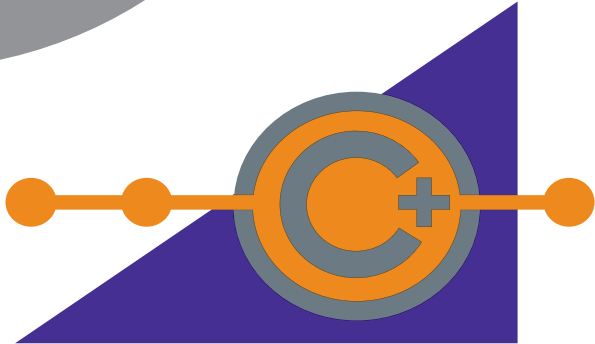
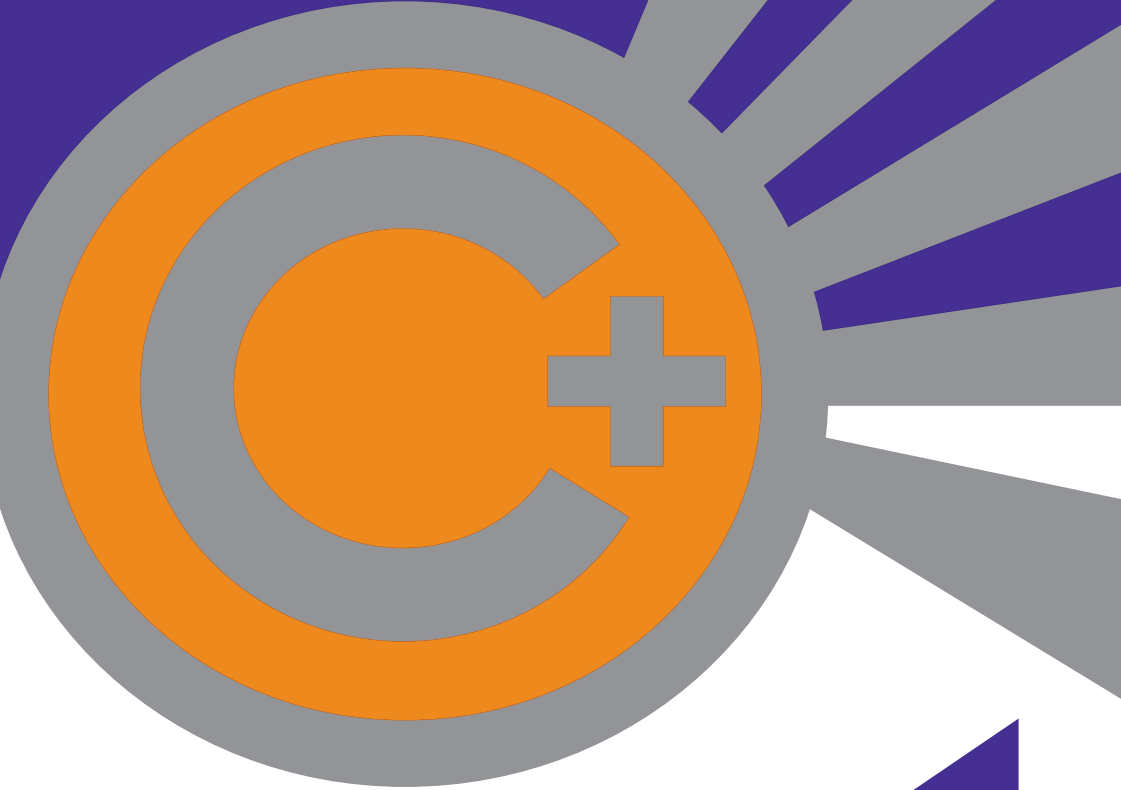


The South West
C+ Carbon Positive Awards
2008



developed by:



The South West **C+**
CARBON POSITIVE AWARDS



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There were no entries reaching a high enough standard to qualify as a finalist in the C+ Consumer Choices category (250 employees or more) or as a runner up in the C+ Cutting Edge category (250 employees or more).

The South West C+ Carbon Positive Awards 2008

The South West **C+ Carbon Positive Awards** share learning and best practice in order to **encourage** positive carbon action. They aim to **inspire** others to act now, boosting the South West of England's reputation for responding to the urgent challenge of climate change. With almost 100 entries in their first year, the awards encourage responsible and sustainable business practices ultimately increasing the **positive impact** businesses, organisations and communities have on society and the environment.

This year's judging panel was made up of sustainability experts from across the region including:

- Simon Hooton, Director of Policy & Strategy, South West of England Regional Development Agency
- Colin Drummond, CEO, Viridor Waste
- Jane Shipway, BT South West Regional Board Member
- Dr Julian Dennis, Chair of Sustainability South West
- Peaches Golding, Regional Director, Business in the Community
- Antony Turner, Managing Director, Carbon Sense

"The quality of the entrants for the first **South West C+ Climate Positive Awards** was outstanding and shows that climate change is now a mainstream business issue in the region. Entries ranged from one man bands right up to multi-billion pound companies, in locations across the South West of England, many of whom are outside the traditional environmental sector."

Colin Drummond, CEO Viridor Waste and Chair of C+ Carbon Positive Awards Judging Panel

Visit www.southwestrda.org.uk/carbonpositiveawards



Carbon Positive Footprints

For organisations successfully cutting their carbon emissions and internally managing their carbon footprint

WINNER

(less than 250 employees)



Commercial Ltd

Tips & encouragement

Not only has running a Carbon Reduction Programme offered huge environmental and human resource benefits for our 'one-stop-shop' office services company, it improves our processes, helps us generate more business and saves us money.

Key learnings

- Carbon reduction is an obligation and an opportunity
- The programme has to be board-supported, believed in by all employees and integrated into strategy
- The best ideas come from employees



For inspiration

"I realised that we had a responsibility, as a company, to do something about climate change. We recognised it was quite a commitment, but the reaction from staff was fantastic. It is one of the best things we have done."

*Simone Mann, Director and co-founder,
Commercial Group*



RUNNERS UP (less than 250 employees)

Alastair Sawday Publishing Ltd



Tips & encouragement

Any company or organisation is as much part of the community as any individual and, having a greater impact, may carry a greater responsibility. So the moral imperative around environmental responsibility is powerful. With the rapid and unpredictable changes of the 21st century, not to anticipate them would be folly.

Key learnings

- Communicate with, and actively engage, your staff and colleagues
- Measure everything you do so that you have a powerful story to tell
- Good behaviour brings good PR – and even good business

For inspiration

“Environmental awareness should seep into every nook and crevice of your work, with benign effect likely in every case.

Quaker businesses thrived because they were trusted and run in principled ways.

One day you will reap the rewards, for when the wind comes, those with raised sails win. And remember that running a green business is far more interesting than running a grey one.”

Alastair Sawday



www.sawdays.co.uk

Leap Media Ltd



Tips & encouragement

Everything counts, however small, so do what works for you – car share, plant a tree, cycle or save a chunk of the Amazon. Minimise all you can before you look to offset. When you do offset, find interesting and newsworthy ways to do it – support a community or invest in a renewable energy cooperative for a community scheme.

Key learnings

- Our studio makes a tangible difference, not just creatively but environmentally
- Using 100% renewable energy makes a significant difference rather than mixed source energy – choose well, paying extra for the right provider is worth it
- Everything counts, no change is too small
- Share knowledge and ideas

For inspiration

“Designers have huge potential to create positive change within the environment, arguably more so than economists, politicians and environmentalists – due to the impact of every consumer and industrial product we design from the outset. In fact everything we’ve made has been designed, we just have to think about the triple bottom line rather than the bottom line: economy, environment and people.”

Clare Gardner, Director, Leap Media Ltd

www.leapmedia.co.uk





2008

Carbon Positive Footprints

For organisations successfully cutting their carbon emissions and internally managing their carbon footprint

WINNER

(250 employees or more)



Wessex Water Services Ltd



Tips & encouragement

Every business can cut energy use and limit transport mileage. With energy and fuel prices climbing steadily, there is a really solid business case. Also, it is simply the right thing to do if we are to stave off the worst effects of climate change.

Key learnings

- Get started! Any effort – however small or incomplete – is worth it and will lead to more things happening
- Look at your buildings, equipment and other assets to identify opportunities for energy efficiency and renewables
- Tell people what you're doing – employees, customers, suppliers – and more ideas will come in

For inspiration

“Urgent action is needed to manage carbon emissions; this is a fundamental theme within our aspiration to become a genuinely sustainable water company. Alongside specific carbon-cutting initiatives, we are implementing measures to ensure that carbon reduction is woven into the fabric of our decision-making and operations.”

*Dan Green, Sustainability Planning Manager,
Wessex Water Services Ltd*



RUNNERS UP (250 employees or more)

Ecclesiastical Insurance Office plc



Tips & encouragement

Even if there is no specific resource, budget or role set aside, empowering passionate and knowledgeable individuals and engaging staff from all levels and disciplines can reap huge benefits - through staff engagement, joint learning and identifying future opportunities - all with the feel good factor of 'doing your bit'.

Key learnings

- Reduce, reuse, recycle in that order
- Engage staff from all levels to embed positive action into 'business as usual' and use those with a passion for improvement to lead the rest of the organisation into action
- Share learning externally to develop best practice - both within and outside of your own industry



For inspiration

"Caring for our immediate and wider environment and community has always been our mission, so we strive to ensure we not only reduce our own impact and emissions, but look to share learning with our stakeholders, care for our customers, and adapt and provide solutions for our changing future."

Steve Wood, Managing Director UK & Ireland, Ecclesiastical Insurance Office plc

www.ecclesiastical.com

EDF Energy



Tips & encouragement

You can't create a truly sustainable organisation overnight so focus on where you can make the biggest difference. Try and make sure sustainability has the right profile in the organisation. Once you have convinced business leaders it is the right thing to do, the job becomes much easier.

Key learnings

- Measure what you do and use the results to identify real improvements
- Don't underestimate the scale of what you must do. At EDF Energy we will achieve our targets through infrastructure, procedural and cultural changes
- Engage with staff and customers and don't be afraid to seek advice

For inspiration

"EDF Energy is determined to lead and play an active role in tackling climate change. We have a duty to provide secure sources of energy that are low carbon and affordable. The energy industry must play a pivotal role in addressing climate change and reducing the UK's carbon footprint."

Peter Hofman, Director Sustainable Future, EDF Energy



www.edfenergy.com

Carbon Positive Consumer Choices

For organisations that have reviewed their products and services and are now offering consumers more low carbon choices

WINNER

(less than 250 employees)

Tips & encouragement

It's easy, look at your children. One day they will ask you what you did to ensure that they have a future. We need to take into consideration the planet, people and animals in a way that offers a future for generations to come. Consumer choices, such as ethical and fairtrade groceries and goods from local suppliers, can change the world. We all eat, so we all shop. Most people care, they just need to know the facts.



Who Cares Ltd

Key learnings

- People do care but they hear so many claims and counter claims it's difficult to know what to believe
- People do want to change, they simply need to be convinced that they can make a difference

For inspiration

"Having children made me change from a consumer junky to a green campaigner - opening Who Cares supermarket, offering only caring, ethical and fairtrade goods. Consumerism is one of the main contributors to climate change and knowing how easy it is to refuse all unethical purchases, I know it is possible for the world to change."

Christine Giles, Owner & Manager, Who Cares Ltd, Melksham, Wiltshire



RUNNERS UP (less than 250 employees)

Nutshell Natural Paints



Tips & encouragement

Offering carbon free products is not only good for the environment, it's good business. New opportunities are opening so businesses with environmentally positive products should think about where future markets lie.



Key learnings

- The demand for carbon-free products is increasing
- More organisations are opting to do business only with those that can prove corporate and social responsibility including demonstrating the use of carbon-free goods and services
- Environmental credentials are more than just the product - they include packaging, recycling and proof of sustainability

For inspiration

"We aim to contribute to a 'bright, healthy and sustainable future' and this sums up Nutshell's overall philosophy. Part of this is to convince our potential customers that Nutshell products are practical and cost-effective as well as being environmentally desirable and truly sustainable. We aim to provide a lead in this."

*Alan Back, Managing Director,
Nutshell Natural Paints*

www.nutshellpaints.co.uk

Rosemullion Homes



Tips & encouragement

Making sustainability a mind-set is the key to success. The commitment needs to come from the whole team, not just the directors. Form your own 'Green Team' of staff members and feed ideas and challenges to the company's board. Celebrate every small improvement, as well as bigger successes.

Key learnings

- Lowering carbon outputs not only makes you feel good, but also makes business sense
- Customers value and appreciate a business that is trying to make a positive difference and will be loyal to it
- Being carbon positive is energising for the whole team



For inspiration

"We are reducing carbon outputs because it is a central part of being sustainable. Doing the right thing in business is valued and noticed more than you might think. The motivation of producing homes of real worth and distinction is what makes us get up with a smile each morning."

*Roger Carson, Managing Director,
Rosemullion Homes*

www.rosemullion.co.uk

Carbon Positive Cutting Edge

For businesses and organisations developing innovative carbon cutting solutions

WINNER

(less than 250 employees)

Tips & encouragement

Many people didn't believe that a manufacturing plant in Cornwall could make a profit, however Kensa has proved them wrong. Being a UK manufacturer now plays a large part in people's choice of product due to lower carbon miles. Businesses should promote the 'local' manufacturing angle more.

Key learnings

- Keep it simple. By removing the mystery surrounding heat pumps Kensa has opened up a larger market share
- Be honest. Kensa's approach that not all applications suit ground source heat pumps has meant we have become well respected with our clients and within the industry



Kensa Engineering Ltd



For inspiration

"Kensa is trying to provide carbon emission reducing technologies and their benefits to a larger market by removing the requirement for specialist installers and also providing free consultancy; this removes any logistical installation problems for a company that has its roots firmly in the South West."

*John Barker-Brown, Marketing Manager,
Kensa Heat Pumps*



RUNNERS UP (less than 250 employees)

Good Energy Group plc



Tips & encouragement

Be carbon positive by taking the time to think about every aspect of your life and its consequences. From your home to your travel and your food to your broadband connection, you'll find there are positive ways to go green without having to compromise. And when you're done, tell your friends how to do the same.

Key learnings

- We have learned that there is a large group of society that want to make a difference and reduce their personal carbon emissions but they need guidance and support in making the right decisions. We demonstrate that practical solutions to climate change are available, viable and can positively enhance people's quality of life.



For inspiration

"Good Energy's mission is to provide solutions to climate change. We achieve this by providing customers a gateway to safe and sustainable low carbon living. Our products and services are giving people what they need to reduce their CO₂ emissions, beginning with their energy use. We have a vision of a safe, energy efficient, low carbon world in which everyone – including future generations – has a better quality of life."

Juliet Davenport, CEO, Good Energy Group plc

www.good-energy.co.uk

Plug into the Sun Ltd



Tips & encouragement

Saving the world is a big task, but if we all do our own little bit then together we can make a big difference. Be positive and celebrate every little step in the right direction. We are like cogs turning, each turn we make helps the next cog turn.

Key learnings

- The world is fragile and beautiful, and our decisions now will echo into the future and affect the quality of life of future generations. In our experience action speaks a lot louder than words and the pioneers that are installing renewable energy now are demonstrating real leadership.



For inspiration

"Our motivation is looking into the eyes of our children and making sure the future for them is bright. By installing solar energy we help our clients become carbon neutral, so they can still have their electrical appliances and all the advantages of modern life without damaging the planet. It's about taking responsibility for our impact on the planet. Our installations make them smile, which makes us smile too."

Andy Tanner, Managing Director, Plug into the Sun Ltd

www.plugintothesun.co.uk



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Carbon Positive Cutting Edge

For businesses and organisations developing innovative carbon cutting solutions

WINNER

(250 employees or more)

Tips & encouragement

Increasing the energy efficiency of products is essential to minimising our environmental impact. Through innovative design you can achieve huge energy savings without compromising function, quality or style.



dyson airblade

Dyson Ltd

Key learnings

- Increasing awareness about climate change should not be viewed as an obstacle to business, but as an exciting opportunity to make a positive difference to the world we live in.

For inspiration

“Most people only consider how something is designed if it doesn’t work. The best products evolve as part of a design process, in which the technology on the inside informs the way that they look on the outside. Design is about how something works, not how it looks. It’s what’s inside that counts. The best design comes from someone questioning everything.”

James Dyson

www.dyson.com



The South West C+
CARBON POSITIVE AWARDS

2008

Carbon Positive Micro

Exemplary low carbon micro businesses

WINNER



The Limes Bed & Breakfast

Tips & encouragement

Have a war on packaging. If it comes packaged make it justify its existence in your shopping basket. Don't buy what you don't need or what you can grow or make, experiment and see if you can use half the quantity of a product you need to use.

Key learnings

- Be passionate about your mission and constantly look for ways of improvement
- If you show enough enthusiasm others will be inspired and follow your example

For inspiration

"Our business is not just a business it's a lifestyle. We take a house and garden, welcome lots of visitors, feed them home-grown food and aim to teach and inspire them to return home and create something of The Limes Experience."

Heather Brain, Partner, The Limes B&B, Clevedon

www.limesbb.co.uk

RUNNER UP

Mallinson Ltd

mallinson



Tips & encouragement

When using wood, use green unseasoned wood, value is added through reduced need for transport and storage. Also, use coppiced wood products as these are fast growing carbon absorbers.

Key learnings

- Positive, practical demonstration is very important for the practices and techniques that we teach on our courses. We now make a conscious effort to demonstrate best practice as we have learnt that people remember what is shown more than what is said.

For inspiration

"We want to encourage old and young to experience the joy of hand working unseasoned wood and to think about where wooden products have come from and how long they will be useful."

Guy Mallinson, Director, Mallinson Ltd, Bridport, Dorset

www.mallinson.co.uk

Carbon Positive Communities

For communities that are successfully reducing their carbon footprint

WINNER

(Community led)

Tips & encouragement

Ensure demand for the project, even if only a few people at first, word will soon spread. People don't like being told what to do, they like to feel as if it's their idea.

Key learnings

- Remember to be person centered in your approach. We use a mixture of multimedia to engage, empower and inform local people in a way that matters to them
- Give people a reason to be involved. You can't assume that everyone will be motivated for the same reasons, always think about the four 'F's - Fun, Family orientated, Free and Future (of both the environment and the community)



Knowle West Media Centre



For inspiration

"As a local resident I have a personal and professional interest in the success of our Carbon Makeover project. Ultimately our aim is to tackle global climate change at a local level, bringing in additional benefits. I believe that with active citizenship, skills development and forming social support groups, Knowle West will benefit from decreased isolation and increased community confidence."

*Misty Tunks, Project Coordinator & local resident,
Knowle West Media Centre*



RUNNERS UP (Community led)

Bovey Climate Action

BOVEYCLIMATEACTION

Tips & encouragement

Big changes can be achieved if enough people make small changes to reduce carbon at a local level. A community group is in a powerful position to reach people at the grassroots because it is trusted, impartial and understands local needs.

Key learnings

- Work with existing groups such as the town council and business groups
- Maintain a prominent presence in the community
- Make it easy for people to make the right decision for themselves by helping with information, offers and discounts

For inspiration

“We are working to reduce carbon because how we respond today to climate change will determine the world that future generations will live in. Our focus is on action, on getting things done that meet our objectives. By harnessing the power of collective effort we hope to inspire others to take action too.”

Cathy King, Chair, Bovey Climate Action



www.boveyclimateaction.org.uk

Urchfont Parish Council



Tips & encouragement

Saving energy and reducing waste is easy and saves money. Do practical things with tangible results, make it fun and involve the community. Provide food at events and form partnerships with local organisations and authorities, they can help share the load and provide a source of expertise.

Key learnings

- The potential to save CO₂ and reduce waste is achievable with a range of properties and households. People are willing and interested and some of the most effective measures are free. Scaling up to include more households will need further resources but is achievable, all the tools for success are available.

For inspiration

“The project set out to find practical ways in which households can take action towards more sustainable lifestyles which were neither taxing or expensive. Our aim is to deliver real, practical projects with repeatable outcomes and save families money. Community spirit, sustained effort, varied and fun activities helped.”

Peter Newell, Chairman, Urchfont Parish Council

www.urchfont.org.uk



The South West C+
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Carbon Positive Communities

For communities that are successfully reducing their carbon footprint

WINNER

(Partnership/Public agency led)



Tips & encouragement

We have approached becoming carbon positive by ensuring commitment and understanding at the top of the organisation. Then, we have sought to communicate to our 7,500 employees what we are doing corporately and to assure them that they can all make a difference, however small, that counts in a global context.



United Bristol Healthcare NHS Trust

Key learnings

- Make sure everyone understands why this strategy is necessary and how what they do in their day-to-day working activity can actually make a difference, whoever they are
- Tell everyone what the organisation is doing, and then tell them again, and again...
- Ensure that there are champions for the approach at all levels of seniority and decision-making

For inspiration

"In the world of healthcare, much of our business concentrates on the immediate. We now need to lift our gaze to the horizon and understand that unless we act today, and all play our small part, we will not deliver the longer term payback that is required by following generations."

*Bob Pepper, Director of Facilities and Estates,
United Bristol Healthcare NHS Trust*



RUNNER UP (Partnership/Public agency led)

Devon County Council



Tips & encouragement

An individual's contribution to reducing carbon emissions may appear insignificant but with over five million potential contributions from the South West, together we can make a significant difference. Let's all become positive about carbon savings in the South West and make a climate change for the better.

Key learnings

- We know it's not easy...
- We know it may not be cheap...
- But we also know that the prize is so important for us all now and for the foreseeable future that we must overcome these challenges and be successful

For inspiration

"We're doing it for Devon to make it England's greenest county."

*Ian Bateman, Climate Change Manager,
Devon County Council*

www.devon.gov.uk





The South West C+
CARBON POSITIVE AWARDS

2008

Carbon Positive Pioneer

The business, organisation or community that is having **the greatest impact on carbon reduction** in the South West



WINNER



Commercial Ltd



www.commercial.co.uk

Underpinning Commercial's commitment to doubling in size over the next five years is the promise that this will be achieved responsibly. As a CarbonNeutral company, Commercial has an ambitious environmental strategy to reduce its emissions by 75 per cent in three years.

Commercial is also determined to share its achievements – from cost efficiencies and product quality to a better understanding of carbon reduction and sustainability.

"Commercial is a worthy winner of the **South West C+ Carbon Positive Pioneer Award** and was against strong competition. The company has seen the potential impact of carbon abatement on its general business of office supplies and has succeeded in winning additional turnover and reducing costs. Its approach is backed up by strong top management commitment and measured business benefits. It is an example of how any business, whatever the sector, can benefit from looking hard and creatively at its carbon footprint."

Colin Drummond, CEO Viridor Waste and Chair of C+ Carbon Positive Awards Judging Panel

“We have to find ways for our economy, our businesses and our communities to operate sustainably while addressing climate change and its impacts. This award scheme has identified the shining examples that we can all learn from, uncovering the dedicated, the passionate and the truly innovative – demonstrating that the South West of England really is the UK's pioneer of environmental excellence.”

*Simon Hooton, Director of Policy and Strategy,
South West of England Regional Development Agency*



2008

Running a green business is far more interesting than running a grey one.

Alastair Sawday

To enter the **2009 South West C+ Carbon Positive Awards**, visit:

www.southwestrda.org.uk/carbonpositiveawards

Or contact Business in the Community on **0117 972 2111**
or at southwest@bitc.org.uk



The South West of England Regional Development Agency is responsible for sustainable economic development in the South West. It aims to unlock business potential and manage the economy within environmental limits.
www.southwestrda.org.uk

Business in the Community is a unique movement of over 800 of the UK's top companies committed to improving their positive impact on society and the environment. A further 3,000 companies are engaged through its programmes and campaigns.
www.bitc.org.uk

Sustainability South West is the independent Champion Body for sustainable development in the South West of England. Its mission is to achieve a South West that is genuinely sustainable: healthy, productive, socially just and living within environmental limits.
www.sustainabilitysouthwest.org.uk

developed by:



supported by:

