

**GREEN**

**ACHIEVER**

**ANNUAL**

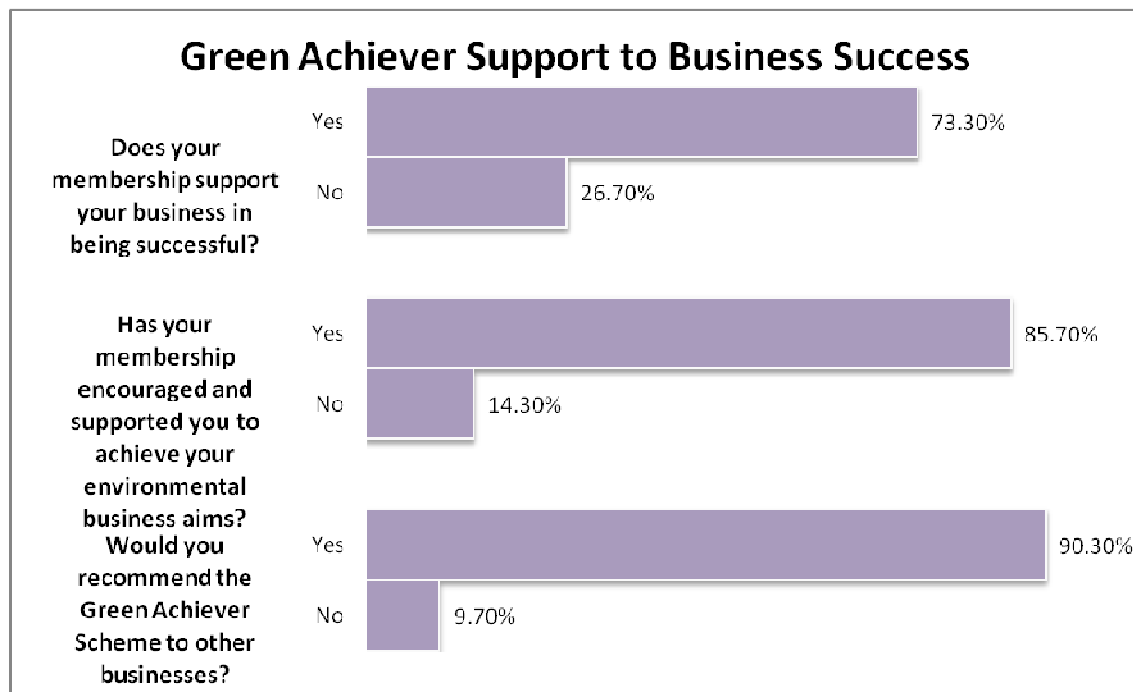
**SURVEY 2010**

## GREEN ACHIEVER ANNUAL SURVEY 2010

For the first time we have conducted a survey to review the Green Achiever Scheme from our members' perspective. Thank you very much to all those who participated in the survey at the end of 2010. The results have been very encouraging with regard to how we currently run the Scheme and there are suggestions for how we can support our members further through 2011. We will be looking to take these up over the next few months.

### SUMMARY RESULTS

Key headline results revolve around the links between membership of the Green Achiever Scheme, overall business success and support to achieve environmental business aims. Of those who responded:-



### Detailed Breakdown of Results

These results are particularly encouraging as the vision of the Scheme is to both encourage businesses in their desire to reduce their environmental impacts and further to support them to achieve this as easily as is possible. The process we use for this is to graduate our support through Registration, Self-Assessed, Silver or Gold levels.

The feedback and comments at these levels is:-

### Registration Level Services

- a) provide a free regulatory healthcheck report for all members on Registration. 72% found this report useful or very useful with a further 17% saying that it confirmed what they already knew.
- b) keep members informed about good environmental practices and regulatory changes. Over 90% of respondents found our two newsletters either useful or very useful.
- c) offer opportunities for our members to celebrate and advertise their green credentials to their customers, potential customers, stakeholders, etc through use of the Green Achiever logo and the Green Achiever Business Directory. Interestingly, while 74% of our members use the logo in their marketing only 25% use the business directory.

We had two suggestions relating to services in this area:-

- a) "Enable businesses to use the logo on their merchandise." - we encourage our members to celebrate their green credentials and use of the logo is one aspect of this. This is the link to the Registered Green Achiever logo - [click here](#) (if you need a hi-resolution image or different membership level logos please get in touch and we will be able to provide this for you).
- b) "Link businesses ... as part of membership services, like a supplier network." – this is an excellent suggestion and one we will look to take further through the year. Our business directory can currently be used as a supplier network (and indeed some of our members have done so and won and sourced contracts through this route) but we will be looking for how we can extend this, formalise and improve it further.

### Self-Assessment Level Services

- a) develop a bespoke Declaration of Environmental Commitment. 73% of those who responded found this either useful or very useful compared to 9% who did not find it helpful to them.
- b) provide additional information for members on areas where they intend to take action in the near future or on areas where they would like to investigate possible actions for reducing their environmental impacts. 62% found this information helpful while equal proportions (19%) either hadn't used the information or did not find it helpful.
- c) provide free access to our on-line environmental information library service – E4e-manager. The majority of members (58%) have not used the service but of those that have accessed the library, 66% found the information useful or very useful.

### Silver / Gold Level Services

- a) conduct an on-site environmental audit. 100% of our Silver member respondees found the consultant on the day to have been both informative and helpful with 60% of these reporting them to have been 'Very helpful'.

- b) provide a full audit report. Again there is a 100% positive response to the quality of the audit report.
- c) provide post-audit action and information. 75% of our Silver member respondents found this helpful and informative.
- d) press support provided (one of the services we offer our Silver members is to support them in promoting and celebrating their success with both their local and trade press). Continuing the positive feedback from our Silver member respondents, 100% found the press support helpful. On a further breakdown of the figures some of our members would have liked even more support so this is something that we can look to address going forward.

There were a number of general comments received that relate to 'Press Support' from registered or Self-Assessed members as follows:-

- "Better press support as one of our companies received this and the other one did not." and "I was unaware of any press support." As part of our aims to help businesses celebrate and promote their environmental credentials we offer professional press support for all our Silver and Gold Members. Over and above this we also try to spread the good practices of our members through our Green Achiever Newsletter on a monthly basis. Where possible we commission good practice pieces on our Self-Assessed members, especially those who have progressed in their star rating year-on-year. Further we try and introduce new companies when they come from a Sector we haven't previously featured, which are otherwise 'new' or 'different' or alternatively who contact us and request to be featured. If you would like to be featured in one of Green Achiever Newsletters or would like advice on how to promote your green credentials generally please do contact the Green Achiever team at [info@greenachiever.co.uk](mailto:info@greenachiever.co.uk) or call 01743 343403.

## Comments

Some members took advantage of the opportunity to make comments. Some of these have been addressed above and two further areas were raised as follows:-

- a) "Provide a cheaper upgrading alternative for sole traders / small businesses / cottage businesses." We endeavour to keep our costs as reasonable as possible in order to ensure the widest access to environmental advice. At just under £10.00 per month for self-assessed status we consider this to be highly reasonable and cost effective for most businesses to have on-going environmental advice and a bespoke environmental declaration.
- b) "How can Green Achiever be made more relevant to a small office situation?" This is a useful question in that it reminds us to ensure that the Green Achiever Scheme is appropriate for all sectors in the quality of advice we provide. One section of our [E4e-manager](#) on-line environmental library (access to this is included as part of the self-assessment package) is sector specific advice, the first sector being "Office and Administration". Some of the activities addressed include the purchasing of equipment, waste disposal, catering, building maintenance and energy use.

## **Improvement Actions**

As a result of the survey analysis and feedback we plan to concentrate some improvement energy to the following actions:-

- developing network options for members (suppliers network / self-assessed /silver members corner concept);
- providing extra Additional Information as integral to our Self-Assessment process;
- reviewing the press support for Silver and other members;
- consider the provision of sector specific advice in newsletters.

**January 2011**