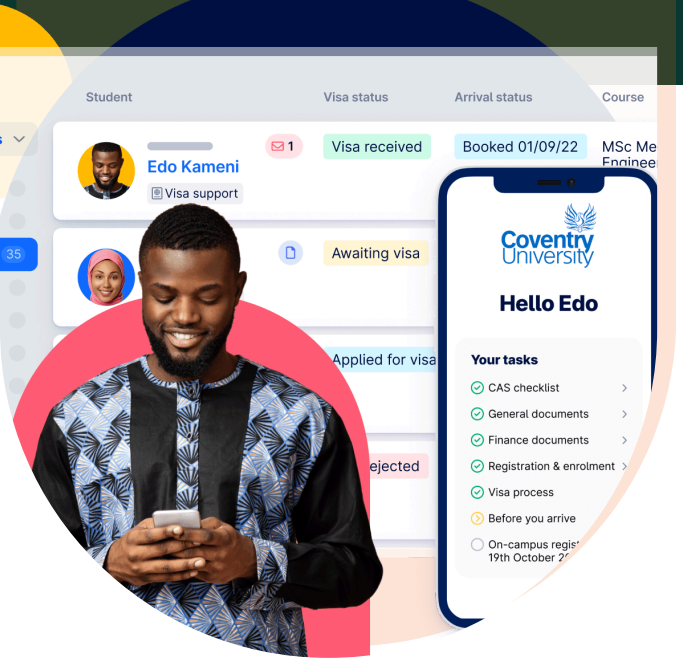
CASE STUDY



THE COMPANY

Enroly is a platform that automates and streamlines the onboarding and arrival processes for university students. One in four UK universities now use Enroly's technology to support their compliance, visa, and enrolment process, thanks to the increased efficiency the tool offers. Enroly is used by universities, 350,000+ students and 5,000+ education agents worldwide and is growing continuously.

AT A GLANCE

- **£500K-1million revenue**
- **11-50 employees**
- **Technology**
- **London Borough of Westminster**
- **35.7 Tn CO2e in 2021**

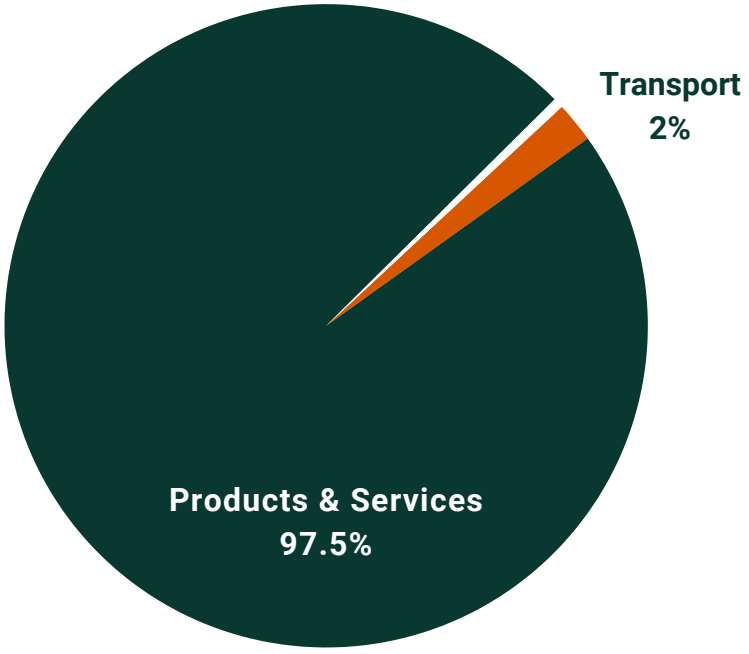
"The webinar series and follow-up conversations were really useful to get started. I didn't want something that was designed for a multi-national, but for a company our size. In that sense, Better Futures+ has been very helpful."

JOHN CRICK

Director, Partnerships & Student Success

CARBON FOOTPRINT

Enroly's carbon footprint for the year 2021 was **35.7 tonnes CO2e,** which is equivalent to eight petrol cars being driven for a year. The majority of Enroly's footprint came from its supply chain through the products and services it purchases such as software, IT, advertising, insurance, and electronics (41%).



Enroly's carbon footprint for 2021 (Source: Climate Essentials)

SUPPORT PROVIDED

The Enroly team attended twelve Better Futures+ workshops and webinars. They also received six hours of bespoke one-to-one support with Net Zero specialists.

CASE STUDY

enroly

CHANGES

GOVERNANCE

In order to embed sustainability in their business operations Enroly has developed an action plan, a glossary of terms and a sustainability resource centre. They are also working on a company sustainability policy and marketing strategy to engage with their supply chain. They have dedicated a budget for green initiatives, which includes training for staff to make them aware of their environmental impact, as well as subscribing to the Climate Essentials carbon management tool once their 12-month free access through the Better Futures+ programme ends

To inform their policy and strategy decisions, Enroly have introduced staff surveys and forums to understand employee and operational needs. Their Sustainable Development Director has also received training and accreditation from the Institute of Environmental Management and Assessment (IEMA). One example of a policy already implemented is their sustainable travel policy which ensures employees book low-carbon and Net Zero hotels with the platform Staze.

BUSINESS MODEL

Enroly's aim is to make the university enrolment process more efficient by reducing the number of trips needed to obtain student visas and other university-related tasks for international students. For an average student, Enroly saves around five trips which significantly reduces the associated student travel emissions. Hence, they are looking to account for the emissions they are saving their clients by carrying out a survey with the 5,000+ agencies they work with. This will help them understand and promote their positive impact and educate their users and clients.

> **"LAST WEEK, ONE OF OUR UNIVERSITIES ASKED US ABOUT OUR GREEN AND NET ZERO CREDENTIALS. LUCKILY, I HAD DONE CLIMATE ESSENTIALS, SO I WAS IN A POSITION TO ANSWER THOSE QUESTIONS"**

DIGITAL CARBON

Enroly staff work remotely which means the company doesn't generate on-site energy or staff commuting emissions. They are therefore focused on tackling their indirect Scope 3 emissions. For data stored in the cloud, Enroly uses a green cloud provider, reducing their cloud-related emissions by 88% and an estimated 4,882 kg CO_2e. They have also engaged with their software provider whose goal is to be 100% powered by clean energy by 2050 and who offer an analytics tool to measure the carbon impact of their software use. Enroly will use the analytics tool to understand their digital carbon footprint and take steps to reduce it.

COMMITMENT

Enroly has pledged to be Net Zero by 2050 on the SME Climate Hub and received a Better Futures+ Net Zero Ready badge.