustainable business.

Why we built the Carbon Tracker

Many members told us carbon accounting felt complex, costly and consultant-heavy. So we created an **easy tool you can use yourself**, whatever your size.

What the Carbon Tracker does

- Tracks **Scope 1** (fuel your business burns) and **Scope 2** (electricity you buy) **for free**.
- Adds **Scope 3** (your wider value chain) as a low-cost upgrade when you're ready.
- Creates **annual footprints** and **event-specific reports** (e.g. conferences).
- Uses **UK Government GHG Conversion Factors** to convert your inputs to CO_2e.

What you'll get from this guide

- **Plain-English steps** to set up and capture your first baseline.
- **Simple checklists** for gathering data.
- **Tips** to spot quick wins and plan longer-term reductions.

2. Collecting your carbon data

Good reporting depends on good data.

The Carbon Tracker explains exactly **what data** you need, **how to format it**, and how it converts inputs to CO_2e.

Typical sources: Meter readings, energy bills, waste reports, refrigeration service records, travel/transport records, finance spend data.

If you have historic records, you can often **back-calculate** previous years to see recent progress and assess earlier reduction efforts. And if your data isn't complete yet, **start with what you have** - you can fill gaps over time.

KEY POINT
Enter what you've got now- your dataset, and your insight, will improve each reporting period.

HIGHLIGHT Perfect data isn't required to begin.

3. Using the Carbon Tracker

We've designed the Carbon Tracker to be **intuitive and practical,** and we've tested it extensively with users.

Getting started (quick steps)

1. **Request your account**
   - You'll receive an email link to set your password. (Check spam/junk just in case.)
   - You'll be the account admin and can add more users anytime.
2. **Add your site(s)**
   - Set up each site you want to monitor. Multi-site groups can see **site-level** results and a **group total**.
3. **Choose your reporting year**
   - Use **calendar year** (commonly used by government) or your **financial year** - pick what matches your records. Each year gets its own dashboard.
4. **Watch the 5-minute intro (optional but handy)**
   - See the **Getting Started** video and browse the **Knowledge Hub** for tips, a data collection template, and past webinars.

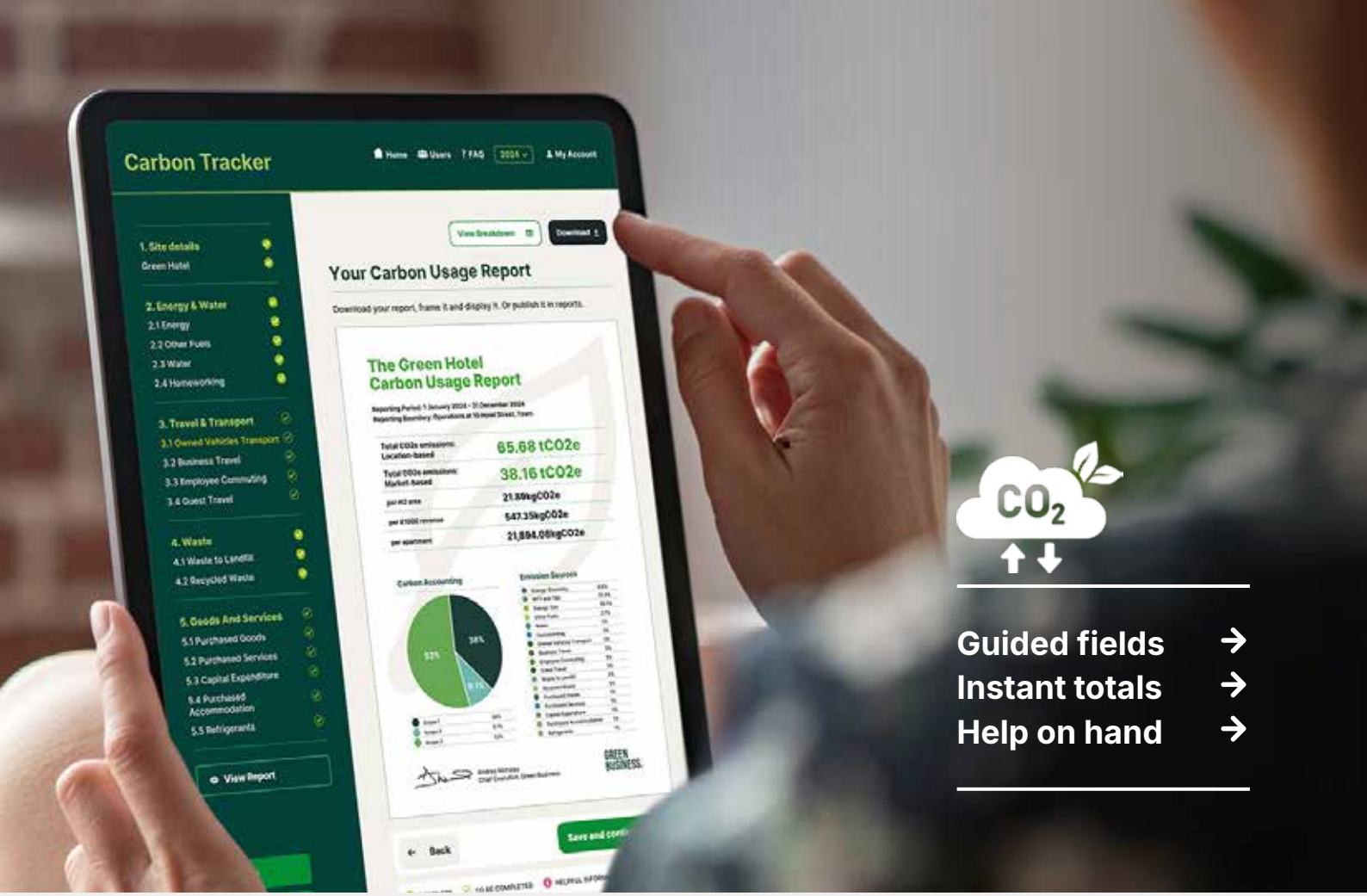
Need help? Our Technical Team can assist with setup, data questions, and troubleshooting.

Or email your questions to:
tech.help@greentourism.com
(we'll reply within 1 working day)

Meetings & Events reports (Pro)

Meetings & Events reporting is available with **Carbon Tracker Pro (Scope 3 upgrade)**. Scope 1 & 2 tracking remains free (Lite).

1. **Complete your site tracker first** (at minimum your Scope 1 & 2 baseline).
2. **Create your event** (single-day or multi-day). The Tracker will **pre-populate an estimated share of Scope 1 & 2** based on the event duration.
3. **Add event-specific Scope 3 data** (as available) to reflect the meeting itself - for example guest travel, goods & services (e.g. AV), food, stationery, etc.
4. **Download the event report** and share it with the organiser. The output includes a clear **Scopes 1/2/3 breakdown** and totals suitable for sharing.



FAQs

What data do I need?

The Tracker guides you field by field. Typical inputs include **meter readings and bills, waste reports, refrigeration service logs, travel/transport records, and finance spend data** (especially for Scope 3). It converts everything to **CO_2e** using the right factors.

TIP: For travel and commuting, you'll be asked for miles and mode. For vehicles, select the vehicle category (small car → large van) so calculations are accurate.

What if I don't have all the data?

That's okay. **Enter what you have now** and keep going - the Tracker won't block progress. You can come back later to fill gaps; **certificates and totals update automatically**.

What if a section doesn't apply?

Use "I have no data for this section." That tells the Tracker the section is not relevant (or not yet available) and lets you move on.

How precise do my units need to be?

Very. Units change results. For example, entering **kg** but selecting **tonnes** will **overestimate by 1,000×**. If in doubt, check the field hint or email:

tech.help@greentourism.com

4. Understanding your results

KEY POINT
It's your proof of impact - and your starting point for action.

Once you've entered your data, you can download a **Carbon Tracker report**. It shows your **CO_2e** emissions in a format you can share in **RFPs**, procurement portals and stakeholder updates.

What the report shows

- **Dates covered** - the reporting period for the data.
- **Reporting scope/site** - which site(s) the figures relate to.
- **Emission sources** - all areas included (energy, refrigerants, travel, waste, etc.).
- **Performance metrics** - intensity figures (e.g. per m^2, per guest night, per £ spent) to compare fairly over time or between sites.

HIGHLIGHT You get totals and context so you can compare, benchmark and explain.

How to read your charts

1. **Scopes pie chart**

   Shows the share of **Scope 1, 2, 3** in your total footprint.

2. **Sources table**

   Breaks emissions into specific areas (e.g. electricity, gas, laundry, food) and lists them as a table with percentages.

   Use it to **spot hotspots** and set priorities.

HIGHLIGHT Use the pie to see the big picture; use the table to decide what to tackle first.

Two important totals you'll see

Location-based total

- Emissions calculated using the **average grid mix** (ignores your purchasing choices).
- **Good for:** apples-to-apples comparisons across sites and years.

Market-based total

- Emissions adjusted for your **energy procurement** (e.g. certified renewable tariffs).
- **Good for:** showing the impact of buying decisions and contracts.

HIGHLIGHT Report both; they answer different questions.

What does your Uncertainty mean?

- The Uncertainty value is calculated to display the confidence in the results it uses the reliability of the data source and confidence in the accuracy of the conversion factors to show how accurate the results are.
- A higher uncertainty value shows a risk of inaccurate data and you should consider if improvements to your data source could be made.

What does your sensitivity result mean?

- You need to be able to identify hotspots in your emissions this is done via the column "Percentage of total" and an addition to this is how much the variation of hotspots will affect the total result.
- This can be done by combining share of emissions with the uncertainty previously calculated. The higher the sensitivity percentage the more of an impact inaccurate data can have on your final result.
- If you notice a high sensitivity result in your breakdown you should consider carefully how you have collected the data for this category and take steps to ensure it's accuracy.

How to use the results

- **RFPs & buyer requests:** Attach the certificate to demonstrate credible, scope-level data.
- **Action planning:** Target the **top 2-3 hotspots** first for quickest savings.
- **Tracking progress:** Watch intensity metrics (per m^2 / per guest night) to see real efficiency gains, even if your business grows.

HIGHLIGHT Evidence beats claims - use the certificate to focus investment and win work.

CO_2
See your totals
See your hotspots
Choose your next move
The Green Hotel
Carbon Footprint
Reporting Period: 1 January 2024 - 31 December 2024
Reporting Boundary: Operations at 10 Hotel Street, Town
Total CO2e emissions: Location-based
65.68 tCO2e
Total CO2e emissions: Market-based
38.16 tCO2e
per m2 area
21.89kgCO2e
per £1000 revenue
547.35kgCO2e
per apartment
21,894.08kgCO2e
Carbon Accounting
38%
53%
9.1%
Scope 1 38%
Scope 2 9.1%
Scope 3 53%
Emission Sources
Energy: Electricity 6.8%
WTT and T&D 51.4%
Energy: Gas 30.1%
Other Fuels 2.7%
Water 5%
Homeworking 3%
Owned Vehicles Transport 2%
Business Travel 3%
Employee Commuting 5%
Guest Travel 3%
Waste to Landfill 2%
Recycled Waste 3%
Purchased Goods 1%
Purchased Services 1%
Capital Expenditure 1%
Purchased Accommodation 1%
Refrigerants 1%
Andrea Nicholas
Chief Executive, Green Business
GREEN BUSINESS.

5. Terminology

Carbon-speak decoded. This glossary translates the acronyms and buzzwords into **everyday language you can actually use.**

Greenhouse gases (GHGs)

Gases that trap heat in the atmosphere (e.g. CO_2, CH_4, N_2O).

Global warming

The rise in Earth's average surface temperature caused by higher GHG levels that trap more heat.

Net zero

Your **total emissions** are balanced by **removals**, after **deep cuts** to your own emissions. Covers **all GHGs** across relevant scopes.

Carbon neutral

Your **CO_2** emissions are balanced (e.g. via reductions and certified removals/offsets). Narrower than net zero and focused on **CO_2 only**.

Climate neutral

Often used interchangeably with **net zero** (all GHGs balanced by removals). In this guide, treat it as equivalent to **net zero.**

Carbon footprint

The total **CO_2e** from your activities over a period.

Carbon accounting

Measuring and reporting your GHG emissions so you can understand sources and plan reductions.

Greenhouse Gas (GHG) inventory

A structured list of your emission sources with quantified **CO_2e**, prepared using recognised standards (e.g. the GHG Protocol).

Emission (conversion) factors

Numbers used to convert **activity data** (kWh, litres, miles, kg waste) into CO_2e. Updated annually by the UK government and used in the Carbon Tracker.

CO_2e (carbon dioxide equivalent)

A common unit that expresses different gases on the same scale based on their warming effect.

Business travel (Scope 3)

Work trips (e.g. meetings, conferences, client visits).

Employee commuting (Scope 3)

Travel between home and a regular workplace.

Guest travel (Scope 3, currently out of scope in the Carbon Tracker)

Travel by guests/attendees to your site/event. Hard to measure consistently, but you can still encourage **lower-carbon transport.**

Fugitive emissions (typically Scope 1)

Leaks of refrigerant or other gases from equipment/pipework. Small losses can have **high impact** because these gases are potent.

Well-to-tank (WTT) emissions (Scope 3)

Emissions from producing and delivering fuels **before** they're used (extraction, refining, transport to the pump/tank).

Transmission & distribution (T&D) emissions (Scope 3)

Emissions linked to **moving energy and goods in your value chain**. For electricity, includes losses getting power to your site; for goods, includes upstream/downstream transport handled by others.

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Office 111
Perth Creative Exchange
Stormont Street
Perth PH1 5NW

01738 632 162
enquiries@green-tourism.com
green-tourism.com