

Tips & Thoughts

Sam Saxby



Environmental Policy



- Update every year
- Include reference to current projects & goals
- Make it reflect your business and give the reader an insight into what you are doing



- Link these to business priorities (e.g. reducing energy bills, developing new products)
- Link these to existing management structures / groups
- Communication – updates via meetings and display boards
- *Ask questions* – ask staff for ideas on what changes will help you meet goals



Waste

- Comply with legislation
 - Separate out WEEE for reuse or recycling
 - DON'T throw fluorescent tubes in general waste – they are hazardous waste. Most suppliers offer a take-back service.
 - Make sure that outdoor bins are secure
 - Make sure recycling bins are well labelled

Look for areas where you can reduce waste at the point of origin (e.g. lowering packaging use, reducing deficit rate)



Energy

- Investigate timers
 - check they are right! Do heating timers switch off at weekends? Are controls altered for closedown periods?
 - Look for areas where additional timers could be used help (e.g. soft drink vending machines)
- Lights – see if low energy bulbs are available for your existing fittings
- Check you are on a cost-efficient tariff by using a broker
- Staff travel can be a huge area of energy use. Offer corporate metrocards, encourage car-share schemes, look at cycle parks and staff showers
- Renewable energy – generate on site or select this tariff from a supplier

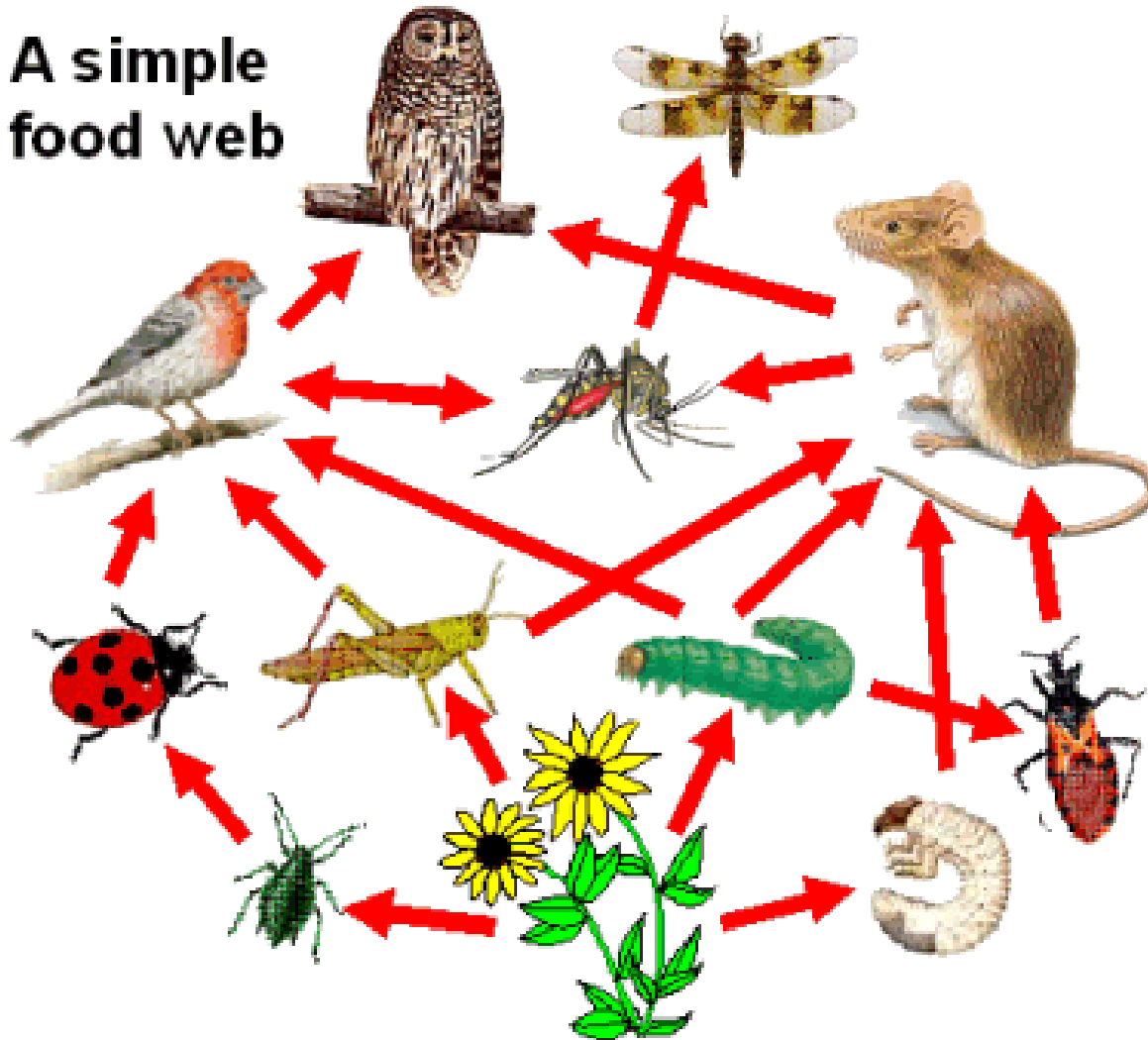


Water

- Low flush systems can be retrofitted to toilets & urinals
- Keep an eye out for drips or leaking cisterns – you pay for water that comes in and water that goes out, so you're paying for this water twice

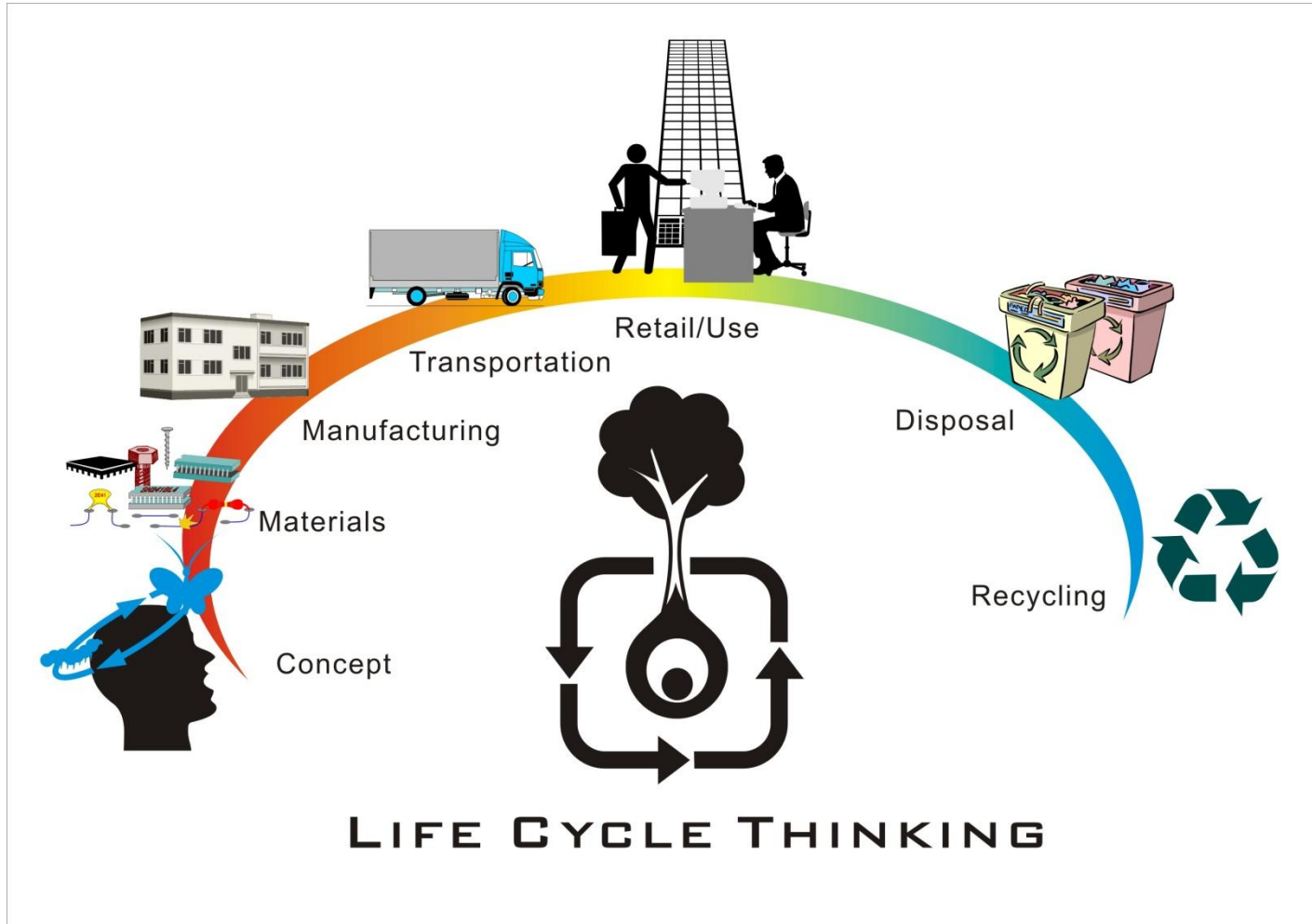
Ecology

**A simple
food web**



- Is there any green space around your site? If so...
 - The Wildlife Trust offer a ‘Biodiversity Benchmark’ to help you manage for biodiversity
 - General tips – plant wildflowers, put in bird boxes, plant trees (different types)
 - Go for native species if you can
 - Manage land in different ways – let some grass grow long, cut other areas regularly – this will encourage different species to grow
 - If you are very enthusiastic – look at putting in a pond or nature trail
 - Local environmental groups may be able to help, and you may have some green-fingered staff

Your Influence

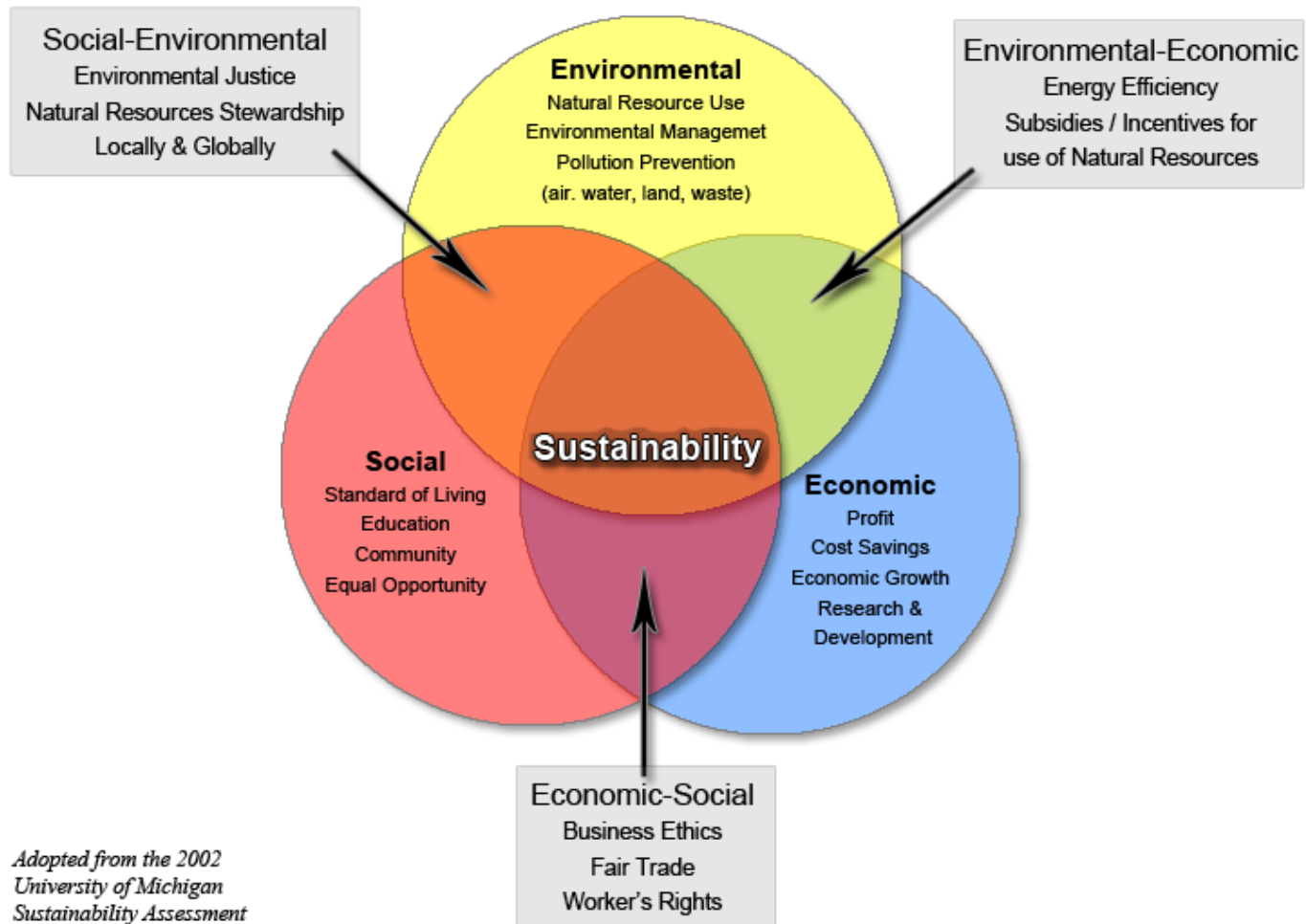


How can you make your products or services lower impact?

- Recycled content
- More efficient processes to reduce energy use
- Efficient delivery routes
- Reduce or remove hazardous content / material with heavy environmental footprint?
- Design with end-purpose recycling in mind
- Can you refurbish or recycle old products as well as sell new?
- How do you influence your buyers and supply chain? Do you ask environmental questions when you tender?

CSR

The Three Spheres of Sustainability



*Adopted from the 2002
University of Michigan
Sustainability Assessment*

- “Giving something back” to your community: schools, community centres, charities
- Donate staff time (1 day p.a.) for a ‘good cause’ - often becomes a teambuilding activity
- Donate products, goods or match funding
- Expertise – membership of boards or ‘pro bono’ time
- Ethical sourcing (fairtrade / safe / sustainable / eco-friendly)
- CSR also talks about staff training, health & safety, and customer satisfaction / market perceptions of your company
- It’s often a good area for getting positive PR coverage
- Brokers such as Be Involved, Leeds Ahead or BITC can help you, also can try your local volunteer bureau

The logo features the words "MAGIC" and "BULLET" in a bold, metallic, 3D-style font. The text is centered and overlaid on a dark background. A bright, glowing crosshair, consisting of a vertical and a horizontal line, intersects at the center of the text. The glow is most intense at the intersection point, radiating outwards in a soft, reddish-orange light. The overall aesthetic is sleek and high-tech.

**MAGIC
BULLET**

There are no magic bullets!

Accreditations

- BS8555 'Acorn'
- ISO14001, 16001, 14064...
- Carbon Trust Standard (+SME version)
- Carbon Footprints
- Carbon Offsets



Helpful
Tips

General tips

- Find your 'champions' – and celebrate them
- You need a link person in your organisation's senior management team – get them on board and get them to champion green causes & decision-making
- Don't try to do too much at once – pick your battles to focus on areas that most need work
- Shout about your successes!
- Network with others in similar positions in other places – they tackle the same issues & you can share solutions