

# Testimonials

*"At [PIAS] we are dedicated to reducing our impact on the planet – from within each of our offices around the globe to across our entire distribution network. Working out our current carbon footprint in the UK was the first step to set ourselves a measurable, realistic target to work towards. IMPALA's Carbon Calculator has been essential in helping us do this. The tool was easy to use and we were grateful for the support from the Julie's Bicycle team throughout the process. Now we have our total figure for last year, we've been able to assess each area of the company and use the data to spur staff to action."*

**Louise Sizer, Sustainability Team [PIAS], UK**

*"IMPALA's Carbon Calculator is a powerful yet simple to use tool that's quickly become our main source of sustainability analysis. We do yearly reporting, which only takes a couple of hours, and has enabled us to see our performance in reducing emissions and identify areas to improve. We included our footprint in our newsletter as we want to be transparent and share our values with our community. We've had very positive feedback from artists and followers alike."*

**Kristoffer Rom, Tambourhinoceros, Denmark**

*"We have been using the Carbon Calculator for a while now, and I must say it has been a game-changer in our sustainability journey. The tool's user-friendly interface made it incredibly easy for us to calculate our carbon footprint accurately. Submitting our footprint not only gave us a clear understanding of our environmental impact but also empowered us to make informed choices and actively reduce our carbon emissions."*

**Ionut Polexe, Roton Music, Romania**

*"IMPALA's Carbon Calculator simplifies carbon emissions accounting. It also generates reports, which provide top-line insight as to where to focus reduction efforts. Crucially, the initiative supports increased label industry alignment around our shared sustainability challenges."*

**Anna Johnson, Anjunabeats, UK**

*"I tried the Calculator for my small label and found it easy to use. The most interesting aspect was to get an instant summary of your Carbon footprint and I was somewhat surprised that my CD and vinyl print was such a big source of emissions. I had already taken steps to use paper covers instead of plastic jewelcases for CDs but this showed that I need to do more, especially when it comes to vinyl and transports. It also raised some thoughts when I got to the "Beyond Carbon" page where questions appeared that you maybe have not thought of or maybe needed a small reminder. It was also good to easily compare years with each other and how the imprint changes. I found it very inspirational and will use it as a checklist as something to help me make good decisions ahead."*

**Mats Hammerman, Massproduktion, Sweden**

*"Big Help Music is fortunate to have its own production facilities. Designed and built by a sustainable buildings team - STRAWHOUSE STUDIO is a unique 'zero carbon' structure that supports the biodiversity of the environment whilst operating at a 'low carbon' level due to its high insulation construction and renewable and off-grid energy supply. We were confident that the IMPALA Calculator would result in a low carbon score, however, we were surprised to discover this was in contrast to higher than expected operating emissions. It demonstrated that some of our assumptions were wrong and has informed and shaped changes in working practice and reinforced our policy to influence client and visitor behaviour."*

**Dutch Van Spall, Big Help Music, UK**