

Pure Research Implements Sustainability Initiatives to Control its Scope 2 Emissions

New Delhi, India, January 18, 2016

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Pure Research Private Limited, a global research firm with offices in New Delhi and London, has unveiled a plan to improve its sustainability performance. The company provides customized research solutions (including sustainability research) to its clients worldwide, and the current initiatives are aimed at improving the sustainability performance of its delivery centre located in New Delhi, India.

Since Pure Research's operations are human resource intensive and make extensive use of IT devices, one of the key focus of the current initiative is to reduce electricity consumption. The key elements of the current initiative are:

- The company has adopted a BYOD approach for 60% of its employees (wherever permissible as part of client engagements). This move will not only reduce the fixed cost of maintaining IT devices, but will also reduce energy consumption by approximately 50% by using laptops against desktop workstations.
- The company is also reducing electricity consumption by replacing CFL lighting by LED lighting at its New Delhi office. This initiative is expected reduce electricity consumption at the office premises by 40%.
- Pure Research has also adopted the access-controlled printing environment, to minimise the use of printers and associated waste.
- Also, the company plans to upgrade its air conditioning systems by installing new devices with higher energy efficiency and inverter technology.

These initiatives will help the company become a better corporate citizen, by reducing its electricity usage and the associated scope 2 carbon emissions. Anupam Ashish, Co-Founder and Head of Operations, said that "Pure Research is committed to endorsing the sustainability agenda and will try to drive the adoption of sustainable choices into various aspects of its operations. We will continue to make investments towards improving our environmental performance, and creating a positive impact on our stakeholders."

In addition to these direct initiatives, the company has also conducted environmental awareness training not only for its own employees, but also for employees of other SME organisations in the vicinity. As part of its CSR initiatives, Pure Research's employees ran an awareness campaign by engaging with employees of other organisations and sharing some best practices that can help them reduce the environmental impact at workplaces as well as in homes.

Sumit Kumar, Head of Sustainability Research, said that "We believe that driving the sustainability agenda should not be left to large corporations only. Making sustainable choices not only creates a positive impact on your stakeholders, it also has a positive impact on operational and financial performance in the long-term. As an organization, we want to set an example that SMEs can also contribute positively towards curbing harmful emissions by making sustainable choices."

About the Company:

[Pure Research](#) provides customised research and business intelligence to leading corporates, public sector organisations, financial services firms, and professional services firms. The company specialises in providing high quality procurement and supply chain intelligence to CPOs and procurement professionals worldwide. Analysts from Pure Research work as an extension of its client's procurement teams to deliver high quality insights on suppliers and supply markets. The company has offices in London, U.K. and Delhi, India.

If you are looking for more information about Pure Research's services and experience of working with procurement teams, you can visit their website, contact them via email at contact@pureresearch.co or call them at +44 (0) 20 7193 9497.