



Overview

As sustainability becomes an increasingly important factor for clients and supply chains, CPW is taking proactive steps to reduce its environmental impact while strengthening its business credentials.

Operating in consultancy and engineering for more than 40 years, the company has made sustainability a central part of how it works - both internally and with clients.

Success Story

CPW: Embedding sustainability across consultancy and engineering



Client Background

Location: Solihull, UK

Industry: Engineering consultancy

Business Size: Small

The Opportunity

CPW recognised a clear opportunity to align its net zero ambitions with practical action, while meeting growing client demand for credible sustainability evidence. Reducing carbon emissions, improving environmental reporting and engaging employees in meaningful change offered a chance to build stronger relationships with customers and enhance competitive advantage across its sector.



The business has retained Planet Mark certification for four years consecutively

The Solution

To support this strategy, CPW selected SmartestEnergy Business as its renewable electricity supplier, valuing Carbon Trust accreditation, trusted green credentials and competitive pricing. Alongside switching to renewable energy, the company introduced wider sustainability measures including electric vehicles, reduced paper use and ethical sourcing. A sustainability champion group was formed to help engage teams, ensuring that change was collaborative rather than top-down.

“Don’t be scared. Start with small adjustments and engage staff early to get their buy-in.”

The Outcome

CPW has lowered its carbon footprint, strengthened customer loyalty, and increased stakeholder confidence in its environmental performance. The business has retained Planet Mark certification for four years and improved its GRESB ESG score by 10%. With plans for solar PV and heat pumps, further reductions are ahead. Their advice to others is simple: start small and involve employees early to create lasting impact.



Our SmartFix Renewable product helps reduce costs, enhance your brand, ensure energy security, and meet environmental goals. Verified by The Carbon Trust, it guarantees 100% clean energy and we plant 10 trees for every customer. Speak to our helpful experts to start your renewable journey today.



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