

Delivering sustainable impact in the legal sector

Clarion

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Overview

Clarion, a leading law firm with a presence in the UK and over 75 countries worldwide, has been recognised for its rapid growth and exceptional workplace culture. In 2023, Clarion was named the third fastest-growing law firm in Europe and won the title of “Independent Law Firm of the Year” at The Lawyer 2023 awards. The firm employs 300 people at its headquarters in Leeds and consistently ranks highly in the UK’s 100 Best Companies to Work For, also being recognised as the best law firm to work for and the second-best large corporate to work for in the UK.

A significant factor contributing to Clarion’s appeal as an employer is its commitment to Environmental, Social, and Governance (ESG) principles.

Challenge

Clarion had already embarked on its sustainability journey, focusing on various community, charity, and sustainability initiatives. However, they faced challenges in gathering and formalising carbon usage data across the business to enhance their environmental reporting and integrate these efforts under a cohesive ESG strategy.



Strategy

To address these challenges, Clarion partnered with Flotilla in the summer of 2022. The collaboration aimed to:

1. Data Collection and Reporting:

- Implement a framework for seamless data capture using Flotilla’s Net Zero Platform.
- Review existing processes and establish new ones to ensure accurate data recording.
- Develop an in-depth Carbon Report to provide a clear picture of Clarion’s carbon usage and baseline carbon footprint.

2. Employee Engagement:

- Utilise Flotilla’s Employee Survey to capture individual carbon usage.
- Deliver presentations to the entire business to communicate the net zero strategy and encourage employee participation in carbon reduction initiatives.

3. Long-Term Sustainability Planning:

- Support the “Being Green” group at Clarion in leading environmental initiatives.
- Regularly update the board and all employees on ESG activities and progress.

Implementation

The implementation process included the following steps:

1. Data Framework:

- Flotilla provided a simple and seamless framework for capturing carbon data.
- This framework facilitated the development of a comprehensive Carbon Report, detailing Clarion's emissions across all departments and offering actionable recommendations for carbon reduction.

2. Employee Involvement:

- Clarion engaged employees through surveys and presentations, integrating their feedback and encouraging active participation in sustainability efforts.
- The "Being Green" group leveraged insights from the Carbon Report to plan and execute environmental initiatives like recycling programs, volunteering, and tree planting.

3. Strategic Planning and Reporting:

- Clarion established regular ESG discussions at board meetings and implemented six-monthly reports from each department.
- ESG updates were incorporated into the firm's annual report, enhancing transparency and accountability.

Results

The collaboration between Clarion and Flotilla yielded significant outcomes:

1. Enhanced Data Accuracy:

- Clarion now has robust processes in place for accurate carbon data collection and reporting.
- The detailed Carbon Report provided a clear baseline and actionable steps for emissions reduction.

2. Improved Employee Engagement:

- Employees are more informed and engaged in Clarion's sustainability journey, contributing to a cohesive effort towards net zero.

3. Strategic Advantage:

- Clarion's proactive approach to sustainability positions the firm ahead of regulatory requirements.
- Enhanced ESG data strengthens Clarion's position in client engagements and tender processes.



Future Plans

With guidance from Flotilla's consultants, Clarion has identified a set of high-impact, achievable actions to drive progress over the coming years:

- Collaborate with suppliers to better understand and address key GHG emissions hotspots
- Update travel policies to reduce transport-related emissions
- Embed sustainability into governance for long-term business transformation
- Improve energy efficiency across buildings and switch to renewable energy sources
- Encourage and incentivise lower-emission commuting options for employees

Conclusion

Clarion's partnership with Flotilla has been instrumental in transforming its sustainability initiatives. By establishing a clear framework for data collection, engaging employees, and integrating ESG into strategic planning, Clarion is well on its way to achieving its net zero goals. This case study highlights the importance of a tailored approach to sustainability that aligns with the firm's culture and long-term vision.

Jenny Rennocks, Head of Marketing, says:

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"Without Flotilla, we would never have been able to analyse carbon usage across our business. We were finding it difficult to get the right statistics and we didn't really know where to start. Flotilla gave us a clear framework for gathering data and, whilst we had to change how we collect and record data in some areas, we now have processes in place that will make it far easier from now on. We know it's a gradual journey, but now we can see exactly where we are heading and can share that with our team."

The best bit about our work with Flotilla so far has been the Carbon Report. It really helped us understand our emissions across all three scopes and it was SO detailed and action driven – far more so than we were expecting. This meant we could get started straight away and allocate tasks to people across the business."

Our work with Flotilla has given us a real focus and direction for our sustainability initiatives, as well as lots of useful resources and support for each department. This has helped us to involve the whole team and keep moving forward."



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

