

Green Achiever Newsletter

June 2010

Dear Deb,

So what did you do for World Environment Day (WED) - Saturday 5th June? Give up the car for the day, car share to work, give up plastic bags, plant a tree? Commemorated on 5 June since 1972, WED is one of the principal vehicles through which the UN stimulates worldwide awareness of the environment and encourages political attention and action. Green Achiever tweeted about it so hopefully it didn't pass you by (if it did then link up as one of our followers on Twitter www.twitter.com and don't miss out on future information). For me it was giving up the car and making sure I didn't just delay everything until Sunday!

So this month we are celebrating with Sherrington Waste Management who has achieved Green Achiever Silver status. They are based in the heart of Birmingham and are our first waste transfer station to achieve this level of award - well done to them.

E4environment also has its own celebrations in that we were finalists in this year's Shropshire Business Awards for Best Small Business - a great achievement in this our 10th anniversary year. We are promoting the 10:10 campaign to you and have some reminders of things we're running over the next month.

It's a full working month again so plenty of time to get into the 10:10 campaign and start reducing your emissions.

Mandy

THE 10:10 CAMPAIGN

Have you signed up to be a part of this campaign to reduce Britain's carbon emissions steeply in 2010? If you have then you will know that your specific role in the campaign is to commit to reducing your own emissions by 10% in 2010. It's a simple message - possibly a big ask - but we have to start somewhere.

With climate change everyone talks about long-term targets - Britain is committed to an 80% cut by 2050 and at least 34% by 2020. Scientists say it won't be possible to meet these targets without the right action now and that means cuts of around 10% in the very near future. For businesses just starting out on this road the 10% target will be easier - get the low hanging fruit of eliminating waste, increasing efficiency, etc. For others who have already taken significant steps, 10:10 will mean guaranteeing a cut of at least 3% in a single year and aiming to go further.

10:10 focuses on four main areas that contribute to carbon footprints - grid electricity, on-site fuel use (gas for most businesses), road transport and air travel, and encourage businesses to reduce 10% overall across these. As 10:10 aims to reduce emissions directly the campaign does not recognise any form of carbon off-setting as counting towards the 10% cut.

There is a lot of support available on the 10:10 website and this is regularly updated. We also support you with advice on how to cut carbon in your supply chain, low carbon procurement, and our July 1st Workshop is specifically focussing on increasing your energy efficiency.

So why not join up - the campaign kicked off last September and the aim is to get signatories through until the end of this month so everyone is working to achieve their reductions from July onwards. So don't delay - sign up today and join other Green Achievers in taking practical and measurable action. <http://www.1010global.org/uk/business/join>

REMINDERS AND INFORMATION

1) Energy Reducing Opportunities - Green Achiever Workshop, 1st July 2010. A reminder of our Environmental workshop - Thursday 1st July, 2010, at Holborn Studios, London .

<http://www.greenachiever.co.uk/workshops/workshop-010710.pdf> We are 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 are interested in both or either session please contact Kelly Jones at kj@e4environment.co.uk or telephone on 01743 343403.

2) It is E4environment's 10 year anniversary this month. We are planning a party (on a non-World Cup day) and will be making up 'goodie bags' for our guests. If you have fun items that you would like us to include to promote your business please get in touch with Deb Cairns on 01743 343403 or deb@greenachiever.co.uk.

3) You can still use the Green Achiever website to advertise your business. The site is the top entry on Google for 'Green Business' and is on the Google front page for 'Green Businesses.' Our site gets over 20,000 hits a week and regularly 1,200 - 1,500 visits a week. We know that our members use the Business Directory to find suppliers so how about using our front page for advertising your business? We have put up a rolling example on the Green Achiever website homepage so follow this link www.greenachiever.co.uk to see the space. For just £30.00 a month, £150.00 for 6 months (ie. one month for free) or £285.00 for a year (ie. 2½ months free) you could use this space and reach those people looking for 'Green Business'. Call Deb on 01743 343403 or email deb@greenachiever.co.uk to book a space.

4) E4environment will be moving offices at the beginning of next month. Our new address will be:-

Suite 2 · Canon Court North 2 · Abbey Lawn · Abbey Foregate · Shrewsbury · SY2 5DE

Our telephone and fax numbers will remain the same.

Company Profiles



- SILVER STATUS

Sherrington Waste Management achieve Silver

Established 40 years ago, Sherrington Waste Management (SWM) is a family run business based in Birmingham. The company specialises in recycling domestic, commercial and industrial waste from all over the UK and processes approximately 9000 tons per year. The two founders of SWM, who are both in their 70s, still work in an advisory capacity for the company, which has recently attained Green Achiever silver status. Director June Harrison, said: "We are the first waste transfer station to gain silver and it coincides very well with a new Willmott Dixon contract secured for Birmingham City Council. We currently recycle 86% of the waste we process and aim to increase that to 93% in two years time."

www.birminghamskiphire.com

Traditional & Green



Traditional and Green is a Halesworth (Suffolk) based period and ecological home store, which supplies traditional building and ecological materials through its shop and online store. Director, Chris Rickssaid: "The store demonstrates the virtues of being ecological. It's heated purely by air source heating and a wood burning stove from Dunsley Stoves, both products of which are retailed and fitted by us. We have a passion for natural items but are careful to steer away from gimmicks which have a short life span. The store displays an array of recycled products small and large, including sheep's wool insulation, bamboo towels, recycled glass, eco paints and wormeries to name but a few. All are made using traditional techniques and we have commissioned local crafts people such as our own blacksmith and joiner to ensure authenticity and flexibility. We encourage customers to come and browse our shop, where we can offer advice about making good ecological changes whilst enhancing their life style."

www.traditionalandgreen.co.uk

Sincerely,

Mandy Stoker
Green Achiever Scheme