

DECARBONISATION AND SUSTAINABILITY FOR UK COUNCILS

As local councils increasingly build plans to reduce carbon footprints, the next step is putting them in action. AyMa IoT are passionate about helping councils to help the planet – making the next steps easier and bringing the cleaner, greener reality of carbon neutrality closer. The critical question is:

WHAT TO DO NEXT?

The root of the problem

Council funding and resources are limited, while the complexity of establishing and reducing your carbon emissions can seem daunting.

Greenhouse gas (GHG) emissions come from anywhere energy is consumed.

AyMa IoT's software platform, IPSUM, enables organisations to connect global assets under one platform, to benefit from 360° visibility across their carbon efficiency; pinpointing anomalies and action areas as and when they arise.

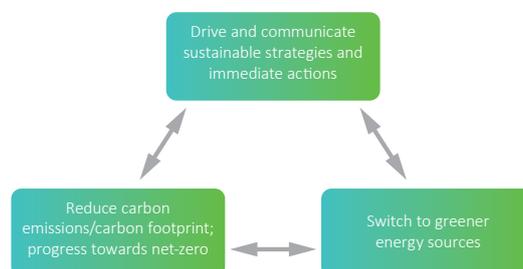
IPSUM – provides the everywhere view you need:

- **Simple:** IPSUM enables you to move from manual reporting to advanced data analytics.
- **Insightful:** Providing actionable real-time insights to drive better informed decisions on your sustainability strategy.
- **Actionable:** Benchmark, track and monitor the environmental and energy performance of your assets and operations, on a yearly, monthly, daily or even hourly basis.

Where to begin:

Spot the problem, Address the cause

IPSUM enables you to understanding where your emissions come from: Harnessing the data from activities across your council's assets and operations – no matter how diverse or dispersed – to provide visibility of where action is required.



Understand your energy consumption wherever it takes place

Reporting and analytics dashboard

Integrated: Combined reporting of your supply and value chain.

Secure: The data is displayed on the IPSUM dashboard, through a secure portal, accessible 24/7/365.

Intuitive: Data can be visualised or downloaded in templated format.



IPSUM provides an affordable and effortless way for councils to understand their carbon footprint and take pinpoint actions to reduce it:

- We help gain real-time visibility to manage your carbon footprint, reducing overall costs and how to comply with new regulations.
- Gathering and accessing the data not just from your own actions but also those that fall within the measurement of your council’s carbon footprint; these include every step of the supply chain
- Understanding and acting upon the insights the data reveals
- Switching to greener energy sourcing

Creating and demonstrating a culture of continuous improvement – to stakeholders, the community, the media, and central government.

A responsibility we all share

- The chain reaction of inaction: Climate change demands immediate action from public and private sector alike. In the private sector, action or inaction impact stakeholder perceptions. They reverberate across the supply chain and partner ecosystem as environmentally responsible companies increasingly seek to ally themselves with other like-minded companies.
- The loss of approval: Negative feelings can cause adverse customer reactions; disapproval expressed by buying elsewhere. The same feelings demotivate employees and create difficulties when an organisation seeks to hire top talent.
- The burning issues: These outcomes flow naturally when a company lacks the inclination or the strategy to pay heed to unfettered use of fossil fuel energy sources; when it fails to address ethical issues in its supply chain; when it disregards diligence in waste management (contributing to the tragedies occasioned by plastics in the world’s oceans). In the background, the media is watching.

The next step to sustainable development

If you’re interested in affordable, easy ways of monitoring and managing your carbon footprint, going green or greener – and enhancing your standing as an environmentally-responsible local council – talk to us now **01382 932953** or contact sales@aymaiot.com



About AyMa IoT

AyMa IoT is dedicated to helping reduce the carbon footprint for organisations and establishments of any size. Their IoT and big data software solution enables easy, comprehensible, and actionable visibility across every aspect of the carbon footprint to drive and sustain carbon efficiency across all physical assets, premises, and wider actions. We enable organisations to meet governmental, societal and behavioural demands; saving money along the way.