

Green Achiever Newsletter – March 2010

WATER WATER EVERYWHERE AND YET

Dear

So officially Spring is almost here (or depending on when you read this have you noticed that Spring is here?). The 20th March is the vernal equinox, the date that most of us recognise as symbolic of changing seasons. It certainly does seem to be changing at the moment - daily rather than seasonally though! At least it's getting lighter in the mornings now so it's a more gentle awakening – and on the environmental side, it's less energy consuming as we don't need all the lights on for so long!

For those of you on the Christian calendar – are you doing something environmentally friendly for Lent? Reducing your fuel consumption by car sharing or getting the bus/train more? Reducing your waste by recycling all your used paper? Or is your business purchasing off eBay or Freecycle instead of buying new?

Whatever it is you're doing, March and Spring sees many new beginnings – what will yours be to increase your environmental credentials this year?

Opportunity to Advertise on the Green Achiever Website

The Green Achiever website is now 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.

World Water Day – Monday 22nd March 2010

The international observance of World Water Day is an initiative that grew out of the 1992 United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro. This year UN-Water has chosen "Clean Water for a Healthy World" as the

theme for World Water Day 2010. The overall goal of the World Water Day on 22 March 2010 campaign is to raise the profile of water quality reflecting its importance alongside quantity of our water resource.

The Environment Agency has developed a very useful guide for business related to the efficient use of water. Some of the top tips include:-

- the enhanced capital allowance scheme. This is a tax break that allows businesses to claim 100 per cent first-year capital allowances on investments in technologies and products that support sustainable water use, eg efficient taps, leakage detection equipment and flow controllers.
- Consider reusing process water and investigating alternative water sources, eg rainwater.
- Fit water-minimising controls, eg push taps, low-flush toilets, flow regulators or restrictors. The payback period for installing flush controls on urinals can be as little as five weeks.
- Reduce your wastewater costs. There are two types of wastewater from an industrial business - sewage and trade effluent. Sewage is the water - including rainwater - collected from any of your drains that are connected to the mains public wastewater network. Trade effluent is liquid waste produced as part of any trade or industry that is discharged from your premises to the public wastewater network. You can cut your wastewater costs by reducing the amount of wastewater generated overall, reducing the strength of the trade effluent and reusing wastewater wherever possible.

<http://www.businesslink.gov.uk/bdotg/action/layer?r.s=m&r.l1=1079068363&r.lc=en&r.l3=1080452940&r.l2=1082899409&topicId=1082899409&r.i=1080460101&r.t=RESOURCES>

Sustainable Routes Project in Thames Valley (Milton Keynes, Oxfordshire, Buckinghamshire and Berkshire)

You recall in December we told you about our partnership with the Bike2Work Scheme, a new nationwide initiative that aims to get the country's workforce out of their cars and into the saddle? Well here is some information about a European funded Scheme that also focuses on businesses making smarter travel choices.

Sustainable Routes is a pioneering scheme, funded by the European Regional Development Fund (ERDF), available to businesses with 5 to 250 employees in Oxfordshire, Buckinghamshire, Milton Keynes and Wokingham that focuses on smarter travel choices. The £1,000 grant, which needs to be matched pound for pound by the business, will be awarded towards the cost of implementing an

initiative. The grants could be used for a multitude of options such as consultancy on remote working infrastructures, developing flexible working policies, video conferencing equipment and fuel conversion.

The Pinewood Studios Group is one of the first companies to be awarded the grant of £1,000 to help reduce the cost of their business travel. The grant will help the Studios implement a company-wide Travel Plan that encourages more sustainable travel for the tenants, staff and visitors, a reduction in the number of vehicles arriving at each of their three sites every day and an overall reduction of CO2 emissions.

A free Shuttle Bus Service is provided for people working or visiting the Studios and the grant will fund equipment to enable the tracking of vehicles so that waiting passengers will be able to view the location and estimated time of arrival of their bus in 'Real-Time' on a new T.V. monitor at the bus stop or even from their computers. The introduction of this system is estimated to reduce CO2 emissions by around 1055 tonnes every year.

Graham Clarke of The Pinewood Studios Group said: "The Sustainable Routes grant is really easy and quick to access. I can't think why any small business that is active in reducing their travel costs and CO2 emissions wouldn't apply for the £1,000."

To find out more about Sustainable Routes visit www.sustainableroutes.co.uk



Company Profile