

# ACTIONABLE IMPACT

Impact Area: Environment



## FEATURED COMPANY:



**Company Size:** 1-50

## FOCUS: EMISSIONS AND ENERGY TRACKING

Quantifying and targeting greenhouse gas emissions is a strategic way for companies to improve their impact. It allows them to mitigate climate-related risks to health, security and the environment. Businesses can benefit from increased energy efficiency, long-term cost reductions and attracting values aligned employees.

"It took a lot of intense and passionate work to figure out what our emissions are. We had to build an analysis process so we could reliably tell our customers, "Yes, this is being offset, and this is how we're doing it."

-Andy Downs, Senior Content & Merchandising Manager at Only Natural Pet

Only Natural Pet is on a mission to improve industry standards in pet health and nutrition by bettering businesses for social and environmental wellbeing. The company relies on third party organizations for their expertise in tracking supply chain efficiencies and running life cycle analyses to continuously measure and reduce their carbon emissions throughout production.

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## UTILIZING RENEWABLE ENERGY SOURCES

Only Natural Pet is conscientious about tracking their greenhouse gas emissions and energy usage. They currently have five facilities throughout Colorado, all of which are powered by renewable energy sources from either their energy provider or the city. Before this was a viable option, the company offset their energy use with [Renewable Energy Credits](#) through a windfarm.

## USING PARTNERSHIPS TO CALCULATE AND OFFSET EMISSIONS

To further offset their unavoidable Scope 1\* and Scope 3 emissions\*\*, Only Natural Pet worked with the B Corp, [Carbon Credit Capital](#), to ensure four of their food lines are Certifiably Carbon Neutral. The company accomplished this by running a Life Cycle Analysis of the products from start to finish. Only Natural Pet offsets each bag's emissions using Carbon Credit Capital.

Only Natural Pet is now working with [eco-cycle](#), a recycle facility based in Boulder, to learn more about the lifecycle of their products' packaging. They want to ensure they are making the most environmentally and socially responsible decisions throughout their products' supply chain from start to end of use.

## RESOURCES

- [Carbon Credit Capital](#) and [eco-cycle](#)
- [B Lab: Calculating Green House Gas Emission](#)
- [Colorado Carbon Fund](#): A Colorado nonprofit organization that provides carbon offsets by investing exclusively in Colorado-based projects and communities.
- [Renewable Energy Certification Credits](#)
- [Renewable Energy Services Provided by Xcel Energy for Business](#)

\*Direct emissions from sources owned or controlled by a federal agency

\*\*Emissions from sources not owned or directly controlled by EPA but related to Agency activities

*Best for Colorado, a program of The Alliance Center, was created to inspire, equip and celebrate businesses that create higher quality jobs, build stronger communities and preserve a healthier environment through their business operations, products and/or services. Come and join a community of like-minded individuals at all stages of corporate social responsibility who are willing to share lessons learned and best practice information. Learn more at [thealliancecenter.org/b4co](http://thealliancecenter.org/b4co).*