



Case Study - Brands2Life

Introducing Brands2Life

Brands2Life is an international, award-winning, digital-led communication agency with offices in London and San Francisco.

With clients across the world. Brands2Life has embarked on its sustainability journey to engage with its largest clients.

250

Employees

2

Years Active Client

UK

Headquarters

Branding and
Communication

Sector



How the Virtual Sustainability Officer® worked

Overall, the Virtual Sustainability Officer® analysed over 50,000 data points over the period of analysis.



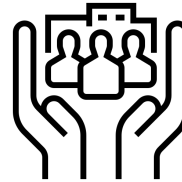
Expense Data

Automatically analysed all line-by-line expense data from Xero and Pleo to get a detailed analysis of spend structure.



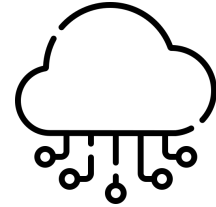
Facilities Data

All data from the facility management team was provided to allow the platform to understand the impact of their offices.



Employee Input

>97% of employees engaged with the analysis, providing information, opinions and suggestions.



Quotidian Data

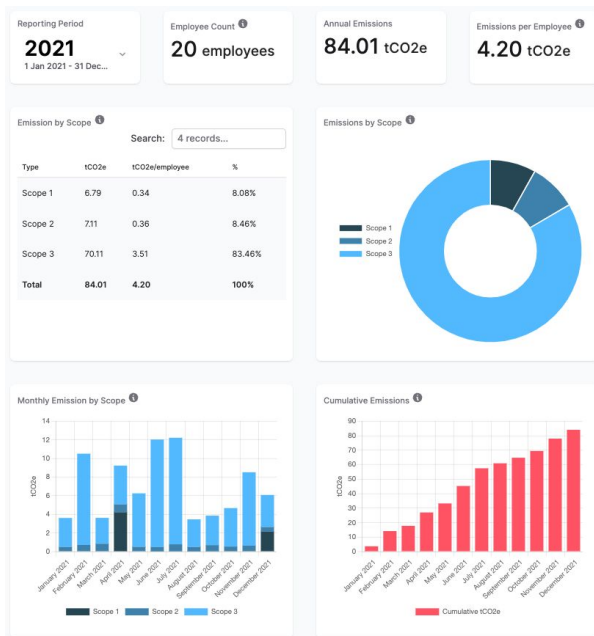
Specific data such as cloud computing impact and employee mileage were modelled.

The Alectro Solution

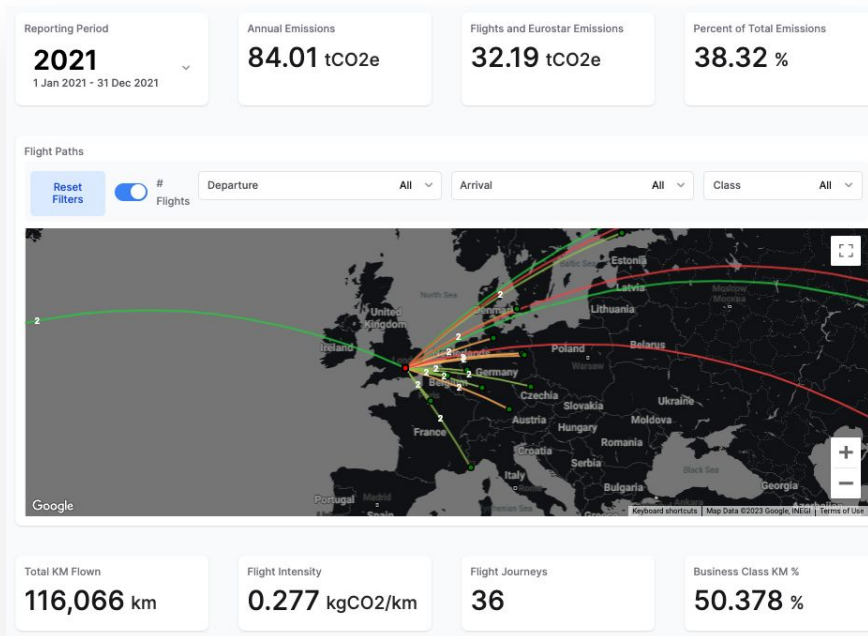
Product Feature	Brands2Life's Experience
Streamlined Data Collection	The platform gave Brands2Life the information needed to quickly gather data, and to assess over 10,000 data points to complete the analysis in weeks rather months
Granular Data Assessment	Brands2Life work is split between an operational and a business side. The product assessed the impact of individual client trips all the way through to tech and cloud computing impacts of cost of goods sold
Direct Actions	The platform was able to provide over 20 specific actions for Brands2Life to address its carbon impact hotspots
Employee Engagement	Engaged over 75% of the company and have since received over 250 responses from company employees on opinions engaging with sustainability in the company
Competitor Assessment	We provided simple and clear information about what competitors were doing in the marketing and communication space so that Brands2Life could have confidence on its market presence

Automated Reporting through the Platform

Greenhouse Gas Protocol



Deepdive into 20 different categories



Not actual client data. We have used demo data for these screenshots.

A seamless onboarding journey

Admins have full visibility of individual and company data onboarding progress at all times

Employee Tracking

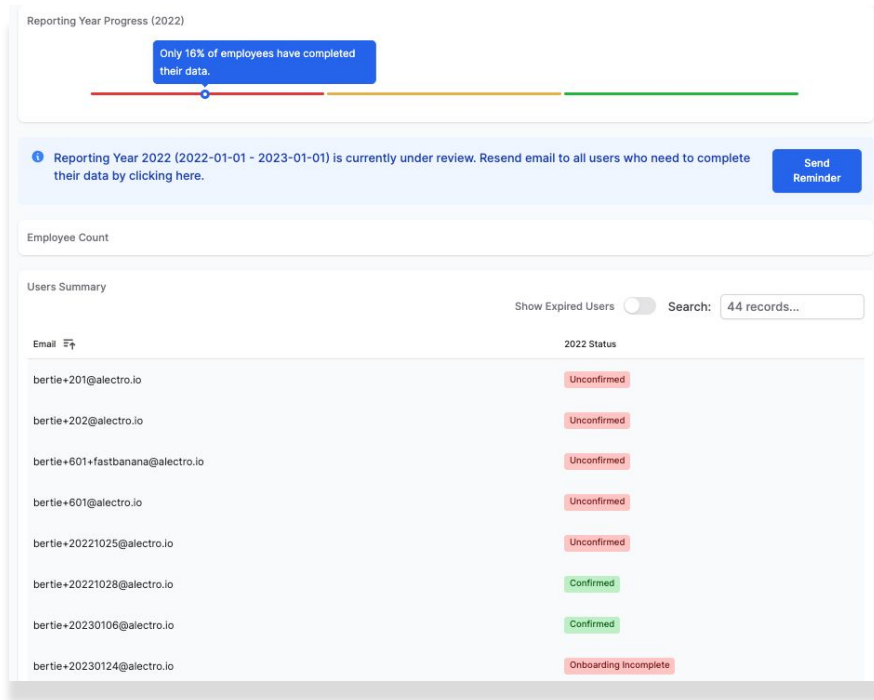
Every employee received a login to submit working-from-home and commute data.

Data Holder Tracking

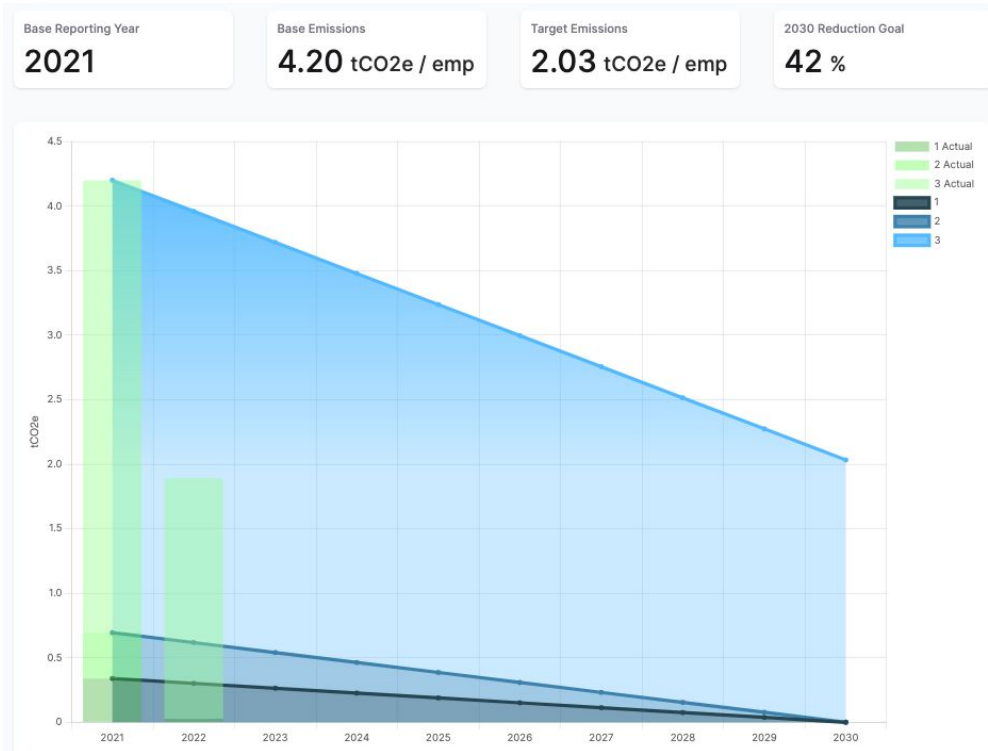
Data Holders received specific requests that were specific to their field of knowledge.

Automatic email reminders and data generation

Admins were able to chase individuals through a click of a button. In addition, data was dynamically generated for the future to track emissions continuously.



Brands2Life generated their own net zero plan



Net zero tracking

The Virtual Sustainability Officer® allowed Brands2Life to align itself with government net zero targets and the science-based target initiative.

The platform generated a plan and tracks year-on-year emissions to ensure that emissions stay on track with the company's sustainability mission.

Reasons to engage Feedback

Brands2Life's management reached out due to **four main market drivers** to measure their operational footprint:



Regulatory Reporting



Supply Chain Demands



Employee Engagement



Client Retention

"We're extremely proud to be openly measuring and reporting on our carbon emissions in order to hold ourselves accountable."

This is only the first step of our net-zero journey.

Alectro is helping us reach our short-term targets and continuation of year-on-year emissions measurement."

Tim Spink
COO at Brands2Life



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