

zellar

Zellar: Solving the Sustainability Conundrum for Schools

CLIMATE ACTION
COST REDUCTION
COMPLIANCE



SAVED
£1,800
PER BUILDING

SAVED
£475
LAST YEAR

650

450

CARBON FOOTPRINT
REDUCED BY
90t
CO₂

zellar

The schools trying to go green, and what's stopping them

We lay bare the challenges leaders encounter as they go green, following warnings DfE could miss carbon goals

£85m quietly slashed from school climate change scheme

Spending watchdog says DfE has 'no plan in place' to meet government decarbonisation targets

Repair grants fall again despite 'collapsing' school estate

Concerns only schools with 'most urgent condition need' will receive repairs cash, as number of greenlit projects tumbles again

Foreword

Since founding Zellar I've seen many well-intentioned commitments from schools to achieving ambitious sustainability goals.

Unfortunately, schools often face significant challenges in putting these plans into action. Especially so with increasing budgetary and resource constraints and the number of critical issues requiring investment all piling up.

At the same time, pressure is ratcheting up from the government and the DfE for schools and trusts to report emissions and develop Climate Action Plans. Not to mention the expectations from students, parents and communities for schools to become beacons of sustainability.

Delivering on these demands requires innovative solutions and strong support structures that traditional approaches often lack.

That's where Zellar comes in. I'm confident that by working with Zellar, schools will bridge the gap between ambition and action.

Zellar's unique approach offers the tools and expertise needed to navigate the complexities of sustainability and translate them into tangible results for your school community.

In the following pages, you'll discover how Zellar can help your school navigate the complexities of sustainability and unlock a greener future for students, staff, and the environment.

Gary Styles
CEO & Founder



School challenges



- DfE / UK Government expect Climate Action Plans and emissions reporting



- Budget pressure



- Resource pressure and lack of time availability from teaching staff



- Multitude of issues to tackle from crumbling buildings to energy costs



- Maze of expensive consultants and fragmented platforms



- Huge data gaps prevent data-led decision making



Welcome to Zellar

A holistic solution for a holistic problem

Zellar is a **SMART** sustainability platform that accelerates climate action – enabling schools to save costs, reduce their environmental impact and tell their story.

Simple
Measurable
Actionable
Realistic
Transparent

Key features

- Digital platform to measure impact and unlock action plans and guided programmes across energy, waste, water, biodiversity and volunteering
- A live, transparent and trusted Zellar sustainability score and profile, to inform pupils, teachers, parents and any other stakeholder
- Connect with expert partners to make transformation possible, commission-free: Biffa, Water Plus, Online Direct, plus curated green tech products and services
- Standardised 360 degree data set covering single school or MATS

SMART Schools

Climate Action



- Establish emissions baselines
- Make progress towards net zero targets
- Tackle energy, water, waste, travel, supply chain, biodiversity

Cost Reduction



- Reduce consumption with behaviour change
- Return on Investment within one year
- Commission-free energy switching, and access waste, water and green tech expertise

Big Data



- Live sustainability data
- Set benchmarks and compare progress
- Share and learn with other schools

How does Zellar work?

Your Zellar sustainability journey in 6 simple steps

1

Calculate your environmental footprint

2

Unlock a Climate Action Plan plan to reduce it

3

Make immediate impact through behavioural changes

4

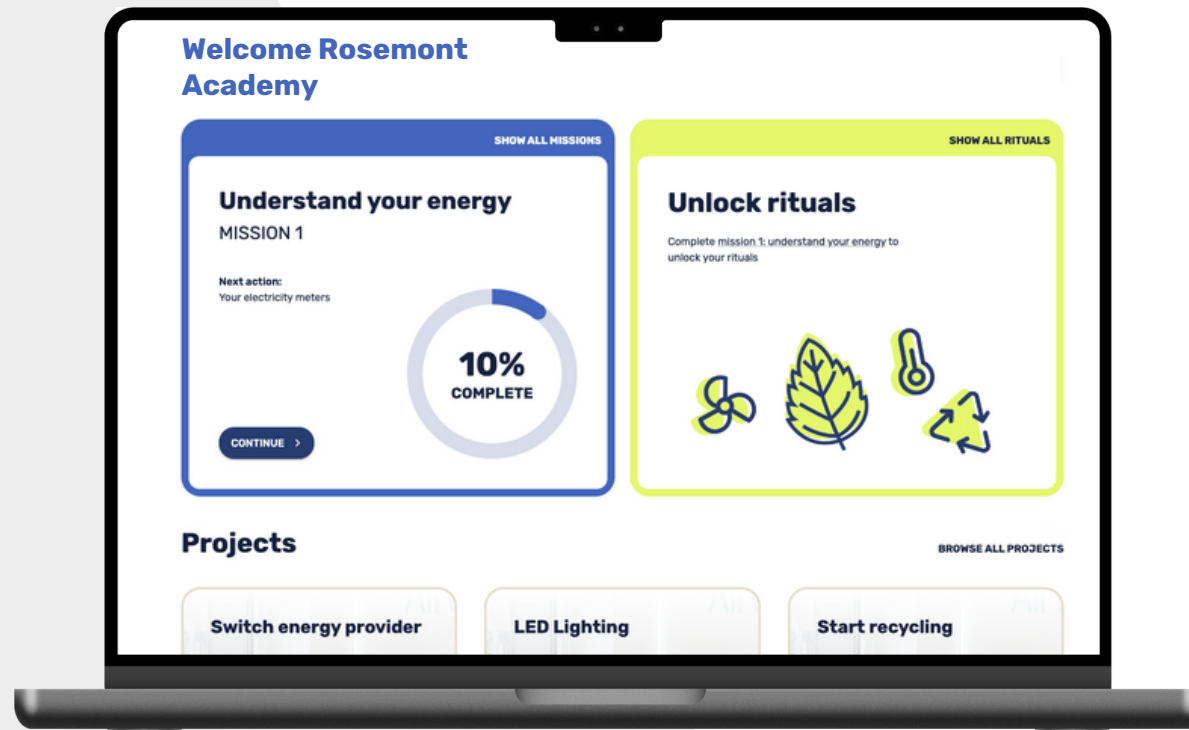
Deepen impact with data-led green investments

5

Share your sustainability story

6

Track progress with Zellar score



From £200 annually
1 x licence per school building

- ✓ Waste
- ✓ Energy
- ✓ Water
- ✓ Travel
- ✓ Products & services
- ✓ Supply chain

Uniquely engaging

Zellar offers a clear path forward with its innovative and engaging approach to sustainability. By breaking down environmental action into three distinct and achievable steps - Missions, Rituals and Projects - Zellar empowers you to make a real and measurable impact.

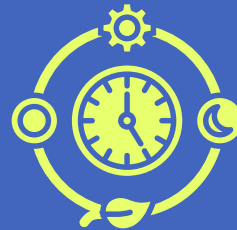
Zellar's unique architecture recognises that tackling climate change requires both immediate action and strategic planning. **Missions** guide you in gathering essential data to understand your current environmental footprint. **Rituals** help you establish essential, everyday practices that make sustainability a seamless part of your routine. **Projects** provide a framework for long-term behavioural change initiatives and investments that create lasting impact.

With Zellar, you don't have to become a sustainability expert overnight. Instead, you can start small, build momentum, and unlock a future of positive environmental responsibility. Discover how you can make a difference, one step at a time.



Missions

Zellar **Missions** are essential exploratory or learning sessions that enable current baseline impacts across energy, water and waste to be discovered and tracked.



Rituals

Zellar **Rituals** help to establish a series of 'do now' smart operational routines that improve how precious resources are used across school buildings.



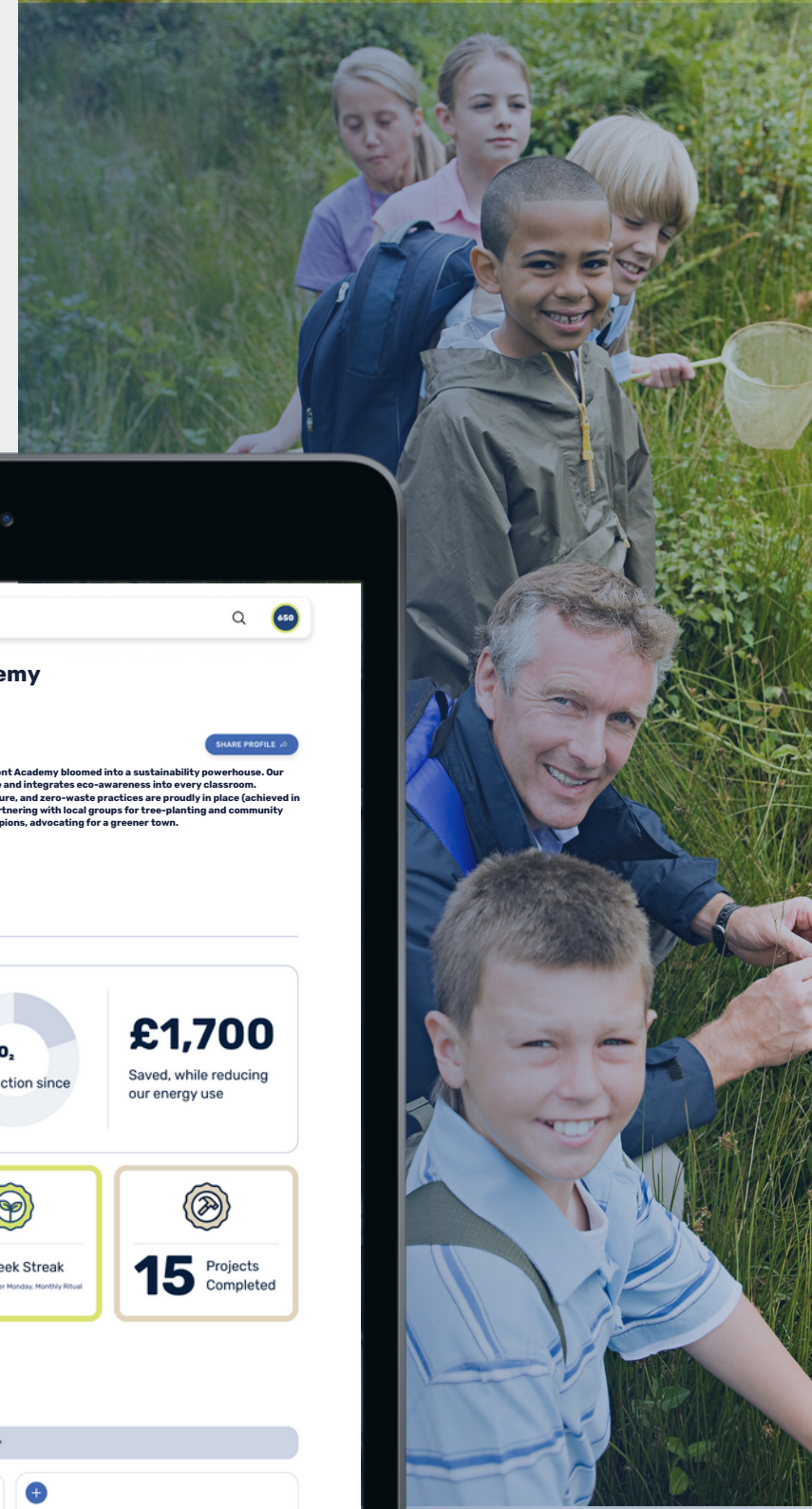
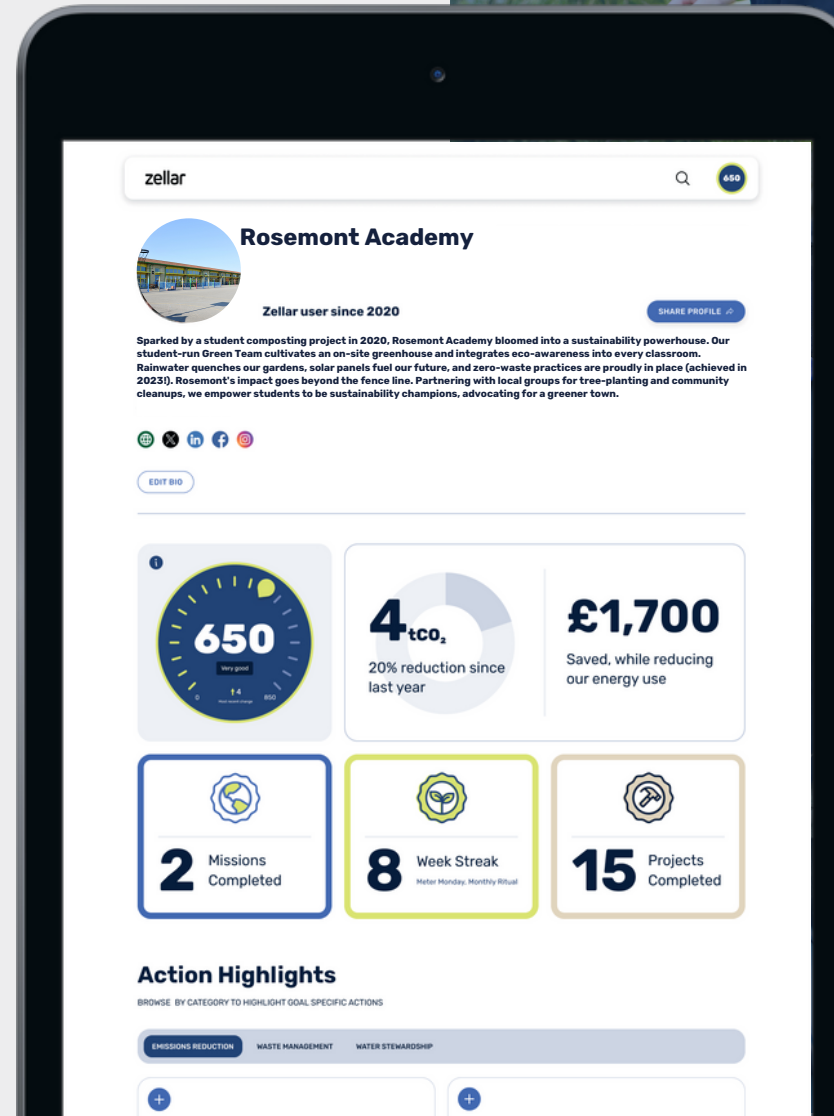
Projects

Zellar **Projects** are bigger change initiatives that support eco-upgrades to buildings or promote a sustainable culture.

Telling stories

Live and shareable data

- Proprietary sustainability scoring mechanism to create transparency and trust
- Rewards all positive actions taken and encourages momentum
- Powers a public profile for every school to tell its story
- Easy to showcase progress across websites and social media channels
- Export your profile to share with stakeholders offline



Creating lasting partnerships

Join hundreds of schools on Zellar

Some of our early adopter schools



Some of our partners



“ Zellar has really helped us on our sustainability journey. It is also super to see the progress we have already made in such a visual way.

Nina Gunson

Head
Sheffield Girls

“ I’m really excited by the potential Zellar has to provide schools with a structure and reporting mechanism. The wealth of resources and tools will transform the way schools look at change management centred around sustainability. It provides a way to include the whole community.

Paul Stone

CEO
Discovery Trust

“ Zellar helps us measure and quantify the changes we’re making. Our children are inspired by the tangible differences they create, while parents gain insight into the significance of sustainability. With Zellar, our mission becomes both impactful and transparent.”

Jo Stone

Head
Fossebrook Primary School

Meet Haileybury

A beacon of sustainability

Starting its sustainability journey on Zellar has enabled Haileybury to understand its emissions and showcase its various green investment projects - from air source heat pumps to solar panels.

The school's sustainability champions have ritualised checks across the school to conserve water, heating and lighting - saving money and reducing emissions in the process.

The school is fostering a culture of sustainability by embedding key policies that aim to reduce its impact - like minimising travel and improving recycling.

By creating green spaces the school is encouraging pupils to spend time exploring local nature and biodiversity. And Haileybury's Zellar profile has become the perfect place to capture and share all of its eco-adventures.

"Zellar equips us with metrics that extend beyond just school comparisons, allowing us to benchmark ourselves on a national scale against big companies dedicated to climate action and sustainability. It serves as a valuable resource, offering insightful ideas and innovative solutions to progress our net zero strategy."

Simon Heard
Deputy Head
Haileybury



7%
ENERGY
REDUCTION



£76K
SAVED



7%
ANNUAL
CO₂ SAVINGS



Impact for schools

Benefits for your school

1

SIMPLE

A simple and tailored sustainability solution to tackle energy, water and waste. All in one place.

2

REDUCE COST

Affordable programmes that deliver cost savings and reduce budget pressure.

3

FUTUREPROOF

Futureproof your school against evolving DfE and UK Government reporting requirements.

4

TRANSPARENCY

Measure and share impact data from across your school estate and tell your school's story.

5

EFFICIENCY

Zellar does the hard work and requires minimal input from busy teaching staff.

6

LEADERSHIP

Accountability and transparent progress towards school and community climate goals.

7

INVESTMENT

Avoid expensive consultants. Invest with impact by knowing what to spend and where.

8

PAYS FOR ITSELF

Payback within first year and further annual savings.



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