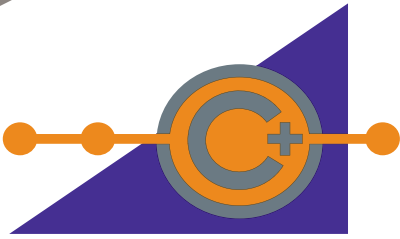
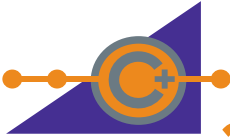


The South West
C+ CARBON POSITIVE AWARDS
2009



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





The South West C+
CARBON POSITIVE AWARDS

2009

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The South West C+ Carbon Positive Awards 2009

This year's finalists highlight the enormous breadth of activities and real innovation geared toward carbon reduction. We received 30 per cent more entries than last year and entrants came from throughout the South West.

The quality and number of entrants underlines the creativity, competitiveness and determination of the South West and shows why the region tends to lead the country in developing and implementing new carbon reduction strategies, products and services.

We hope the activities undertaken by all entrants will encourage both businesses and individuals to improve the way in which we live and work so we become less dependent on fossil fuels.

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

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

Visit www.bitc.org.uk/carbonpositiveawards



Carbon Positive Pioneer

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

category
sponsored by:



HIGHLY COMMENDED

Alastair Sawday Publishing



Alastair Sawday Publishing recognises the tensions between being a publisher of travel books and operating as a responsible low carbon business. Its books are locally printed using vegetable inks and it has recently won a long standing battle with its distributor to return unsold books to reduce waste.

For further information see page 13.

The households and hotels it recommends in its books are rural, unique and human. Sawdays only chooses places whose owners take bold steps to be green, serve local and organic food and play a positive role in their community.

In 2006 the business moved to a new eco office, dramatically reducing its carbon footprint. 100% of its energy is now renewable. The building is fitted with under floor heating, solar panels and has also been decorated with eco paints.

Employees use LPG company cars, car share or cycle to work and wash in rainwater fed showers. The business also invests ethically and ensures all the business' own supplies are organic and sourced locally.



www.sawdays.co.uk



OVERALL
WINNER

Nutshell Natural Paints

Nutshell Natural Paints are made from natural raw materials and offer a radical alternative to paints manufactured with vinyl resins and petrochemical solvents.

Nutshell's paints are carbon neutral, biodegradable and allergy free; the products are also emission free, virtually odour free and come in recyclable packaging.

For further information see page 17.



www.nutshellpaints.co.uk



The company takes a sustainable and holistic view to sourcing, manufacture, application and disposal, ensuring that the whole life span of its products is considered as they are developed.

Judges' comments

"Nutshell is in an industry where it pits its products against those of the industrial giants whose massive market share and market penetration wield tremendous power. Yet this small and innovative business is investing in producing paints that are kind on the environment in every way and in new products that transform paint into energy conserving insulators."

Carbon Positive Footprints

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



HIGHLY COMMENDED (50 employees or more)

University Hospitals Bristol NHS Trust



For inspiration

“Together we can achieve far-reaching changes in our attitudes, our behaviour and the impact we have on our planet... and we must. The good thing is that doing so is contagious.”

*Nigel Phillips, General Manager,
Estates Maintenance*

TOP TIP

Staff engagement is the catalyst for success. By sharing knowledge and creating understanding, you can empower employees to make change and demand change of their employers and their corporate thinking.

Key learnings

- Focus on action, not just words, and demonstrate a commitment to change that starts right at the top.
- Time is short. It's easy to underestimate how long it takes to mobilise change... so get on with it.



WINNER

(50 employees or more)

Plymouth City Council

For inspiration

“This ‘carbon management’ stuff looks daunting but managing your environmental impact doesn’t have to cost the earth – all those small steps eventually add up to big changes.”

*Jackie Young,
Sustainable Development
Coordinator*



www.plymouth.gov.uk



TOP TIP

It’s not rocket science – start simply and grow your carbon profile.

Key learnings

- If you can’t measure it, you can’t monitor it. Knowing what we’re using and saving means you can communicate it easily to staff and auditors.
- Don’t get caught up in the ‘science’ bit. All we are doing is talking about another, albeit global, currency. Simple!

Judges’ comments

“The judges were particularly impressed about two aspects of the approach taken by Plymouth City Council to reduce its carbon impact – how it has mainstreamed its initiative through the Council and how it works with business – a very positive and thorough approach. It has obtained massive savings from changes in its waste management, energy efficiency programmes and its work in schools.”

Carbon Positive Footprints

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

category
sponsored by:



HIGHLY COMMENDED (less than 50 employees)

The Limes Bed & Breakfast



TOP TIP

Have a war on packaging. If it comes packaged make it justify its existence in your basket and if you don't need it don't buy it in the first place.

Key learnings

- Beware of 'green wash'.
- Monitor your consumptions, so that you can detect improvements or changes.

For inspiration

"The planet is everyone's concern,
you can't just opt out."

*Heather D Brain,
Partner*

For further information please see page 12.



www.limesbb.co.uk



Inspirations Advertising & Design

For inspiration

"Climate change is partly the product of consumerism, which in turn is driven by marketing. Only by changing marketing attitudes of selling more, to more people, for the biggest gains, can the consumer be happy with what they already have and reap the rewards for the future."

*Peter Williams,
Creative Director*



www.inspirations.uk.net



TOP TIP

Don't get carried away with loose environmental claims - there is always more to everything than first meets the eye.

Key learnings

- To offer our services we have had to educate our supply chain - most of whom haven't got a clue about their CO₂ emissions.
- People want more stuff, simply because they are told that it will make them happier, richer or sexier. Society has to wake up to this and change.

Judges' comments

"Inspirations Advertising and Design is very thorough in actively managing the company's own carbon emissions and, by working with its supply chain, using its wider influence to have even greater impact on carbon reduction."

Carbon Positive Consumer Choices

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

Ove Arup and Partners

For inspiration

“Humanitarianism implies a social conscience, a wish to do socially useful work, and to join hands with others fighting for the same values. If we can show how our environment can be improved, this is likely to have a much greater effect than mere propaganda.”

Sir Ove Arup, speech, 1970



www.arup.com



WINNER

(50 employees or more)



TOP TIP

Make carbon reduction part of your core activity, rather than an add-on.

Key learnings

- Having the confidence to communicate the positive messages (both internally and externally) is key.
- Keeping the bigger picture in mind helps to drive activity forward.

Judges' comments

“Ove Arup is ahead of its industry in terms of driving down energy consumption and providing carbon reduction solutions to its customers. Arup is working from environmentally friendly buildings and employees say sustainability is a key part of the company's philosophy.”



The South West is the natural home for creative and forward looking ideas - no surprise then that many of the UK's greenest companies and communities are based in the region.

Carbon Positive Consumer Choices

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

HIGHLY COMMENDED (less than 50 employees)

The Limes Bed & Breakfast



The Limes Bed & Breakfast provides low carbon eco breaks and offers guests the opportunity to experience and move towards a greener lifestyle.

For further information see page 8.

Guests enjoy locally sourced and home grown food. They are offered a tour of the garden and are also shown the recently constructed solar conservatory and solar water heating. Children collect their own eggs for breakfast, car free holidays are encouraged and local walks and activities promoted.

The Limes not only has a vision for carbon reduction as a business, it also has a commitment to teach and inspire visitors so that the small steps it's taken to be low carbon can be replicated throughout the country and worldwide.



www.limesbb.co.uk



Alastair Sawday Publishing

For inspiration

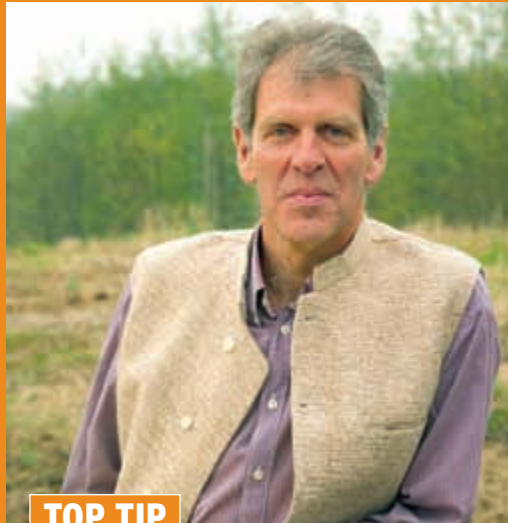
"It is not decision making from on high that will bring change but the spread of a new awareness among individuals, each with his or her own connections within communities and across borders, until six billion people collaborate for change."

*James Bruges,
author of The Big Earth Book*

For further information see page 4.

Alastair
Sawday's

www.sawdays.co.uk



TOP TIP

Ask your accounts team to record the Kw/h of electricity used throughout the year as well as its monetary value.

Key learnings

- Stressing the importance of sustainable development can influence staff and supplier behaviour far more effectively than a few 'switch off your computer screen' stickers.
- The seemingly mammoth task of being sustainable becomes easier every year if you put systems in place as you progress.

Judges' comments

"Sawdays has demonstrated a relentless drive to make carbon savings and has clear goals and strategies to achieve them. It is influencing Penguin books to change its policy of pulping unsold books and is changing customer behaviour and attitudes in a very real but unpatronising way."

Carbon Positive Cutting Edge

For businesses and organisations developing innovative carbon cutting solutions

category
sponsored by:



HIGHLY COMMENDED (50 employees or more)

Edwards



For inspiration

“Dilution is not the solution to pollution. It may seem to make the problem diminish, but all it does is make the problem more difficult to resolve properly.”

*Dr Michael Czerniak,
Product Marketing Manager*

TOP TIP

Effectively and efficiently abate your PFC (global warming) exhaust gases when manufacturing semiconductor chips!

Key learnings

- In the absence of strict legislation to force best emission practice, commercial pressure (such as ‘green company image’) is probably the next most effective motivator.
- It is important to implement solutions in a way that creates an environmental footprint much smaller than the problem that has been resolved.



www.edwardsvacuum.com



WINNER

(50 employees or more)

EarthEnergy

For inspiration

"I see climate change as the greatest challenge facing Britain and the World in the 21st century."

*Sir David King,
in a speech given by the Prime
Minister on 2004*



www.earthenergy.co.uk



TOP TIP

Make sure you really understand where your major carbon emissions arise and then find the most cost-effective way of reducing them as quickly as possible.

Key learnings

- Discovering that 50 per cent of the UK's carbon emissions arise from the operation of our buildings.
- Discovering that between 50 and 75 per cent of the energy used in UK housing is for heating and hot water.

Judges' comments

"EarthEnergy has developed its own technology for which there is a growing demand, and the fact that it can be retrofitted is of great benefit. Using this genuinely renewable energy in the social housing sector provides a real tool for alleviating poverty."

Carbon Positive Cutting Edge

For businesses and organisations developing innovative carbon cutting solutions

category
sponsored by:



HIGHLY COMMENDED (less than 50 employees)

The Empty Box Company



For inspiration

“If we show how to use what is renewable, recyclable and reclaimable, the gain to the earth is a gift to the next generation.”

*Giselle Hulme,
Director*

TOP TIP

The three easy steps that anyone can take: set computers to hibernate automatically when not in use, change to a green electricity supplier and turn the heating down one degree!

Key learnings

- Simple changes in a company, however small, could have a global impact if many businesses undertook them.
- Each change to reduce your carbon footprint often has a long-term financial saving to a company as well as its impact on the environment.

THE EMPTY BOX COMPANY

www.emptybox.co.uk



WINNER

(less than 50 employees)

Nutshell Natural Paints

For inspiration

"Our problems are man-made, therefore they may be solved by man. No problem of human destiny is beyond human beings."

John F Kennedy

For further information see page 5.



www.nutshellpaints.co.uk



TOP TIP

Small, simple changes can really make a big difference. Our environmentally-friendly paints don't cost the earth, so why not go green?

Key learnings

- Think laterally, consider every step of the life cycle of your product.
- Lead from the front – encourage employees to follow a more carbon-positive route.

Judges' comments

"Nutshell's products, being allergy free, carbon neutral and biodegradable, might have a greater impact on public health than almost any other product used in the built environment. This really is cutting edge technology and provides great innovation. What's more, it has further exciting products in the pipeline, for example their emulsion with thermal properties."

Carbon Positive Micro

Exemplary low carbon micro businesses

HIGHLY COMMENDED

Select Solar Ltd



For inspiration

“If we don’t act now to reduce CO₂ emissions, our children and grandchildren will lose much of the beautiful natural world we enjoy today.”

*Fran Tattersall,
Director*

TOP TIP

Don't just make carbon positive changes at work, carry them out at home as well - it will save you energy and teach your kids to value it.

Key learnings

- To use 100 per cent renewable energy you don't need to install solar panels or wind turbines - just switch to a provider like Good Energy.
- A lot of waste is due to thoughtlessness - it's very easy to re-use paper and cardboard before you recycle it.



www.selectsolar.co.uk



C3 Resources

For inspiration

"Increased energy efficiency is not only vital to reducing carbon emissions, it makes good business sense. No longer can energy be viewed as an acceptable overhead, it is a manageable resource. With a robust Energy Management System in place, significant savings can be made straight from bottom line costs."

*Ian Beynon,
Energy Consultant*



www.c3resources.co.uk



TOP TIP

Energy efficiency is one of the largest controllable costs in an organisation where you can make the biggest potential savings. Eliminating wasteful consumption is key to the environment and business argument.

Key learnings

- Without accurate metering of energy data, it is often very difficult to know where carbon-saving opportunities lie within your organisation.
- Employee behaviour is often one of the hardest things to change in an organisation, but awareness is essential to increase energy efficiency.

Judges' comments

"There is something quite impressive about what C3 is doing; its business model is more proactive and educational than simple monitoring. The company's credentials are solid and comprehensive and they have achieved some significant results."

Carbon Positive Communities

For communities that are successfully reducing their carbon footprint

HIGHLY COMMENDED (Partnership/Public agency led)

Cheltenham Low-Carbon Partnership



For inspiration

“Tackling climate change has to move out of a ghetto where only the keen and motivated take it seriously. It must become a core part of the work of every organisation.”

*Chris Hickey,
Chair of Cheltenham Low-Carbon Partnership*

TOP TIP

Don't spend your time trying to engage with people who aren't interested. Work with the people who are, publicise your successes and others will seek you out.

Key learnings

- Set yourself a baseline from which to work so you can measure your success and identify areas where more work is needed.
- Don't underestimate the value of networking: learning from others' experiences will enable you to adopt best practice and avoid the pitfalls.



www.cheltenham.gov.uk



Egloskerry School

For inspiration

“Our world is the only one we have to give to our children. We rely on it to look after us so we have to look after it too. Help now – before it is too late for our planet and our children.”

Sally Caudle,
Headteacher



www.egloskerry.cornwall.sch.uk



TOP TIP

Everyone can make a difference!

Key learnings

- Small actions can give big benefits.
- We all affect the world around us so we all have to help to protect it.

Judges' comments

“Although Egloskerry School is on the first stage of the ladder towards carbon reduction, its 14 members of staff are making a tremendous impact by converting young people to lead a carbon conscious lifestyle. The head teacher's enthusiasm is remarkable and has resulted in engaging both children and their families. The school has had no external support and its entire village is now walking more and monitoring energy use. This is truly inspirational!”

Carbon Positive Communities

For communities that are successfully reducing their carbon footprint

HIGHLY COMMENDED (Community led)

Woolsery Sports & Community Hall



For inspiration

“We were determined to provide a community centre that was a gift to the next generation, rather than borrowing from their future.”

*Brian Butler,
President*

TOP TIP

It is common sense: nine times out of 10, saving carbon will save money. The sooner it is done, the sooner money is saved.

Key learnings

- Ask for help from experts.
- It's not theory – carbon saving makes good economic sense.



www.woolsery.org/hall



Bovey Climate Action

For inspiration

“Nobody made a greater mistake than he who did nothing because he could do only a little.”

Edmund Burke

BOVEYCLIMATEACTION
www.boveyclimateaction.org.uk



TOP TIP

Be honest about how serious the situation is, but balance this with control, by suggesting several things that we can do now that will help.

Key learnings

- Supporting each other socially and practically is vital when dealing locally with an enormous and frightening global problem.
- Choosing projects that catch people's imagination, are fun and make a local difference can lead people to make other, even larger, changes to how they live.

Judges' comments

“Bovey is a clear exemplar initiative; its programme clearly shows collaborative action as it has engaged the entire community. It is this aspect that has given Bovey the edge. It is also leveraging its carbon reduction achievements in many creative ways.”

Carbon Positive Bristol Green Capital

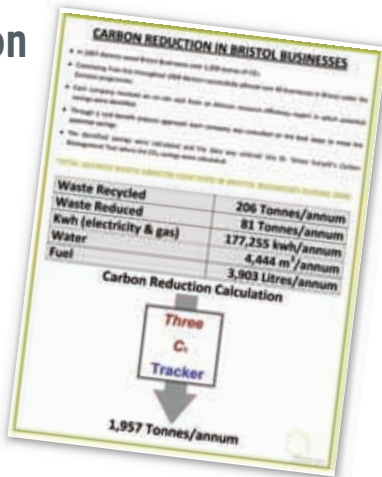
For organisations in, or providing services to, the greater Bristol area that are positively influencing and impacting on climate change

category
sponsored by:



HIGHLY COMMENDED

Abricon



TOP TIP

Measure, monitor, manage. We recommend that companies adopt a systematic approach to resource management, not only reducing their carbon footprint but also saving money.

Key learnings

- Carbon reduction is a journey, not all changes can be implemented immediately and by taking tiny steps successful implementation of one saving can inspire and fund the next.
- Businesses coming together and sharing experiences of carbon footprinting is really valuable, so much can be learned from one another.

For inspiration

“Sharing knowledge and training in sustainability provides the tools so that positive changes can be made that have social, economic and environmental benefits.”

Gary Nelson,
UK Operations Manager



www.abricon.com



Centre for Sustainable Energy

For inspiration

"Politicians say we've got ten years to tackle climate change. But that's ten years to act, not ten years to get our act together."

*Janine Michael,
Head of Development*



www.cse.org.uk



TOP TIP

If every Bristol household replaced their remaining traditional light bulbs with energy-saving ones, they'd save more than £18.4 million – enough to pay the yearly fuel bills of more than 13,500 families.

Key learnings

- The 'software' is as important as the 'hardware'. Engaging people and communities is as fundamental to success as technical rigour.
- Don't assume people are as interested in and motivated about sustainable energy as we are. Don't expect them to come to you or share your priorities.

Judges' comments

"The Centre for Sustainable Energy has been very far-sighted in its approach to carbon reduction and sustainability and has achieved an impressive amount."

“Our decision to sponsor the Carbon Positive Awards once again has been entirely vindicated by the fantastic quality of applications, and the really exciting companies and projects that have been shortlisted in the various categories. It shows that, beyond doubt, the South West is the natural home for low-carbon innovation.”

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

Even since last year it has become apparent how much more critical the climate change agenda is, therefore the pace and scale of how South West England responds must continue to grow. The decisions made by the South West RDA on investments in years to come would be meaningless if it didn't also 'walk the talk'. The Agency's commitment to a net zero carbon investment portfolio by 2011 has progressed further in that a panel of experts has been helping the RDA to define how it will measure and deliver those ambitions. Eventually this will guide all RDA investments, demonstrating significant carbon reduction and also how South West England is the leading region for this sort of approach. The method for this has now been agreed and is being tested on over 35 projects - before being rolled out across all our projects and programmes. This approach will bring significant carbon reductions and establish South West England's leadership in this work.

For more information visit www.southwestrda.org.uk





The South West C+
CARBON POSITIVE AWARDS

2009

“We hope to inspire others to think differently and do more with what nature produces.”

Nutshell Natural Paints

To enter the **2010 South West C+ Carbon Positive Awards**, visit:

www.bitc.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 and is working to deliver a net-zero carbon corporate plan within 4 years.
www.southwestrda.org.uk

Business in the Community – mobilising business for good. We inspire, engage, support and challenge companies on responsible business, working through four areas: Marketplace, Workplace, Environment and Community. With more than 850 companies in membership, we represent 1 in 5 of the UK private sector workforce and convene a network of global partners.
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 champion and assist action now to achieve a South West that is genuinely sustainable – resilient, healthy, productive, socially-just and living within environmental limits.
www.sustainabilitysouthwest.org.uk



supported by:

