# Carphone Warehouse's partnership with IMServ results in successful energy reductions

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Carphone Warehouse is the largest independent telecommunications retailer in Europe. It currently operates in around 2,400 stores across Europe, principally under the Carphone Warehouse and Phone House brands, together with a well-developed online proposition.

As part of the UK's mandatory Carbon Reduction Commitment (CRC) scheme, Carphone Warehouse is required to report its energy consumption through the internationally recognised Carbon Disclosure Project. Further to this, as part of the Companies Act 2006 (Directors' Reporting Regulations 2013) Carphone Warehouse is required to report its Green House Gas Emissions and deliver mandatory reductions as part of its annual Directors' Report. In future years from 2014 they will be required to report on various wider aspects of business measures, including behavioural change initiatives as part of reducing overall emissions.

This presented a new set of challenges for the company as Michael Johnson, Environment Manager at Carphone Warehouse explained, "Monitoring energy consumption accurately is an important aspect in being able to comply with CRC legislation. This requirement coupled with our own desire to reduce our energy consumption and implement measures to comply with the Green House Gas emissions reporting due in April 2014, led us to the conclusion that we needed a more accurate understanding of current energy usage and wastage.

"We were also keen to take control of our energy bills particularly in preparation for the widely anticipated energy price rises. We needed to look towards longer term strategies and found that proactively monitoring energy consumption is one of the best ways to target those strategies for the best results."

**Metering Insight**

Automated Meter Readings (AMR) provided the answer to gaining a greater insight into the energy usage of individual stores. Carphone Warehouse needed to work with a company that could install meters, collect the data, aggregate it and analyse individual store profiles to reduce energy consumption. The company reviewed the market and in association with its energy procurement and consultancy service, selected IMServ, one of the UK's largest independent energy management providers and supplier of business-focused advanced metering solutions.

IMServ offers a range of monitoring, visualisation and control services that allow businesses to gain greater insight into their water and electricity usage. Providing advice on effective energy management solutions, the company works closely with many FTSE 250 organisations and companies within the commercial and industrial sectors.

Over the last four years the organisation has introduced IMServ's Automated Meter Readers, into 700 of its 800 branches. By the end of its next financial year the meters will feature in 100% of Carphone Warehouse UK stores and non-retail locations.

The meters enable accurate monitoring of both gas and electric usage by providing clear information to investigate energy wastage. They are also utilised to test innovation within its stores; the company recently opened a new flagship store in Oxford Street, West London, where LED lighting was installed throughout.

Michael explains, "From day one we could see the impact energy saving introductions have made and use this real data to justify the introductions to the rest of our stores."

Carphone Warehouse was also faced with the need to implement behavioural changes amongst staff that were not always proactive in combating energy wastage.

Michael continued, "AMR has helped us to gain real time data and comprehensive information on our carbon footprint. We are able to visually chart our energy usage across our building portfolio rather than just holistically, and respond immediately to any surges in energy usage in specific buildings by contacting the management team in the store.

"Ownership and individual responsibility is an important factor. We are in the process of introducing a

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behavioural change programme which will see engagement with everyone in the business, allowing us to send a message to all our internal colleagues and to our customers. Individual store managers will be able to see and effect change in their environment through the software and monitor and review energy trends for their store. Managers and employees alike will have incentivised targets and competitions to encourage the reduction in energy consumption."

**Reducing consumption**

"Advanced meters have allowed us to more accurately forecast energy demands, which means we have been able to reduce our energy spending and, as a result, virtually eliminate the need to query supplier invoices because of our accurate energy data.

"Through a combination of energy reduction initiatives including the introduction of AMR meters, we have made a 6% reduction to our overall energy usage and emissions, and a significant reduction in CRC costs. The introduction of a company- wide behavioural change plan will further enhance the ability to reduce our emissions.

Michael concluded, "The relationship with IMServ has developed over the years and continues to grow. We are currently trialling IMServ's Control 10 which, once rolled out, will help us monitor and control energy usage in our smaller premises. This will include alarms, temperature, light levels and outputs such as heating, and cooling equipment alongside data from our other meters."

**Editors' Notes**

About IMServ (www.imserv.com)

IMServ Europe Ltd is one of the UK's largest independent energy data management providers. The company offers carbon and energy management solutions, helping organisations across all sectors to save energy, reduce costs and control carbon emissions.

IMServ offers an all-inclusive portfolio that covers data collection, analysis, reporting and carbon management. To date over 180,000 sites in England, Scotland and Wales are benefiting from its solutions.

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