

Having trouble viewing this email? [Click here](#)



Green Achiever Newsletter (June 2009)

In This Issue

[Warburtons](#)

[Green Tourism](#)

[HangSavvy](#)

Quick Links

[Register Now](#)

[More About Us](#)



World Environment Day (WED)

Warburtons held a Green Week to coincide with WED on 5 June 2009.

Some of the activities they promoted were:

- Staff car tyre pressure setting.
- Fuel efficiency driving lessons.
- Promotion of recycling.
- Energy saving suggestion scheme.
- Childrens competitions.

Maybe this is something that your company could do in the future.....

Dear Green Achiever,

Greenwash can create a negative marketing response and several companies have fallen foul of this including the likes of Shell. The Government is increasingly concerned about misleading claims and the confusion that labels can cause consumers. On the one hand, this demonstrates how important and powerful green credentials are as a way of marketing goods and services which, for those that are genuinely doing their bit, is great. However, would a Green Achiever ever be classed as green washing?

The simplicity of Green Achiever means that a member can sign up and commit to as much or as little as it feels is right for its size, activity and market place as it likes. Each member declares publicly through the website what it is doing and what it intends to do in the short to medium term. The consumer (on seeing the Green Achiever logo and web address) can visit the website, look up a business and see for themselves what they do. The customer can then decide for themselves whether the actions taken satisfy their standards.

This Scheme is your Scheme and its credibility is down to you. Our role is to help and support you to get your message across and raise awareness about environmental issues with you, our members, and your customers. Coming up this summer, we intend to offer workshops to companies that want to know where to start, simple ways to make a difference, reduce costs and how to make the most of the marketing opportunity. If you're interested in coming along to a workshop (numbers will be limited) please e-mail us at caroline@greenachiever.co.uk

→ Green Tourism

We have a week of sunshine and suddenly the World seems a better place. Holiday's come to mind and the annual search for places to go and where to stay and eat begins. For those of you that want to have the option of staying in a hotel, guest house or b&b where they have an awareness of the environment, then take a look at our Directory. For any business in the tourism sector, why not have a look at the dedicated Green Achiever page and register today.

→ HangSavvy