

flotilla

Pacifica Case Study

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Pacifica Overview

Pacifica is the leading independent provider of Domestic Appliance Repairs and Extended Warranties in the Major Domestic Appliance (MDA) market.

Pacifica holds a prime position, working closely with several high-profile brands such as Electrolux, Sony, Hisense, Vestel, Howdens (Lamona) and LG. Its prestigious client base also includes major retailers, such as Argos, and Shop Direct, and insurance providers, delivering repair and maintenance services.

Undertaking more than 400,000 domestic appliance repairs each year, Pacifica combines the expertise of its team of more than 300 engineers, who cover the whole of the UK, with its large support team and the application of its proprietary IT platforms, which are integrated into its customers' repair and warranty processes.



The Challenge

As the UK's largest provider of home appliance services, Pacifica is on a mission to increase the lifespan of the average domestic appliance by an additional 5 years as part of its company commitment to reducing emissions.

Its goal, working closely with its retail partners, is to reduce waste and change consumer behaviour by educating the public on the impact of their repair or replace decisions.

A small shift to a more sustainable mindset drives big environmental benefits. Consumers that choose Pacifica to fix their appliance drastically reduce their carbon emissions. Repairing a machine with a new part is more than seven times more environmentally sustainable than buying a new machine. When no new part is needed, this rises to twelve and a half times better.



“For decades, the consumer has found it easier and more convenient to choose a replacement when something goes wrong. Many consumers weren't even aware of the environmental and cost benefits of choosing to repair instead of replace. We are working closely with our retail partners to drive business for good, instil change and reduce waste in the home appliances industry.”

Kevin Brown, CEO and Founder of Pacifica





On a Journey to Net Zero with Flotilla

Environmentalism has always been at the core of Pacifica's business proposition, aiming to achieve net zero by 2035. While they had already made more progress than many businesses in their industry and beyond, the Pacifica team decided to partner with Flotilla for their combined offering of human intellect and intuitive technology, which is specially designed to both measure emissions and inspire informed net zero decisions that drive businesses continuously towards their ESG goals.

Now, Kevin and the rest of the Pacifica team are working with Flotilla to measure, monitor and manage their carbon reduction action plan, embed its commitment to the environment within its company culture and ensure a manageable workflow.

The Flotilla World tech platform is making it easier for Pacifica to engage employees across its business in its environmental objectives, spread the word both internally and externally, as well as prioritise the carbon reduction actions that are the most achievable and the most impactful, both environmentally and commercially.

With the full net zero plan and roadmap available on the Flotilla World tech platform for the exec committee, sustainability leaders and heads of departments to see, the whole team can keep track of the initiatives that are relevant to them, as well as the priority goals and actions. Whether looking for a little win or deciding where to direct a larger investment, the platform is making net zero decision-making fast and intuitive, even for employees with little environmental knowledge.





The Platform



“For me, the Flotilla World platform is set apart from the kinds of tools and products offered by other net zero partners by its simplicity of use and advanced capabilities. I spearhead our environmental action, but I’m also acutely aware that I can’t be everywhere. Flotilla is alleviating some of that pressure, as it enables other people in the business to demonstrate and explain our plan confidently and accurately when I’m not in the room. It’s a tool I can give to anyone on the senior leadership team, so if a stakeholder, investor or client asks what our carbon reduction plan is, they don’t need me there to explain it.”

Kevin Brown, CEO and Co-founder of Pacifica



The benefits of Sustainability

Futureproofing Business Finance

Environmental gains are helping to facilitate commercial benefits, which Pacifica believes signposts the direction of travel across industries. Accurate and robust ESG reporting with Flotilla is helping Pacifica to attract investment and achieve better finance rates.

Sustainable loans are the future of business financing. These see banks link their loan rates to a business's environmental and sustainability credentials – not just their growth and profitability. Pacifica is on the way to being the first business in its industry to sign a sustainability loan agreement with a major bank. By continuing to improve its emissions, evidenced in its annual carbon accounting reports, the business can claim even better loan rates in the future.

Pacifica also anticipates growing carbon reduction pressures from suppliers and clients.

“I get a personal reward from climate action, but there's also a commercial necessity to it. I think many businesses are concerned because they think the administration around a net zero journey is too much work, and the rewards not worth the effort – but we see it as an essential futureproofing move. Companies that do not pursue it will be pushed out of the supply chain. The reward may not be immediate, but this is an act now or pay later issue, and Flotilla is making taking action a lot simpler than it seems.” – Kevin Brown, CEO and Founder of Pacifica





Fuelling the journey

Since pursuing net zero, Pacifica has begun decarbonising its energy emission by installing solar panels on the roof of its warehouse and head office. As a result, 88% of electricity used at the facility is generated by on-site solar power. By reducing its reliance on the national grid, Pacifica has prevented an additional 24.5 tCO₂e from entering the atmosphere during 2022 and 2023.

Outside of this, the rest of Pacifica's business energy use is now supplied via a renewable energy tariff, which costs no more than a standard energy provider contract. The company has also started to reduce emissions and fuel costs produced by its fleet of repair vehicles by starting the transition to Hybrid and full EV vans..

“Some of the things that you think will have a huge impact don't deliver the carbon savings you expected – and vice versa. Having Flotilla on our side means we never take action blindly. Flotilla helps us to develop clear action plans with practical consultancy and expertise on actions that will work most effectively for the business – such as moving to hybrid fleet vehicles rather than waiting for infrastructure to be in place to support a fully electric fleet. This delivers carbon savings and fuel cost savings, without impracticalities. Flotilla has helped us find a way to act now.” – Kevin Brown, Founder and CEO of Pacifica



Educating & Inspiring Employees

After conducting their first employee survey with Flotilla, Pacifica learnt that many staff didn't feel the company spoke enough internally about its environmental action. In response, they've ramped up their internal comms around the issue to boost engagement.

This also helped to identify someone in the business who was keen to step up and lead the charge to tackle the company's scope 3 challenges. While conducting their latest Carbon Report Pacifica got an impressive 75% response rate from employees, which highlights strong engagement and commitment, clearly driving positive change from within.

By increasing internal education and engagement, Pacifica is best able to make external education of clients and their customers a natural part of their interaction with all areas of the business.

56%

Of your employees want to work for an organisation that focuses on reducing emissions

56%

Of your employees are willing to support you to reduce your emissions

39%

Of your employees are interested in undertaking training related to climate action in the context of their work

70%

Of your employees acknowledge personal responsibility to reduce their impact at work and home

75%

Overall survey response rate

Top Employee suggested actions

- 1 Improve waste & recycling practices facilities
- 2 Investigate flexible working Travel
- 3 Reduce unnecessary business travel Governance
- 4 Focus on energy-efficient behaviours in the office Energy
- 5 Implement a Cycle to Work Scheme (including e-bikes) Travel



Attracting the best talent

Flotilla is also helping Pacifica to realise the marketing value of their net zero journey, not just for attracting clients, but for securing their industry's talent pool for the future. With green jobs representing one of the fastest areas for growth in employment and recruitment, Pacifica now plans to leverage its net zero action and achievements to attract a new generation of sustainably minded engineers.



“We’re already noticing that Generation Z are the ones in the business who are taking the most interest in net zero. It really matters to them – it even impacts their decision-making when it comes to choosing jobs. With so many choices career-wise, becoming an appliance repair engineer doesn’t sound all that glamorous, which is creating a huge talent gap. I believe that if we’re able to apply the label of ‘positive environmental impact’ to a role, it becomes infinitely more attractive as a career path. In the future, I see jobs being rated for their environmental impact via a system similar to how we rate the energy efficiency of appliances. Young people will be seeking out the ones rated best, so companies will have to pursue lower emissions for their operations as they’ll struggle to find talent willing to work for them otherwise. We’re getting ahead of the game in that regard.”

Kevin Brown, CEO and Founder of Pacifica.

Looking Ahead

So far, Pacifica and Flotilla have made the perfect partnership thanks to their shared commitment to deliver on environmental promises and keep driving towards net zero emissions by 2035.

“My personal values were definitely a big reason for choosing to work with Flotilla. I'm a big environmentalist, and that's embedded in the way I run Pacifica. I saw something similar in Flotilla - a business for good.”

- Kevin Brown, CEO and Founder of Pacifica



Your Journey to Net Zero



Total miles travelled by company-owned vehicles increased by 42% in 2023 due to business growth, but there has been a positive shift towards using greener vehicles: in 2023, 18% of miles were travelled in hybrid and Evs compared to 11% in 2022, resulting in a 5% reduction in emissions per mile travelled.

Feeling inspired to make a change for the better?


Feeling inspired to make a change for the better? If you're interested in seeing what your business could achieve in partnership with Flotilla, get in touch at flotillaworld.com/book-a-demo/, where you can explore Flotilla World, talk to one of our climate experts, access reports and see our market-leading technology in action.



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Zero is everything.