

Pacifica's Path to Net Zero with Flotilla:

42% Energy cost reduction through strategic action



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Overview

Pacifica, founded in 2003, is the UK's largest independent provider of home appliance services. The company offers a wide range of services including installation, inspection, repair, and replacement of home appliances. Pacifica has grown significantly, becoming a major player in the domestic support services industry in both the UK and Europe.

Challenge

Pacifica is on a mission to extend the lifespan of domestic washing machines from 14 to over 20 years to reduce emissions and promote sustainability. The company aims to educate consumers on the environmental and cost benefits of repairing rather than replacing appliances. Repairing appliances with new parts is significantly more environmentally sustainable than purchasing new ones, reducing carbon emissions by more than seven times, and even more if no new parts are required.

Kevin Brown, CEO and Founder of Pacifica, says:

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"For decades, the consumer has found it easier and more convenient to choose a replacement when something goes wrong. Many consumers weren't even aware of the environmental and cost benefits of choosing to repair instead of replace. We are working closely with our retail partners to drive business for good, instil change and reduce waste in the home appliances industry."

Partnership with Flotilla

To achieve their net zero goals, Pacifica partnered with Flotilla, a company known for its expertise in carbon measurement and environmental sustainability. Flotilla provides Pacifica with advanced technology and consulting services to measure, monitor, and manage their carbon footprint. This collaboration helps embed environmental commitments within Pacifica's culture and ensures a streamlined approach to achieving sustainability goals.

Kevin Brown, CEO and Founder of Pacifica, says:

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"I get a personal reward from climate action, but there's also a commercial necessity to it. I think many businesses are scared because they think the administration around a net zero journey is too much work, and the rewards not worth the effort – but we see it as an essential futureproofing move...Flotilla is making taking action a lot simpler than it seems."



Key Initiatives and Benefits

1. Net Zero Plan Implementation:

- Flotilla's platform facilitates the tracking and management of Pacifica's net zero initiatives. The platform's user-friendly interface allows all team members to stay informed and engaged with the company's environmental goals.

2. Sustainability Reporting and Financing:

- Accurate ESG reporting has enabled Pacifica to attract better financing options, including sustainability-linked loans. These loans offer better rates based on the company's environmental performance, showcasing the commercial benefits of their sustainability efforts.

3. Energy Efficiency:

- Pacifica has significantly reduced its energy emissions by installing solar panels on its warehouse roofs, generating 88% of the facility's electricity on-site. The transition to a renewable energy tariff and hybrid fleet vehicles has also contributed to a **42% reduction in purchased electricity.**

4. Employee Engagement and Education:

- By enhancing internal communications and conducting employee surveys, Pacifica has increased staff engagement in their environmental initiatives. This internal focus translates into better education and service for clients, reinforcing the company's sustainability message.

5. Talent Attraction

- Emphasising their commitment to sustainability, Pacifica leverages its net zero journey to attract talent, particularly among younger generations who prioritize environmental impact in their career choices.

Kevin Brown, CEO and Founder of Pacifica, says:

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"We're already noticing that Generation Z are the ones in the business who are taking the most interest in net zero. It really matters to them – it even impacts their decision-making when it comes to choosing jobs.... In the future, I see jobs being rated for their environmental impact via a system similar to how we rate the energy efficiency of appliances. Young people will be seeking out the ones rated best, so companies will have to pursue lower emissions for their operations as they'll struggle to find talent willing to work for them otherwise. We're getting ahead of the game in that regard."



Future Outlook

Pacifica's collaboration with Flotilla continues to drive their journey towards net zero emissions. By maintaining a strong focus on environmental sustainability, Pacifica not only fulfils its corporate social responsibility but also secures a competitive advantage in the industry.



For more information on how Flotilla can help your business achieve similar goals, [click here](#) to explore their services and schedule a demo.