



Green Achiever Newsletter

July 2011

Dear Deb,

A recent survey has found that London commuters are the country's greenest! The carbon footprint of the rush hour period was assessed with results showing that London commuters release the lowest rush hour carbon emissions in the UK at 1.35kg CO₂ per person each day. This is largely owing to the capital's well established train, bus and tram networks but is also attributed to the recent increase in use of bicycles, including the infamous 'Boris' bikes.

Have you considered using an alternative to your car for getting to work, such as using a bike, public transport or walking? The Bike2Work Scheme (www.bike2workscheme.co.uk) is funded by the Government's Green Transport Plan and has been set up to not only encourage a healthier lifestyle and reduce environmental pollution but also to provide low cost bicycles to members' employees. Car sharing is also a way to cut down on emissions and save money (www.liftshare.com). Some companies may offer incentives to employees who choose to use alternative means of transport.

So, why not give it a go? Even cutting back on car use for one day a week will make a big difference.

Mandy

The Green Achiever Annual Report 2010

The Green Achiever Annual Report 2010 has recently been published with some very encouraging results. The scheme is continuing to grow in number and also throughout the different sectors of industry with some areas, such as cleaners and builders, seeing large increases. There has been a large increase in members progressing or renewing membership to Self Assessed level as well as those achieving Silver or Gold awards.

A copy of the report can be viewed online at <http://www.greenachiever.co.uk/newsletters/GA-Annual-Report0indf> . Some of the highlights include:-

- A trend for more in-depth accreditation than in 2008 or 2009 with the greatest increases in level of award being made is companies wanting Silver status - a 250% rise - and in self-assessed status - a 30% rise. Both of these levels of award indicate companies looking for greater credibility and recognition for their environmental

position.

- A change in the types of businesses signing up for membership with large increases coming from the building and construction sector. While numbers continue to be high in service sector registrations (consultancies and computer services for example) there have also been high numbers registering from the engineering and manufacturing sectors.
- There are some noticeable geographical concentrations; for example, 50% of the Gold and Silver Awards are in Shropshire; and Yorkshire has more than twice as many new registrations as many other county areas.
- Over 200,000 mentions of the 'Green Achiever Scheme' on the UK pages of Google compared to 23,200 in 2009.
- Over 70,000 unique visitors to the website in 2010 compared to 13,000 in 2009.



London Olympics 2012 Sustainability Report

Following the disappointing decision by the Olympics Delivery Authority (ODA) to not install a wind turbine at the Olympic Park last year, it has recently published its 'Sustainability Report' for 2010, outlining ways in which the carbon footprint of the Olympic Park construction and staging of the Games has been reduced.

The report details the many ways in which London 2012 is considering sustainability by addressing five themes - climate change, waste, biodiversity, inclusion and healthy living.

Some key points that have been raised are -

- The construction of the Olympic Park is almost complete and has been built to stringent sustainability targets.
- The delivery of 'low carbon Games'. The London 2012 Organising Committee (LOCOG) has managed to avoid more than 100,000 tonnes of carbon emissions owing to its venue design, procurement policy and use of materials.
- LOCOG has a rigorous sourcing strategy where businesses must demonstrate their sustainability and green credentials.
- London 2012 has demonstrated an inclusive approach to allow the widest possible group of people to be part of the Games.

LOCOG CEO Paul Deighton commented: 'I'm proud that sustainability is an important part of how we do business. The work that has been done on integrating sustainability into food, logistics, transport, ceremonies, technology and event management has

uncovered opportunities that have not been realised before in an Olympic or Paralympic context. This report outlines the work that has gone into making the Games as sustainable as possible. There is still much to be done, but we are well on track to achieve some fantastic results.'

www.london2012.com/publications/london-2012-sustainability-report-a-blueprint-for-change.php

Company Profiles



How Can We Help You? Goes GOLD

Surrey (Walton-on-Thames) based Eco caterers and events management company How Can We Help You? signed up to the Green Achiever scheme a year ago and went straight to Silver status. A year later they have now attained the Gold award. Darren Allen, managing director at How Can We Help You?, said: "As a conscientious business working hard to reduce our carbon footprint and environmental impact it is fabulous to receive this recognition. We are not planning to stop here either - with a new eco friendly premises under construction and continuous operational improvement a priority. We feel that holding this status is the way forward in our industry and makes us stand out from other catering and events companies."

www.hcwhy.co.uk



Kibworth Harcourt (Leicestershire) based Senso Group Ltd **develops electronic point-of-sale solutions and 3D visual merchandising to the hospitality and retail industry.**

Sarah Herrick, office manager at Senso Group Ltd, said: "At Senso Group we are always looking at ways to reduce our carbon footprint so it's great to be a part of the Green Achiever scheme. Our main focus is to reduce waste and increase recycling in the office and on-site. For example, regular installation of till systems at clients' premises has, in the past, resulted in a lot of unwanted packaging material. However, our items are now wrapped and boxed using the minimum amount necessary and combined with our package recycling scheme there is zero waste and nothing gets thrown away."

www.sensogroup.co.uk

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Sincerely,

Mandy Stoker
Green Achiever Scheme