



First Steps along the Green Path

Teleleads Ltd, a Petersfield based Telemarketing company have taken their first steps to becoming part of the Green Achiever Scheme. They are the first telemarketing company to join and are hoping that this will encourage other telemarketers to follow suit.

Teleleads specialise in business to business telemarketing and deliver results for their wide portfolio of clients throughout the UK. As the company continues to grow, Managing Director, Denise Effenberg and her team strongly felt that they needed to implement some form of Green Policy, but they were unsure where to start or how to go about it. Denise acknowledges "As a small business Green Achiever has been instrumental in helping us to understand and adopt those important first steps towards becoming green, and it has transformed our intentions into actions, with objectives that we can measure". The team at Teleleads are already pulling together to help each other with their new green commitments and they have their colleague Victoria Granger on hand, who the team have made their 'Internal Green Ambassador', to help with any green issues or queries as they arise.

The company has identified and complies with all environmental legislation relevant to its business activities, and currently reduces its impact on the environment by:

- Having an established recycling policy which includes paper, plastic, toners, electrical equipment and cans.
- Reducing energy consumption through using energy efficient light bulbs
- Managing resources and using eco friendly products, where possible.
- Supporting charities through donations.

Although Teleleads Ltd is already demonstrating a significant reduction in their environmental impacts, over the next 12 months we are also committed to:

- Developing a purchasing policy.
- Calculating our carbon footprint and investigating carbon offsetting
- Continually improving our recycling strategy and monitoring the volume of waste recycled.
- Increasing the volume of recycled products purchased.

Teleleads are self assessed with a current star rating of 3. Denise feels "Change in any business always takes a while to be implemented and totally complied with, however the team and I are fully committed to striving to achieving our policy and this is just the start of our commitment towards becoming green". She added "from now on we will be continuously looking at ways to improve and our next steps is to implement our goals and then to move towards achieving Silver standard with Green Achiever.

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