

Green Achiever Newsletter

August 2010

Dear Deb,

GREEN ACHIEVER NEWSLETTER AUGUST 2010

Summer is here (well the holidays anyway). The papers have been making a big thing of where the politicians are taking their breaks - vacationing or 'staycationing' and making links to the environmental credentials and carbon savings they are expecting of businesses. We have an item here on the actions many companies have been taking as members of the 10:10 campaign (see the June newsletter <http://www.greenachiever.co.uk/newsletters/ga-newsletter-june-2010.pdf>) to reduce their carbon emissions. We also feature some ideas for how businesses could reduce their office operating costs with some of the latest eco-gadgets.

We are celebrating another Silver Award for one of our Green Achievers - our co-shortlisted Finalist in the Shropshire Business Awards in fact - Solar Electronics.

So enjoy your break and come back refreshed with renewed energy for positively reviewing your environmental actions.

Mandy

Six Month Progress on 10:10 Campaign - ideas for action

In June we promoted the 10:10 Campaign to our Green Achiever members as positive action and commitment to reducing carbon emissions by 10% in 2010. The campaign has been gathering case studies and ideas of things many companies have done to achieve their commitments. There is a wide breadth of business types listed here so there should be some ideas for most Green Achievers to consider.

<http://www.1010global.org/uk/mini-case-studies>

Cost Reducing Eco Friendly Office Gadgets

Most businesses spend time reviewing their operating costs with a view to reducing these 'overheads' as far as is possible. Outlined below are 5 'gadgets' that may not only save on costs but are also eco-friendly products.

1. D1 Mini Atom PC

Despite this PC's size (it's as tall as a roll of scotch tape and measures 20cm by 30.5cm), the D1 Mini Atom PC packs the punch of any traditional desktop computer. This micro-machine was designed for office workers and runs Windows 7 and office suite software on its 2 x 1.66 GHz processor, while consistently using less than 28 watts of electricity. The D1 doesn't make a sound as it has no fan (it uses passive cooling). The D1 uses 80% less energy than other small form PCs which can cut utility costs.



2. Cables Unlimited Eco-Friendly Battery-Free USB Wireless Optical Mouse

Wire-free and battery-free. This *innovative wireless mouse* has eliminated the need to keep disposing of dead batteries. This eco-friendly mouse gets its power directly from its mouse pad using RFID technology. The mouse has two scroll wheels and six buttons, which will certainly fit the needs of the average office employee.



3. EcoStapler

If there were some alternative to metal staples, offices could save on supplies and the planet would waste less metal (Note - if the 10million office workers in Britain used 1 less staple each day we would save 20 tonnes of steel in just 1 year). The inventive *EcoStapler* uses no staples and can clip up to three sheets, using a folding technique, in a single squeeze. It costs about as much as a traditional stapler and is perfect for attaching memos and cheques, while eliminating the need for paperclips.



4. Desktop Water-Powered Calculator

This *water powered desktop calculator* is a really simple eco-friendly office product. Fill it with a splash of water every few months and this calculator works. Its electrodes power the calculators 12-

digit display without a single battery. This product may well revolutionize the eco-friendly market.



5. Move Eco Plus DAB Radio

The *Move Eco Plus* rechargeable DAB digital and FM radio would fit brilliantly on any desk. Use the built-in speaker or headphone jack to stay entertained throughout the week, as this portable radio can play 40 hours of digital music on a single charge. Stay in tune and save some electricity with the *Move Eco Plus* DAB Radio.



SOLAR ELECTRONICS GOES SILVER

Always keen to be a responsible business, Bridgnorth (Shropshire) based online printer ink superstore Stinkyink.com has taken its existing efforts a further step by being professionally audited to silver status under the Green Achiever scheme. Besides a staff car-share scheme, major efforts to cut electricity use and minimise waste from in-house printing, recently Stinkyink.com has given customers a new way to be eco-friendly. They can visit the Recycling Page (www.stinkyinkshop.co.uk/blog/recycling-empty-cartridges), download Freepost labels and thus recycle cartridges appropriately, easily and for free.

John Sollars, managing director of Stinkyink.com says: "We are a small business with a big conscience. We need to look after our planet and the Green Achiever audit allows us to demonstrate our 'greenness' to customers. It has also given us a strategy to build on our achievements, so we're aiming for Gold next year."

www.stinkyink.com



Sincerely,

Mandy Stoker
Green Achiever Scheme