



Green Achiever Newsletter

August 2011

Dear Deb,

August - the time when many people take holidays. Last year the phrase "stay-cationing" really seemed to take off but it hasn't been as prominent in the press over recent months. While much of the rationale for staying at home was financially driven, many also claimed staying put was about reducing their carbon emissions. In this newsletter we discuss the issue of Carbon Management and offer some definitions of familiar phrases - footprinting; off-setting, Life Cycle Analysis, as well as offering some options for managing the overall issue of carbon reduction.

Rather than focussing on specific members this month we have done a brief summary of our recent Silver and Gold Award members, reviewing the most common areas of achievement and also the planned actions going forward. If, after your holiday, when you return fired up with renewed energy and enthusiasm, you would like to progress your membership to Silver or Gold status then just call us on 01743 343403 or drop us an email at deb@greenachiever.co.uk.

Have a good summer

Mandy

Carbon Management

"Carbon reduction"; "Carbon footprinting"; "Carbon offsetting". What are they? How do you do them? Are they worth it? How far can you go? How do you measure it? These are all questions you as our members regularly ask us.

So let's start with a few definitions:-

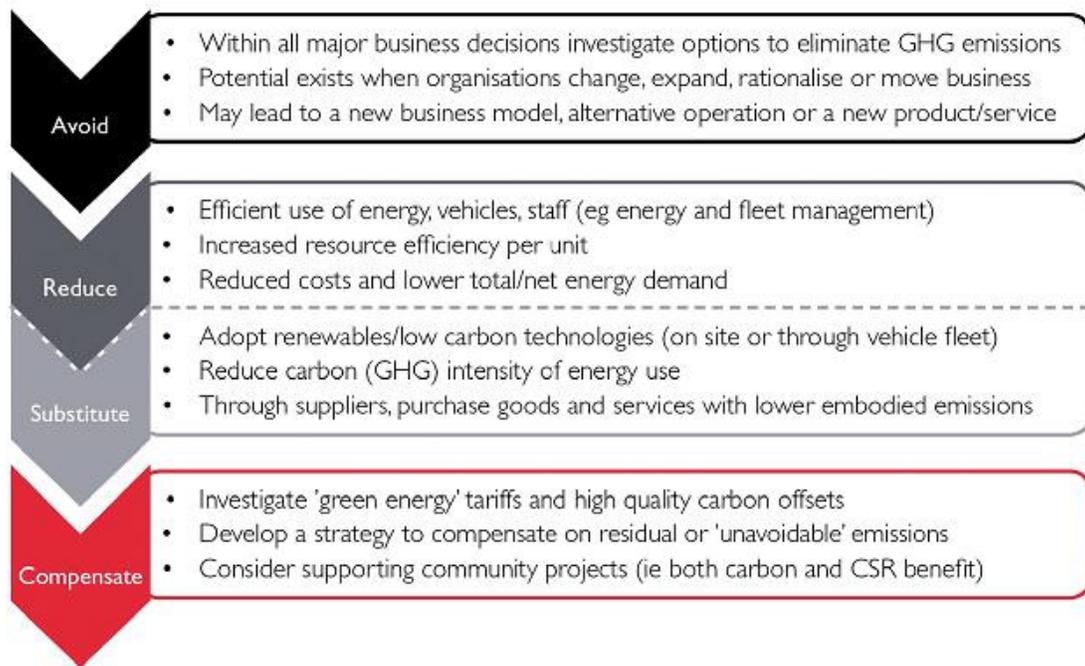
1. Carbon Management - an all encompassing process that seeks ways to control and reduce carbon emissions within an entity/organisation/site;
2. Life Cycle Analysis (LCA) - usually used to make comparisons of impact through changes in a process or material, etc (complex data gathering and interpretation);

3. Carbon footprint - total set of greenhouse gas (GHG) emissions caused by an organisation, event, product or person usually measured in units of carbon. A good way to make a baseline measurement from which to make improvements, monitor and review performance;
4. Ecological footprint - like a carbon footprint except units are based on land/space equivalents to support the activity /entity;
5. Carbon calculator - a tool that will quantify the amount of carbon generated as a result of an entity's activities. It generally includes measuring electricity, gas, fuel and travel. For benchmarking need to use the same calculator.
6. Carbon offsetting - compensates for carbon emissions by paying someone for a carbon dioxide saving elsewhere - eg. through increase in tree planting.

Deciding what approach to take will be affected by the initial company purpose. Are you looking to reduce your operating costs and manage resources more efficiently? Are you looking to compare one process with another or is the primary objective more about brand and corporate image? Depending on the answers here will then enable a company to decide whether they are after a carbon review, a full carbon programme, wanting to carbon offset, etc.

In environmental terms, good practice would dictate that organisations implement the Greenhouse Gas Management Hierarchy:- avoid, reduce, substitute then compensate.

The greenhouse gas management hierarchy



There are numerous tools and organisations tailored to support companies look at the whole area of carbon management. Green Achiever members can take advantage through the following routes:-

- Use of our carbon calculator at <http://www.greenachiever.co.uk/carbonemission.asp>
- Accessing tailored advice and support provided a part of the Silver Review process
- Accessing the E4environment Carbon Management Programme for focussed advice on energy, waste, transport +/- water usage and reduction options.

Other tools include:-

Changing Habbits - a tool for enabling individuals and companies to represent their carbon usage in the form of person. <http://www.changinghabbits.co.uk/>

10:10 - an organisation supporting, advising individuals and companies on how to cut carbon 10% at a time. <http://www.1010global.org/uk/about>

If you are interested in talking about carbon management please call the Green Achiever Team on 01743 343403 or email deb@greenachiever.co.uk

Going Silver - Going Gold

This year has seen a big increase in the number of our members wishing to receive a more in-depth environmental review and go for Silver Accreditation or progress their current Silver to Gold. We have also been able to celebrate our first **Double Gold achievement for Lanyon Bowdler.**



So what have been the key common features?

1) Ensuring compliance and developing understanding of the regulatory frameworks. For example around the Duty of Care Obligations for waste management. The rules here are fairly clear but as with all regulations there are some grey areas and these are issues that we have been able to clarify and resolve. Further, regulations change over time, are updated, have different thresholds where they kick-in, etc and these are clarified for how they apply to each separate business.

2) Supply chain advice. Silver members are often looking to work with 'like' companies

so it is a common thread that they will be looking at their whole purchasing process and reviewing what they ask their suppliers in terms of environmental credentials.

3) Monitoring of data. It's the old saying of "You can't manage what you don't measure". A familiar outcome for Silver members is that they will start monitoring their energy or water usage or waste output in a more robust fashion to enable them to target the most beneficial impact areas.

Crucially, over time the feedback from our Silver and Gold members comes down to commercial value as well as environmental good practice. Savings made from reducing waste at source are financial. Contracts won or doors opened on the back of having an environmental accredited status simply makes sounds business sense.

As a recent Lloyds TSB Commercial survey found, 91% of small firms had taken steps towards becoming more environmentally sustainable and a third of those had seen growth on the back of these initiatives. The growth in the number of our members looking for more in-depth accreditation of their practice and advice on areas for improvement appears to mirror this.

If you are interested in progressing to Silver and on to Gold please contact Deb on 01743 343403 or deb@greenachiever.co.uk

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Sincerely,

Mandy Stoker
Green Achiever Scheme