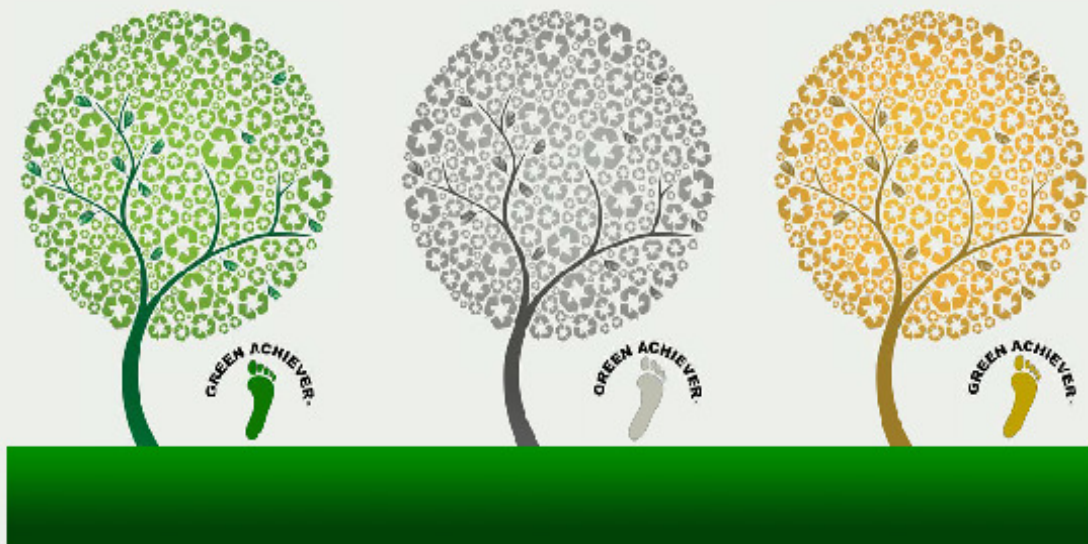




[www.greenachiever.co.uk](http://www.greenachiever.co.uk)

# Green Achiever Annual Report 2010



## GREEN ACHIEVER SCHEME – ANNUAL REPORT 2010

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## 1) **Introduction**

The Green Achiever Scheme was established by E4Environment Ltd and Carbon Earth Ltd in November 2007.

The aim of the scheme is to provide businesses with a structured approach to environmental management, while providing a renowned brand and business directory with which they can declare their environmental credentials.

The scheme is web-based to increase ease of access for all members. This, plus the online award framework and business directory, also enables customers and stakeholders to easily check a company's environmental commitments and impacts. The openness of the Scheme is integral to its integrity and a key aspect of supporting the 'anti-greenwash' that can abound in environmental declarations of some companies.

The advisory aspects of the scheme, which are integral to the award framework, are all designed to enable businesses to improve their environmental performance in a manner which is timely and simple for them. This involves different levels of commitment according to which standard your business is aiming for - Gold membership requiring the highest level of commitment and work.

## 2) **Achievements in 2010**

### Google Ranking:

- The Green Achiever Scheme website is ranked at number one when searched for from the Google search engine (for the words green achiever), with 211,000 mentions in the UK pages of Google and 1,420,000 mentions worldwide. Searching for "green business" also brings the Scheme up on the first page of Google.

### Website Visits:

- On average the Green Achiever scheme website has 200 unique visitors per a day, who total up 600 page views. This amounts to 70,000 site visits a year and over 200,000 page views.

### Awards:

- E4environment and the Green Achiever Scheme was a finalist for Best Small Business Award in the Shropshire Business Awards, 2010.

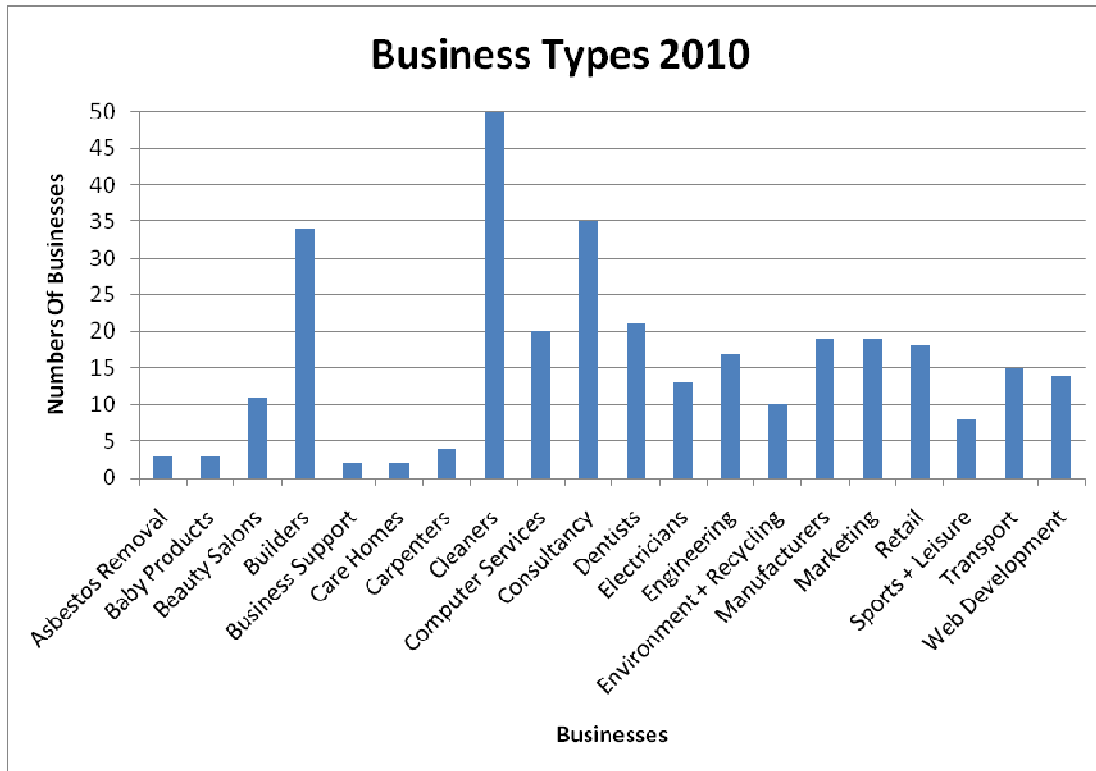
Press Releases / Coverage:

- The Green Achiever Scheme achieved national coverage in a Daily Express article about how businesses could take environmental action in March 2010.
- The trade body Manufacturing Northwest requested the Green Achiever Scheme write an advisory case study for Why Manufacturers Go Green. This has been placed on their website.
- Invited speaker at Federation of Small Businesses, WastePack Ltd and Business Environmental Support Scheme Telford conferences and meetings.
- Weekly coverage of Green Achiever members in national, trade or local press articles.

**3) Scheme Analysis:**

a) Breakdown by Business Type:

The graph below shows the breadth of the business types covered by new Green Achiever Registrations in 2010.



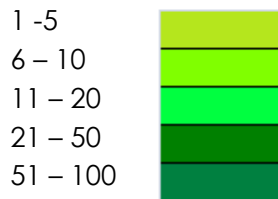
When comparing the numbers and types of businesses registering in 2010 to 2009 it is interesting to see that cleaners and consultancy are again the main spikes, although the number of registrations are up in both cases (by 8% and 20% respectively). The major changes however have been in building and construction – up 218%; dentists – up 250%; and lift engineers, installers and manufacturers. There have been 16 registrations of lift companies through 2010 while this was not previously noted as a specialist business sector.

It is interesting that the largest sector registrations span both the service and manufacturing sectors and it is encouraging that both recognise the value of taking their environmental impacts as a significant factor to their business success. It is interesting that although there have been registrations from the retail sector these are almost all on-line retailers and there has been a disappointing number of registrations from shops.

a) Breakdown by County 2010:

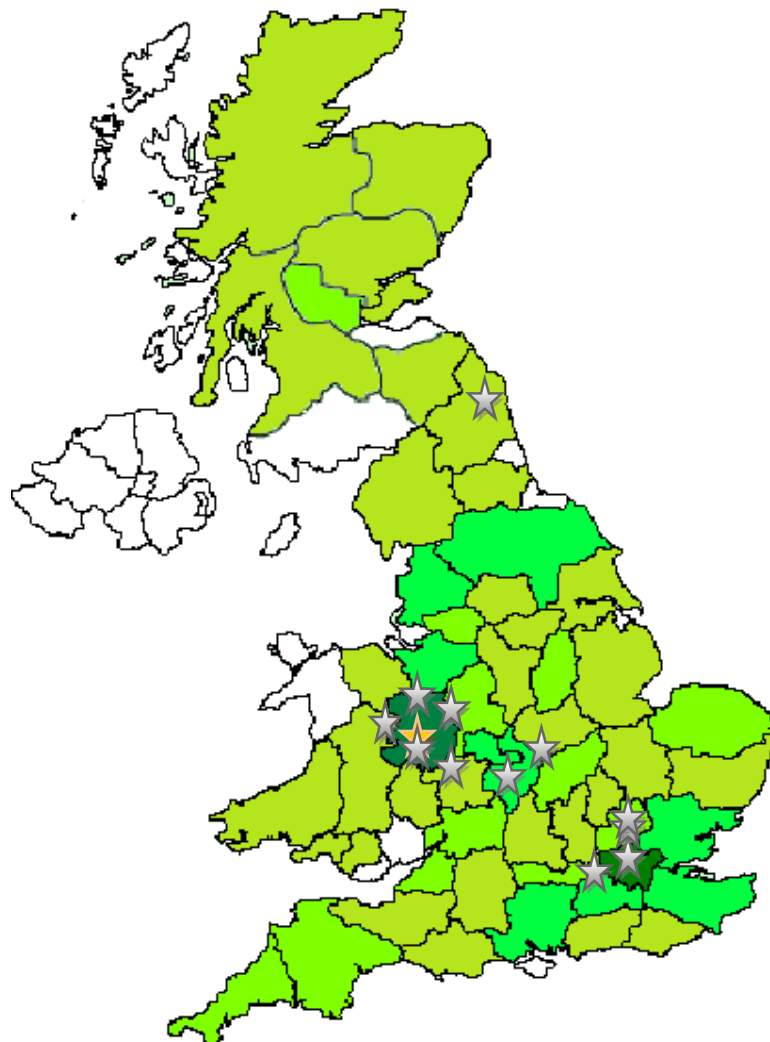
Key:

Amount of Registrations:



Silver Award     x10

Gold Award      x1



Breadth and depth of penetration by County breakdown:

The county coverage map indicates that the Green Achiever Scheme now has more or less full coverage of the British Isles (through 2011 we have also had registrations from Northern and Southern Ireland, the Shetland Isles and the Isle of Skye). We have also deepened the concentration in Shropshire and the West Midlands, the Liverpool to Manchester corridor and London and the South East counties.

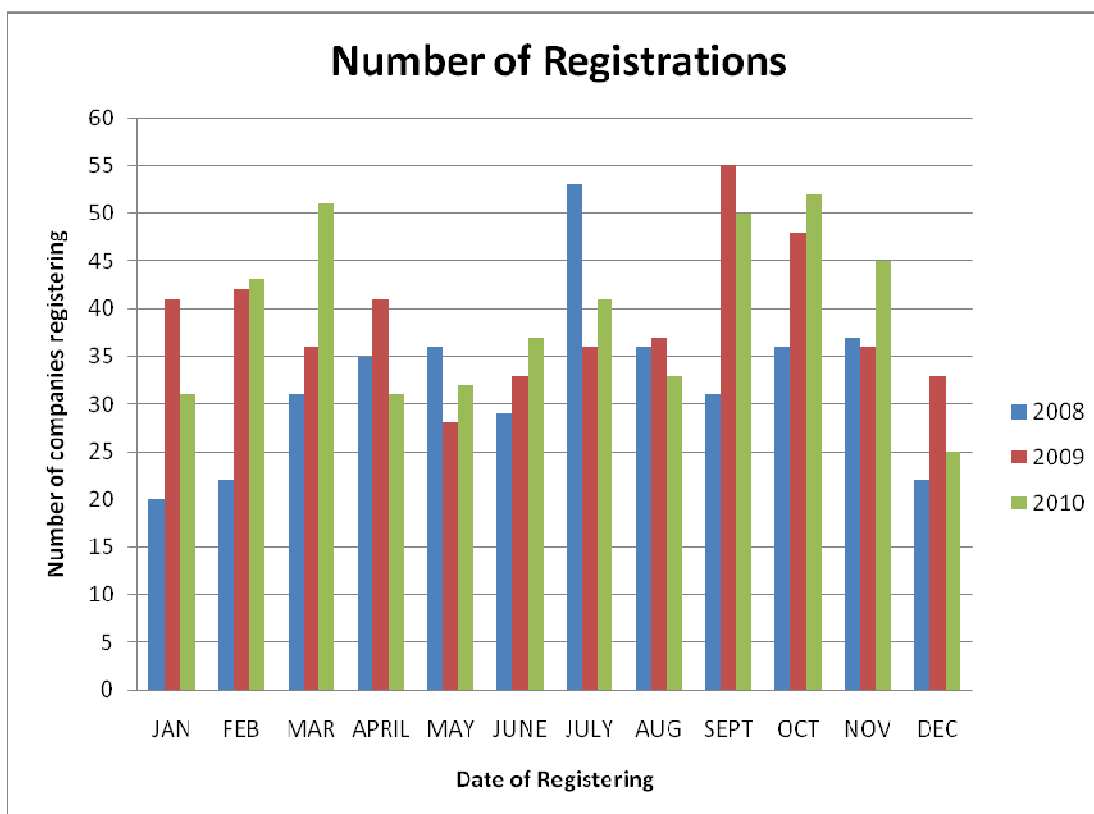
Interestingly, it appears we can draw links between membership and

- Business sector competition - concentration of registrations in varying trades for example;
- Locality of publicity – the case study publication for Manufacturing Northwest and the partnership with the Bike2Work Scheme which is based in Liverpool;
- Word of mouth business contacts – the concentration in Shropshire and the West Midlands where E4environment are located.

**4) Scheme Performance:**

a) Registrations

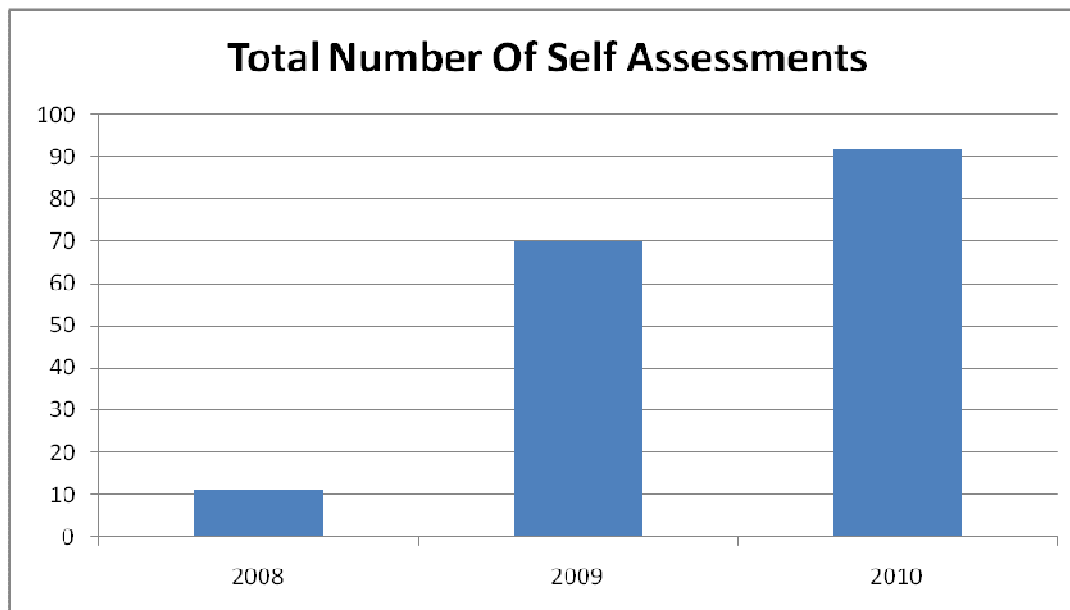
There has been a rise in the total number of Registrations through 2010 with an 8.5% increase over 2009 figures. The graph below shows a monthly comparison over the years 2008 (389 registrations), 2009 (472 registrations) and 2010 (512 registrations).



b) Progression to and Renewal of Self Assessed Membership Status

While registrations have only increased by 8.5% there has been a 30% increase in the number of members progressing or renewing their membership to self-assessed level when compared to 2009 levels. This is very encouraging as it shows that companies are willing to make extra steps to reduce their environmental impact.

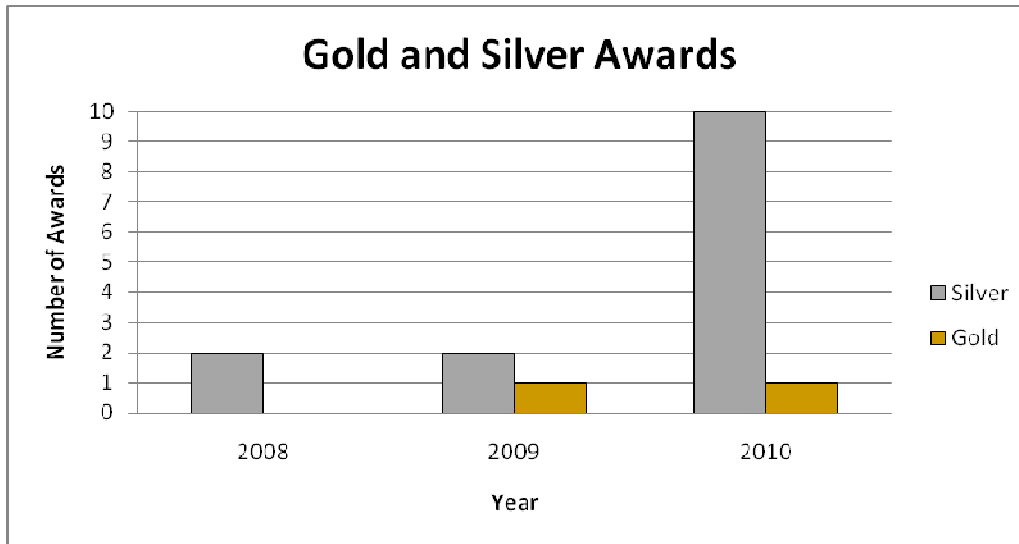
The graph below shows annual comparisons of self assessment numbers between 2008 and 2010. (The numbers of self-assessments to date in 2011 indicate that the positive continues.)



c) Achievement of Silver and Gold Award Status

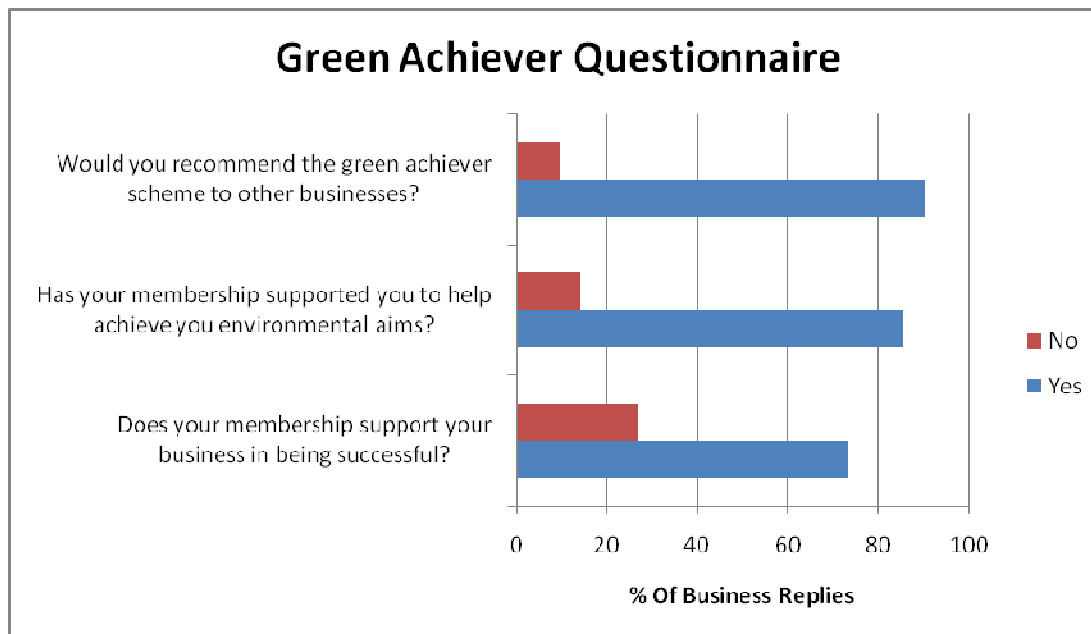
This is where we have seen the greatest changes in performance in the Scheme through 2010 with the number of companies advancing to the Silver Award increasing by 250% from 2009 levels. Most of the companies who have now advanced to silver have been signed on to the scheme for at least a year, which shows that small changes over time can make a large difference.

The number of companies advancing to the Gold Award has stayed the same as 2009 levels. To achieve Gold a company must demonstrate improvements against targets it has set (generally in their Silver award). The figures indicate that this highest level award is difficult to accomplish, and adds to the high credibility as only companies that have made significant effort are awarded it.



#### 5. Member Feedback:

In December 2010 we ran a survey of our members to request feedback from their perspective of how useful the Scheme was to their businesses and improvements we could make going forward. The graph below is a summary of feedback about the relationship of membership of the Green Achiever Scheme and business success.





The results have been very encouraging with regards to how we currently run the scheme. The suggestions as to how we can further support our members have been looked in to and we have been implementing these through 2011.

## **6. Plans for the Future / Next Steps:**

### Increasing Consumer and Brand Awareness:

The Scheme has become well established in the 3 years it has been running as the coverage and business sector maps both indicate. The brand awareness and continuing integrity of the Scheme are crucial to its on-going success and increasing growth and we will continue to invest effort in this area. Environmental credibility through supply chain management is taking a higher profile for many businesses and recognition of the Green Achiever logo as a marker of this will continue to enable businesses to win contracts.

### Improving The Services Offered:

Having reviewed the improvement action plans of our Silver Award members through 2010 and also the feedback from our end-of-year survey we are looking to develop the following key areas through 2011:-

1. Develop specific support programmes to address carbon management (ie. in the areas of energy management, waste minimisation, transport reduction and water usage).
2. Continue to build collaborative arrangements that enable our members to meet their regulatory and broad environmental ambitions more easily – eg. like our relationships with the Bike2Work Scheme, Wastepack compliance and our offering of the use of GRIPs to support the completion of packaging returns.
3. Investigate options for enabling our members to more easily network and share best practice.
4. We will work to raise awareness about the Scheme with some of the larger buyers including local authorities, supermarkets, the NHS, etc

### International Development

The Green Achiever Scheme has already attracted members from around the world in countries such as India, Cyprus, Canada, the USA, China and Ireland. We have been developing our capacity to expand and offer clients, initially in Australia and India, the full Green Achiever Service of self-assessment, Silver and Gold. Environmental concerns are trans-national so we're not planning on constraining the growth of Green Achiever national boundaries.

**June 2011**