

EXTRA BENEFIT TO YOUR COMPANY

- You will save money with lower utility bills, waste disposal and transport costs.
- You won't be criticised by your staff or your customers for being more environmentally responsible and in fact you are likely to be applauded for helping to make a difference.

LIVING PROOF

CALVERT TRUST EXMOOR

Calvert Trust Exmoor is an outdoor activity centre in North Devon for people with disability; their friends and family. It was established in 1996 and has 3000 guests annually. They recruited Global Action Plan's (an environmental charity focusing on environmental behavioural change, providing planning and advice for SMEs.) *Envision* team to help assess energy, water and other resource use against good practice and identify where environmental and cost savings could most easily be achieved.

THE RESULTS

They adopted ecological cleaning products and reduced water usage avoided a £25,000 investment in a larger waste water treatment facility. They made an 11% saving in water consumption, equating to 380 cubic meters each year. Annual heating costs reduced by £3,000 - £4,000 and £15,000 was saved annually through diversion of waste from landfill to secondary aggregate to be used on multi-ability forest trails. They are also moving to environmentally friendly stationery and investigating the feasibility of wind turbine and biomass heating for the entire centre.

WHO ELSE IS MAKING A POINT?

Many companies throughout the UK understand the real business benefits that can be gained by reducing resource use. Here are just two:

- **Harpers Home Mix** – in the animal feed sector with 27 employees, based in the South West. Established 10 years ago in North Devon, they produce up to 80,000 tonnes of high quality animal feed per year with a turnover of £1.5 million. They carried out an energy audit, investigated costs and benefits of entering a sector Climate Change Agreement, introduced electrical and thermal efficiency options and delivered BS 8555 training for staff.

The Results: They improved operational capacity by an estimated 10% through energy efficiency measures, identified energy savings worth £30,000 per annum, reduced CO₂ related costs by £15,000 through entry into a Climate Change Agreement and profits increased by 20% through improved process efficiency. They are also thinking of installing an energy recovery system using waste products and looking at the potential for manufacturing bio-fuels for transport, whilst using the by-products as a animal feed additive.

- **Torrington Stone** – an aggregate company operating a quarry near Bideford since 1985. They supply crushed, screened and natural stone in North Devon for domestic, agricultural and industrial use. They identified current regulations, carried out a survey into reducing impact of noise on the local community, drew up proposals to make their site more wildlife-friendly and received environmental training, enabling staff to understand environmental issues.

The Results: £1,500 a year saved on diesel fuel costs after replacing diesel power with electric, CO₂ emissions and fossil fuel use reduced, the working life of the quarry was extended by recovering waste stone from the site into usable products through use of modern screening machinery and the noise pollution was reduced and wildlife actively encouraged onto the site. They are also looking to explore a new business opportunity of crushing and storing recycled glass at the site and working towards national environmental standards to reduce costs further and tap into new “green” markets.

WHY IS THIS IMPORTANT?

- Consumers say that a company’s performance in addressing environmental problems affects not only how much they trust the company but also whether they would buy its products.
Source: The McKinsey Quarterly – March 2008
- Concern for the environment came top in a survey of the British public who were asked which things companies should pay most attention to over the next five years.
Source: Ipsos MORI - August 2007
- 84% of people say it is important that their employer is responsible to society and the environment.
Source: Ipsos MORI – September 2007
- Business is key to carbon reduction as it generates 40% of the UK’s CO₂ emissions
Source: The Carbon Trust

HOW TO GET STARTED IN A SMALL WAY

- You know your business best and will be able to identify some quick wins.
- Make sure you know what energy, fuel and water you are consuming, how much waste you are sending to landfill and how much you are recycling. You can then measure progress.

- Talk to your staff about it. You may be surprised about the number of ideas that they will come up with to help the business reduce energy and waste.
- You may be able to find a champion or champions within the business who have a personal interest in this to drive it forward.
- Talk to your friends and colleagues in other businesses. Many businesses are looking to tackle the same issues and they will be pleased to share ideas.
- If you are asking your people to save energy, recycle more, reduce fuel consumption and use less paper then you need to lead by example.
- Tell your customers what you are doing and why. You will be pleased with the response.

WHO CAN HELP YOU TO GO FURTHER?

Strengthening the performance of your business in this way is really just a matter of common sense. But if you are committed to achieving major business benefits, these organisations can help.

National Help

The Carbon Trust helps businesses save money through energy saving. A starter pack is available. See www.carbontrust.co.uk

The Carbon Trust Footprint calculator.

www.carbontrust.co.uk/solutions/CarbonFootprinting/FootprintCalculators.htm

The Carbon Trust Survey for companies with energy bills over £50,000 per annum.

www.carbontrust.co.uk/energy/assessyourorganisation/carbonsurvey.htm

World Wildlife Fund – Sustainable Business

<http://www.wwflearning.org.uk/sustainablebusiness>

Business Link – Webtool – Saving money by going green

<http://tinyurl.com/4jl7tg>

Business Link – Making Your Business More Sustainable

<http://tinyurl.com/4l69uq>

The Global Action Plan helps thousands of people and organisations to make substantial environmental and financial savings. www.globalactionplan.org.uk

Support for SMEs in London and the South West

www.globalactionplan.org.uk/SME.aspx

The Envirowise Programme helps thousands of businesses across the UK improve profits. It has published more than 350 publications and runs around 200 events per year. They offer free consultancy service to SMEs. See

www.envirowise.gov.uk. The business benefits of reducing waste

<http://www.envirowise.gov.uk/168830>

Business in the Environment (part of Business in the Community) is committed to helping companies benefit from tackling waste reduction and recycling.

http://www.bitc.org.uk/take_action/in_the_environment/index.html

Waste & Resources Action Programme (WRAP) is a Government-sponsored organisation which can provide information on how to reduce waste in your business and links to other organisations. www.wrap.org.uk.

The Federation of Small Business in Scotland produces an Energy and Environment Toolkit for small businesses. See www.fsb.org.uk/scotland.

BTs Carbon Calculator:

<http://www.btplc.com/ClimateChange/CarbonCalculator/index.cfm>

Charities can help you to dispose of unwanted goods usefully. In Kind Direct can give you advice. www.inkinddirect.org.

The Groundwork Trust - supporting communities in need, working with partners to help improve the quality of people's lives, their prospects and potential and the places where they live, work and play. www.groundwork.org.uk/

The Design Council – information on sustainable design.

www.designcouncil.org.uk/

Local Help

All UK regions have consultancies specialising in energy management. Your **Business Link** or **Chamber of Commerce** can help or you can try the phone book. Some of the national energy conservation organisations have regional contacts.

Local authorities provide waste and recycling services and advice. Most regions have an organisation like Waste Minimisation Clubs dedicated to helping companies with money-making ways to cut waste and recycle products. Check with your Chamber of Commerce.

Online Help

CREATE is a not for profit organisation working to reduce the effects of climate change. It offers training and advice on energy efficiency, water conservation and waste minimisation. www.create.org.uk.

The Energy Saving Trust website has links to energy companies, government departments and has advice specifically tailored for small and medium-sized organisations. Grants are available for installing green energy equipment. See www.energysavingtrust.org.uk

Reduce the Use offers a range of information on environmental issues for small business. www.reducetheuse.co.uk.

Information and links can be found at the Government's sustainable development site www.sustainable-development.gov.uk/index.htm and the Department for Environment, Food and Rural Affairs. www.defra.gov.uk.

IT'S COMMON SENSE

This briefing paper is one in a series of +points that make up The Journey – a route map designed to help you build a business that people value. You need only do one if you like. It's your journey. It doesn't have to be time consuming or complicated. It's basically common sense.

SMALL BUSINESS CONSORTIUM MEMBERS:

The Small Business Consortium is a group of organisations who share a common goal:

