



Green Achiever Newsletter (February 2010)

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Dear Deb,

So - belated Happy Valentine's wishes to you. The history of St Valentine's Day derives from a 4th century Roman priest martyred for aiding Christians. While we wouldn't advocate this ultimate show of dedication to a cause, there is the question of "How are you loving your environment?" Have those good idea resolutions for the New Year drifted and waned? Well the 14th February also marks the Chinese New Year and we have just entered the Year of the Tiger. Of the five symbols associated with the Chinese calendar, the Tiger is associated with the Earthly branch. So irrespective of all the recent controversy around the IPPC, is there climate change or not, are the facts true or made up, should the Committee resign, etc - this February still seems to be the month which encourages us to look at what we can do to reduce our environmental impacts. Think about reducing waste, increasing energy efficiency and/or reduce our use of raw materials.

Having mentioned the new-year resolution - yes I'm still achieving the two for one on environmental and personal well-being by car-sharing then running home (although I admit I've not been quite as keen as anticipated and only run once a week).

→ Two Alerts

- The first of this year's workshops will be running on Monday 15th March at Wednesbury Leisure Centre, West Midlands. We're holding two on one day - the morning session is an introduction to Greening your Business, the legislation and ways and means of dealing with the issues; the afternoon is about Saving Cash and Reducing Energy where we will have experts on-hand to help businesses discuss the real options for improving their energy efficiency. If you're interested in both or either session please contact Kelly Jones at kj@e4environment.co.uk or telephone on 01743 343403.
- 1) From Monday 1st March we will be changing our Green Achiever prices; the first time since we started the Scheme in 2007. From the 1st the prices will be as follows:-
 - Self-Assessment - £130.00 (including VAT)
 - Silver and Gold Awards - for businesses of 20 employees; £300.00. for businesses with more than 20 employees; £600.00.

→ Carbon Neutral Winter Olympics - really?

The Olympics started last Friday, 12th. A huge international event, requiring much travel, of athletes and visitors, a permanently glowing flame and whole new buildings and infrastructure to be constructed. So how does an organising committee plan for being carbon neutral and what happens to all the waste generated? The Vancouver Organising Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) has embraced the opportunity - and the responsibility - to take action on climate change by aspiring to be a carbon neutral Games. Through aggressive emissions reduction efforts, setting targets such as ensuring that 85% of waste generated in Games-time is diverted from landfill, and offsetting what cannot be reduced or eliminated, VANOC aim to achieve a carbon neutral direct footprint. In addition, VANOC invites partners, sponsors and spectators to help reduce the indirect footprint of the Games by offsetting a portion of their own Games-time travel. The organisers have introduced a Sustainability Stars Programme for the Games plus have numerous actions for involving athletes and visitors alike to reduce their carbon footprints and to raise awareness.

VANOC have put together an interesting Factsheet on The Carbon Management Programme for the Games http://www.vancouver2010.com/dl/00/19/23/vanoc-carbon-management-fact-sheet_60d-jJ.pdf which outlines what Carbon footprinting for the Games involves, their reduction practices and the offsetting programme.

A few gems of practice which have gained the Olympic Sustainability Stars include:-

The Olympic Torch - Ninety per cent of the materials used in the torch production, including the sheet moulding compound, were selected for their recyclability. The combustion system reduces as far as possible its greenhouse gas emissions and both the aluminium from the cylinders and remaining fuel will be recycled. The torch is designed and assembled in Canada.

The Medals - both the Olympic and Paralympic medals will contain recovered metal from electronic waste (also e-waste).

Olympic Transport - Games equipment and goods will be moved by train wherever possible. The new locomotives used emit 42 per cent fewer nitrogen oxides, and 67 per cent less particulate matter, than existing locomotives. On average, each train reduces the associated emissions of approximately 280 trucks from the road network.

Sponsor companies reduce waste and carbon footprint - The Molson Coors Vancouver brewery site is now generating 50 per cent fewer GHG emissions than the company average. Coca Cola will be using hybrid vehicles and energy efficient cold-drink equipment, and outfitting staff with uniforms made from recycled polyethylene terephthalate (PET) bottles, a type of plastic. Recyclables, including shrink wrap and cardboard trays,

will be returned to a recycling centre in Richmond, British Columbia, and 100 per cent of the plastic, single-serve beverage bottles consumed in Games venues will be collected and recycled. McDonalds will be providing source separation of organics, waste and recyclables at its Games-time restaurant locations. The venue restaurants will be outfitted with energy-efficient lighting and equipment that will be reused at other locations after the Games.

Future Green Transport - a number of advanced "green" vehicles that will be used by the safety and security inspectors at the 2010 Games. On-road performance data gathered from the project will help assess whether emerging vehicle technologies can help build future cleaner transportation systems.

It does seem like the organisers have made real efforts to build the whole environmental concerns into the early infrastructure of the Games, implementing supply chain thinking and green purchasing practices with sponsors and suppliers alike. <http://www.vancouver2010.com/sustainability/> So we can watch the Games with real enjoyment and continue to concentrate on and marvel at the bravery / sanity of all Luge competitors!!

Port Isaac (Cornwall) based Kernow Ecoclean provides an eco-friendly carpet, upholstery, mattress and curtain cleaning service for domestic and commercial clients in Bodmin, Wadebridge, Port Isaac, Padstow, Newquay, St Austell, Bude and surrounding areas. Keith Evans, proprietor at Kernow Ecoclean, said: "We are dedicated to providing first class, environmentally friendly cleaning solutions for carpets and soft furnishings. We use some of the safest and most effective products currently available. Our cleaning methods ensure that no toxic chemicals or sticky residues remain behind and the biodegradable products do not lead to rapid re soiling."



If you would like to feature in one of our newsletters, share your success stories, or provide a testimonial please contact deb@greenachiever.co.uk

Sincerely,

Mandy Stoker
Green Achiever Scheme