



Preparing Your Organisation for Zellar Snapshot

A quick guide to help your organisation get ready

What is the Zellar Snapshot?

Your Zellar Snapshot is a quick online assessment that helps you measure your organisation's carbon footprint, energy use, and sustainability progress – all in one place.

It takes most organisations less than 45 minutes to complete and gives you a credible, data-driven carbon report that's stored securely in Zellar and ready to share whenever you're asked – whether for funding, customers, or compliance.

To complete your Snapshot, you'll work through four simple Missions – covering energy actions, meter data, travel, and targets. Completing these Missions helps you:

- Cut energy use, save money and reduce emissions
- Stay ahead of new reporting requirements
- Strengthen funding and grant applications

You don't need to be an expert. Once your four Missions are complete, Zellar automatically generates a shareable, carbon report you can use anytime. This is emailed to you and stored in your Zellar dashboard under 'reports'.

The screenshot displays the Zellar Supplier Snapshot interface. At the top, the Zellar logo is on the left and a user profile icon is on the right. Below the header, the title "Supplier Snapshot" is centered. The interface is divided into four mission cards:

- Step 1 - Add baseline information**: This card is marked as completed with a checkmark icon. It says "Great job - section completed!" and has an "EDIT >" button.
- Step 2 - Calculate energy emissions**: This card has a progress indicator. It lists "What you'll need:" with bullet points: "Your addresses", "Optional: other fuel usage (oil, diesel)", and "Optional - list of energy meters". It includes a "CONTINUE >" button and an "Estimated time: 1 hour".
- Step 3 - Calculate travel emissions**: This card lists "What you'll need:" with bullet points: "Number of employees & company vehicles", "Optional: company vehicles data", and "Optional: employee travel data". It includes a "START >" button and an "Estimated time: 1 hour".
- Step 4 - Set reduction targets**: This card lists "What you'll need:" with a bullet point: "Nothing - we'll help you set your targets". It includes a "START >" button and an "Estimated time: 10 minutes".

Mission 1: Historical Energy and Carbon Savings Actions

What you'll need:

- A list of the energy or cost-saving improvements your organisation has already made (e.g. switching to LED lighting, upgrading insulation, installing timers or sensors, replacing boilers, or moving to a green energy supplier).
- *You can usually find this information in maintenance records, invoices, or by speaking to the person responsible for facilities, finance, or utilities.*
- An idea of your future plans to cut costs and reduce emissions further (e.g. solar panels, EV charging, heating upgrades, or travel changes).
- *You might already have these noted in business plans, budget discussions, or sustainability ideas lists.*

Why this matters:

This helps Cheltenham Borough Council and Zellar understand what progress organisations have already made and where future support, grants, or partnerships can have the biggest impact.

The screenshot shows the Zellar web application interface. At the top, the 'zellar' logo is on the left and a user profile icon is on the right. Below the header is a progress bar with four steps: '1. Goals' (selected with a checkmark), '2. Completed projects', '3. Planned projects', and '4. Emissions'. The main heading is 'What sustainability projects have you already done?' followed by a subtext: 'Select all projects you've done. You can add any planned, in-progress, or additional custom projects later.' There are two sections of project tags: 'Popular' and 'Other'. The 'Popular' section includes tags like 'LED LIGHTING', 'LIGHT SENSORS', 'SMART METERS', 'GREEN ELECTRICITY PROVIDER', 'HEAT PUMP', 'SOLAR PANELS', 'EV CHARGERS', 'ENGAGE SUPPLIERS', 'REGULAR SUSTAINABILITY MEETINGS', 'APPOINTED SUSTAINABILITY LEAD/TEAM', and 'SUSTAINABILITY POLICY'. The 'Other' section includes tags like 'ELECTRIC VEHICLES IN FLEET', 'BATTERY STORAGE', 'WASTE RECYCLING', 'GREEN FREIGHT', 'NO SINGLE-USE PLASTIC', 'FOOD WASTE COMPOSTED', 'GREEN BANK', 'GREEN PENSION', 'PRODUCT MADE FROM RECYCLED MATERIALS', and 'ECO-FRIENDLY PACKAGING'. Below the tags is a dropdown menu labeled 'What if my project isn't listed?'. At the bottom of the main content area are two buttons: '< EXIT' and 'NEXT >'. Below these buttons is a link that says 'SAVE AND RETURN TO FORM LATER'. At the very bottom of the interface, there is a horizontal navigation bar with four items: '01: Address search', '02: Meters', '03: Origin', and '04: Contract', each with a corresponding icon.

Mission 2: Energy Meters and Consumption Data

What you'll need:

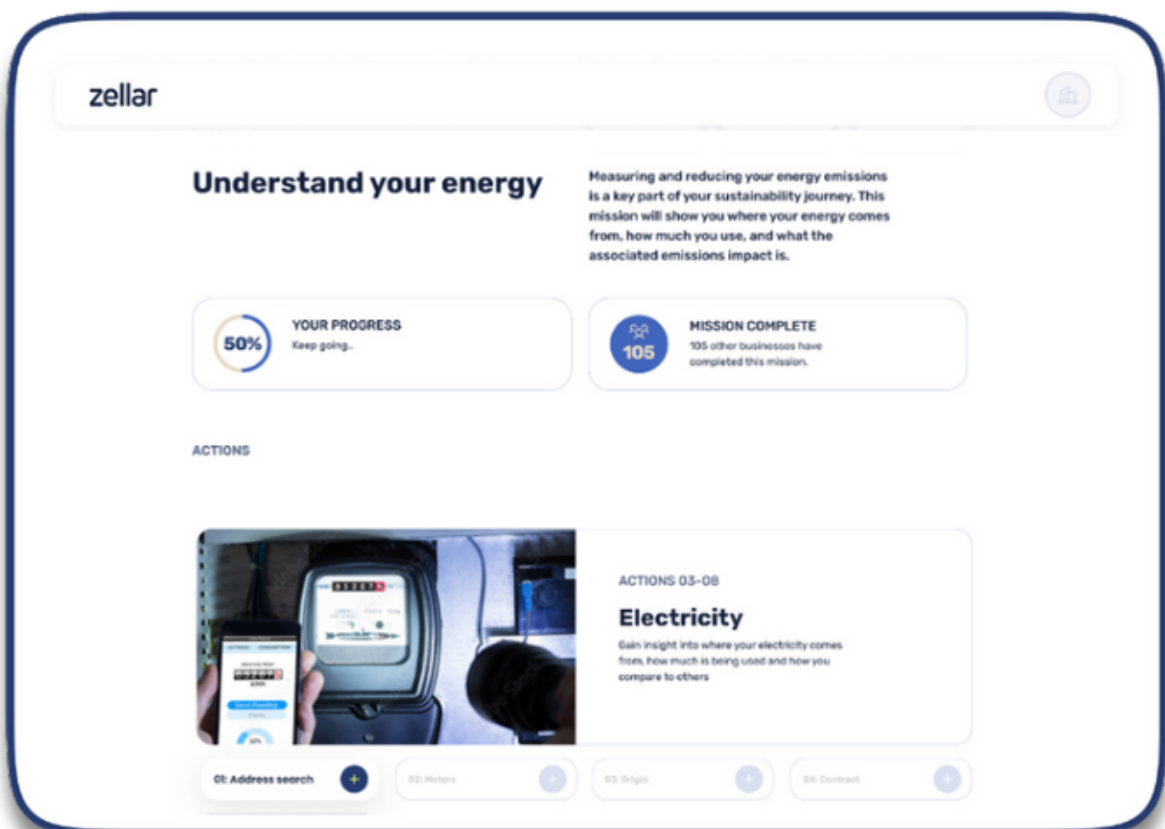
- The full postal address of each electricity and gas meter
- *This can be found on your latest utility bill or energy contract.*
- If you have multiple meters, add each one separately, then complete the short guided consent process

If you have a half-hourly smart meter:

- You'll need either the smart meter's MAC number or a credit/debit card registered to the same address as the business to verify your identity.
- *Where to find your MAC address:*
 - *You'll usually see one or two long codes on the back or side of the meter*
 - *Serial numbers start with letters and then it's all numbers. The MAC address (the one you're after) is a mix of letters and numbers all the way through.*
 - *If you're unsure go to the meter's settings: Navigate to the "Settings" or "About" menu on your IHD. You should be able to find the MAC/GUID/EUI address listed there.*

Why this matters:

Accurate meter data gives you a complete picture of your real energy use and carbon footprint – without spreadsheets or manual readings



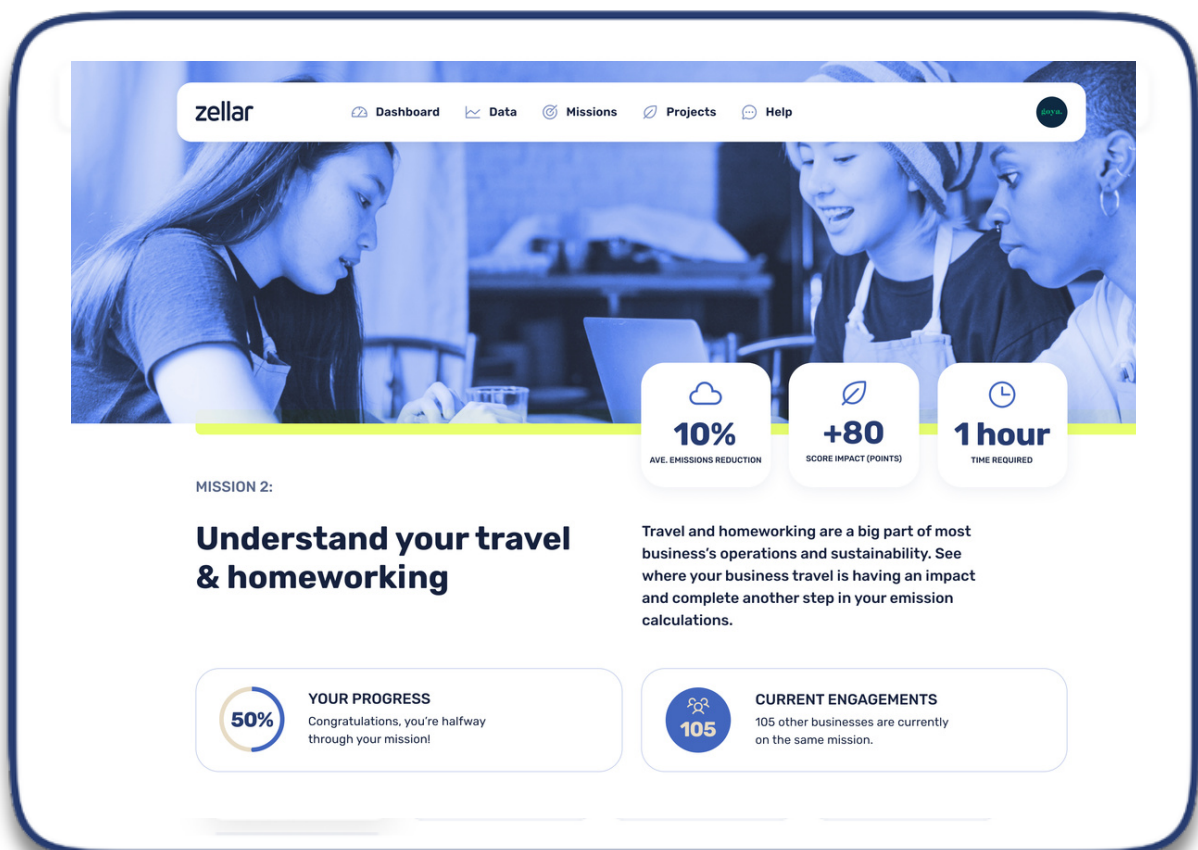
Mission 3: Travel and Commuting

What you'll need:

- Details of travel related to your organisation's operations, including:
 - Staff or management travel (for meetings, training, or events)
 - Volunteer or contractor travel (if regular)
 - Deliveries or logistics (if applicable)
 - Commuting by employees or regular volunteers
- *You can estimate this using expense claims, travel bookings, mileage logs, or by asking staff how they normally travel to work.*

Why this matters:

- Travel is often one of the largest and most overlooked sources of emissions. Understanding it helps identify practical steps to reduce mileage, fuel costs, and overall emissions.



Mission 4: Set Targets

What you'll need:

- A near-term target – typically a percentage reduction in carbon emissions by 2030 (e.g. “reduce emissions by 30% by 2030”).
- A net-zero target – the year your organisation aims to reach net zero emissions (e.g. “net zero by 2040”).
- *You should base these on existing sustainability, environmental, or corporate plans that mention targets or goals (to help align and evidence your commitments). If you don't have these we give you three benchmarked options ranging from steady to more ambitious reduction targets.*

Why this matters:

Setting clear, achievable targets is vital for Cheltenham Zero. It helps organisations show leadership, track progress over time, and contribute to the town's collective journey to net zero. Zellar uses your targets to model your future pathway, recommend the right projects, and update your live emissions forecast automatically.

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01: Intro 02: Choose target 03: Target set

ACTION 2

Choose your target
Select your annual emissions reduction target.

We will aim to reduce our energy and travel emissions by:

STEADY	STANDARD	AMBITIOUS
6% per year	10% per year	14% per year
30% reduction from YYYY to 2030	50% reduction from YYYY to 2030	50% reduction from YYYY to 2030

[Set your own target](#)

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After Your Snapshot: Unlocking Zellar Coach

Completing your Snapshot is just the start. Once your report is ready, you'll automatically unlock Zellar Coach – your digital sustainability companion. Zellar Coach keeps your data live – so your progress, savings, and compliance evidence are always up to date and ready when you need them. During setup, your Snapshot data automatically builds your personal sustainability dashboard, showing your progress.

Inside Coach, everything is organised around Missions, Rituals, and Projects – a simple framework that helps you turn insight into action and make lasting progress:

- **Missions** help you build your sustainability foundation – collecting the right data, setting targets, and staying compliant.
- **Rituals** turn good intentions into habits – weekly or monthly actions that save energy, cut costs, and engage your team.
- **Projects** combine capital improvements – like solar panels or battery storage – with people-focused initiatives to help your organisation better use resources.

Keeping your Zellar Coach account updated ensures your data stays accurate and valuable – giving you live, verifiable reports for funding, procurement, or compliance.

Zellar Coach turns your one-off Snapshot into a living sustainability system – helping you take action, track savings, and stay ready to report at any time. It pays to log in regularly to update your data, record new actions, and unlock the latest savings.

