



*Basingstoke
and Deane*

green guide

For Business





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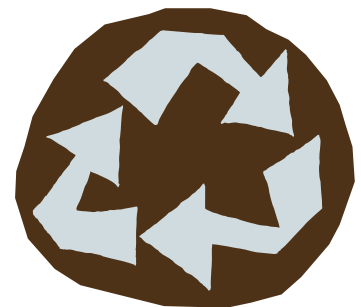
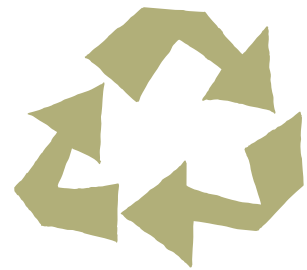
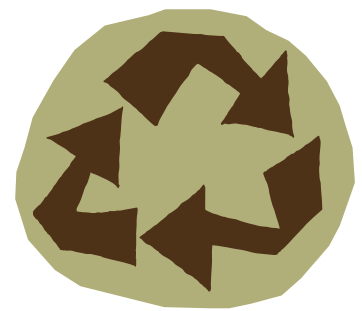
Following their footprint

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Foreword

People say it's not easy being green and this can be especially true if you are a small business. But climate change, waste and other environmental issues are no longer problems that we can just leave to large companies to address. Every business has a role to play in helping protect the environment and taking action on climate change.

We recognise that it can be difficult for companies to know what to do or where to start, so we have put together a *Green Guide for Businesses*, which is full of lots of useful advice and information. There are sections on climate change, waste and recycling, local environmental issues and case studies from local businesses that are already leading the way. We hope with the information in this guide, you can join them and make helping the environment everyone's business!!



Cllr Elaine Still

Cabinet Member for the Environment and Climate Change Champion



Cllr Andrew Finney

Deputy Leader and Cabinet Member for Economic and Educational Development

Waste and Recycling

Why should I recycle my business waste?

There are lots of good reasons to recycle as much of your waste as you possibly can.

- A rising tax on landfill means the cost of having your rubbish taken away will increase over the next few years. Recycling will reduce the amount of waste you send to landfill and can, therefore, save you money.
- Being green is also good for business. It can improve your corporate image, giving you an advantage over competitors and impress your customers and clients.

In October 2007 a new law came into force requiring that all businesses must recycle some of their rubbish if they currently send it to land fill. Alternatively, the company that collects your rubbish may do this on your behalf.

Two other important pieces of legislation that may affect your business are:

- ***The Waste Electrical and Electronic Equipment Regulations*** (WEEE), which require the separate collection of waste electrical and electronic equipment for treatment or recycling; such as computers and printers.
- ***The Packaging Regulations***, which require you to recycle certain amounts of packaging. The Packaging Regulations only apply to businesses that handle more than 50 tonnes of packaging a year and have an annual turnover of more than £2 million.

For further information on waste legislation please visit www.netregs.gov.uk

How do I introduce a recycling collection for my company?

Before you look into recycling your waste, it is a good idea to see if there are any ways that you can reduce, or perhaps even totally prevent, waste altogether.

- Is your business using too much packaging?
- Could your business buy certain goods in returnable containers?
- Could some of your waste be reused?



It is worth knowing:

- Many companies now collect and refill ink and toner cartridges for charity.
- Scrap paper can be used again for notebooks or desk pads.
- Redundant office furniture can often be donated to charities or waste exchange organisations.



Once you have tried to reduce and reuse as much as possible, you can explore the recycling of your waste.

The **first thing** you need to do is look at what you throw away and find out if it could be recycled.



The easiest items to recycle include paper, cardboard, glass, metal, electrical and electronic items and wood.

If you are going to arrange for a recycling collection it is worth noting that many companies will only collect if you have a minimum quantity. This may limit what you can recycle.



Alternatively, rather than have the waste collected, you might want to take your recycling to a local waste transfer station.

For a list of sites and recycling collection companies visit www.basingstoke.gov.uk/go/greenbusiness

Once you have decided what items you can recycle, you will need to separate these from your general rubbish. This might involve buying separate bins or making space in your office for the materials to be stored before collection. N3k (page 8) were provided with separate bins by their recycling company to make it even easier.

The next step is to inform your employees about the changes about to take place. Many people may be used to throwing everything in the same bins without thinking about it, so separating the recycling from the rubbish might be a significant change for them. You might like to establish a green team with members from each department, or advertise the changes on your staff website and notice boards. Sony (page 7) has both a staff newsletter and internal website which has raised awareness among employees of new changes; while 3663 (page 10) has appointed a member of staff at each of its depots to oversee sustainability issues. Remember to involve all members of staff, from the cleaners to senior management.

Lastly, think about what your business buys and whether these products can be made from recycled materials. Buying recycled is known as 'closing the loop' as there needs to be a market for the products made from recycled materials. Purchasing recycled paper for your office is a great place start and there are now lots of stationery items, such as pens, made from recycled car parts and electrical goods. The possibilities are endless!!

Festival Place

Festival Place is north Hampshire's regional shopping destination, located in the heart of Basingstoke town centre.

The shopping and leisure destination is home to 165 stores, 30 restaurants, bars and cafés, a multi-screen cinema, library, sports centre and nightclub.

The Festival Place management team is responsible for site cleaning, waste management and recycling collection for all tenants, as well as a range of other services.

Turning rubbish into a resource!

In 2006, the Festival Place team commissioned waste and energy audits and they recognised that there could be a business opportunity in turning the centre's waste into a commodity.

Following consultation with their tenants, the management team decided to implement a comprehensive recycling programme. A major factor in the decision was the announcement by the government that the tax on sending rubbish to landfill is due to increase from April 2008 by £8 per tonne every year until at least 2011. Festival Place produces over 2,000 tonnes of rubbish every year, so doing nothing was simply not an option.



The solution

The recycling scheme put into practice by Festival Place is remarkably similar to the service that Basingstoke and Deane borough council provides its residents. Every tenant is provided with at least two bins; one bin is for recycling and the other bin is for rubbish which cannot be recycled.

The tenants are asked to separate their plastics, paper, metals, and card from their rubbish. The contents of the recycling bin are then taken to Festival Place's very own materials recovery facility. This has a conveyor belt on to which the recycling is tipped. Three employees then hand-sort the material into different categories before it is sent off for recycling.

Steve Connolly, Centre Director, said: *"The success of the scheme is down to the communication between our management team and the tenants. The new system was introduced to all retailers at our quarterly meetings and information was included in the centre's weekly communications pack. We hope to reduce any further contamination and increase levels of recycling by meeting individually with each retailer to help them better manage their waste. Not only will this help the environment, but it will also keep our waste disposal costs as low as possible."*

SONY UK

Sony is the manufacturer and distributor of Sony branded goods, which are principally electronic products for the domestic, leisure and business markets. The company has offices in Basingstoke and Weybridge and a manufacturing plant in South Wales. It has developed an environmental programme called Green Management 2010 which targets environmental improvements in all areas of its business. This focuses on cutting resource and energy use, reducing waste and increasing recycling. All of Sony's sites within the UK are certified to the international environmental management standard BS EN ISO14001.

The Basingstoke office, situated in the Viables Industrial Estate, employs around 1,000 people. As part of the company's environmental management system, the environment team at the site believes reducing the amount of waste sent to landfill is a high priority. They not only reduce the waste produced in the first place, but have also introduced a comprehensive recycling programme. The environmental manager estimates that approximately 60 per cent of Sony's waste is currently recycled.

Less waste to landfill

To achieve such a high recycling rate, Sony has different bins located throughout their offices for the disposal of paper, cans and plastic bottles. Cardboard, wood, metal and redundant office furniture is also separated for recycling. Sony provides its employees with a collection point for spectacles, stamps and mobile phones, which are collected for charities.

These different initiatives are promoted to employees through regular updates via the in-house magazine, internal website and notice boards. For new employees starting at the Basingstoke offices, an induction programme includes information on environmental issues.

The next step for Sony is to reduce further waste. They are providing all of their employees with a stainless steel, reusable mug to replace paper cups used for drinks. It is hoped this will reduce the 6,000 cups they throw away a week. The environment team is also investigating a new hand drying system in the washrooms, hoping to eliminate the use of paper hand towels. By switching from paper towels to hand dryers, Sony aims to reduce further the amount of waste sent to landfill by five tonnes every year.



Lynda Jones, Health, Safety and Environment Coordinator, said:
"Since our recycling programme was introduced, the amount of waste we send to landfill has been reduced by more than 50 per cent. Not only has this been good for the environment, it has also saved us money through reduced waste disposal charges. We also recognise that being green is good for our corporate image and we are increasingly being asked by our customers what we are doing, as a company, to protect the environment."

n3k Informatik



n3k is a specialist information technology company and is based in The Square, Basing View. It provides and supports solutions which manage Domain Name Service (DNS), Dynamic Host Configuration Protocol (DHCP) and Internet Protocol Address Management (IPAM) solutions for large blue-chip, multi-national companies.



The UK office, based in Basingstoke, employs only 20 people and therefore creates a small amount of waste. However employees were keen to recycle and this led to senior management creating an environmental team to investigate a solution that would be suitable for their small office.

Solution for a small office



Hampshire-based Dove Recycling was chosen to provide n3k with a complete recycling service. Dove Recycling specialises in providing a service to small and medium sized businesses and is able to provide a tailored recycling collection, as well as providing customers with storage receptacles and advice on minimising waste. Dove collects weekly from n3k cans, plastic bottles, cardboard, paper and shredded confidential waste. Paper is collected through sacks in the office, while bins in the kitchen are used for cans and plastic bottles. n3k also ensures that any old office equipment, such as computers and printers, is recycled in accordance with the WEEE Regulations and reuses unwanted printed paper for scrap around the office.

Caroline Barker-Littley, Marketing Communications Manager for n3k, said:

“The efforts of n3k show that small companies can play a part in looking after the environment. We are fortunate that senior management supported our recycling initiative and that staff were happy to embrace it. I feel that both these facts demonstrate how important environmental issues are to people.”

The Pineapple

The Pineapple is a traditional pub with a restaurant in Brimpton Common, near Tadley. The pub and restaurant has been recycling all of its glass waste for some years now. They use a local company for the collections. They are supplied with four wheelie bins, into which they can put the glass bottles and jars. There is no need for the staff to separate them into different colours as the bins take all colours of glass. Separate bins placed behind the bar make it even easier for the staff to recycle. In addition, The Pineapple also has all of its waste cooking oil collected for recycling. This is done by a Southampton-based company which filters the oil before sending it off to be made into bio-diesel.



Teresa Slark, the proprietor, is a keen recycler at both home and work. She said: "I recycle as much as I can at home, so it seemed obvious to me to get the pub recycling too. At the moment we have our glass and waste oil collected for recycling and I am now starting to look at what else we can do. The staff are really enthusiastic too and are always happy to get involved, which means when we do implement any changes they are willing to learn what to do. Some businesses might think that recycling is expensive and not really worth it, but we have found that it can be quite simple to do and can even save you money - while helping the environment."

3663

First for foodservice



3663 is a leader in the UK distribution industry specialising in food service and delivery to thousands of catering outlets every working day. The company supplies a range of both food and non food products from major manufacturers, together with a comprehensive range of own brand products under the Smart Choice, Coronet and Spring Bourne Labels.

Since 2003, the company has had an environmental management system in place which covers the Basingstoke site located on the Houndmills Industrial Estate, where 130 staff are employed. This management system has been in place since the company achieved corporate certification to ISO 14001 – the International Standard of Environmental Management. This is a comprehensive system that covers the environmental impacts of all business activities, including waste, energy and resource use. The company also seeks to work with suppliers to improve the overall environmental performance of their activities in these areas too.

Reduce, re-use, recycle

The company's policy on waste is based on reduce, re-use and recycle. The majority of waste produced is cardboard and plastic shrink-wrap, which are baled on the premises before being collected for recycling. Approximately 20 pallets of packaging are collected a month, with 3663 receiving an income for this material. The company also has all office paper collected for recycling, as well as plastic cups, drinks cans, printer cartridges and florescent light tubes. 3663 is also working hard to reduce the amount of waste produced and has increased the recycled content of much of its own-brand packaging.

To promote environmental issues, each 3663 site has at least one sustainability coordinator who receives training and development in environmental issues and is responsible for undertaking an annual environmental audit of its site. In addition, an environmental handbook is issued to all new employees which sets out the company's commitment to the environment and its achievements both internally and externally.

Shirley Duncalf, Environmental Services Controller said: "Being one of the first food distribution companies to gain ISO 14001 was such a great achievement for us. The issue of sustainability is the basis for all of our business activities, from the food we source to the waste we create. We are also proud to have been listed in the '2007 Sunday Times Best Big Companies' to work for. We are keen to share best practice with other businesses on how the tough challenge of sustainability can be put into practice."

Clean up the borough and sign up to the graffiti charter

Did you know that your business can help to keep the borough graffiti-free by signing up to Basingstoke and Deane Borough Council's *Graffiti Charter*?

The *Graffiti Charter* initiative has been developed to encourage businesses to join the borough council in helping to improve and maintain a quality environment by removing visible graffiti as soon as possible.

It aims to recognise and support those organisations who sign up to the charter and raise public awareness of graffiti issues.

So what does it mean?

Businesses signing up to the Charter will pledge to

- arrange for the removal of graffiti within a specified number of days
- arrange for the removal of racist, sexist or otherwise obscene words or images from all buildings in their ownership within 48 hours
- co-operate fully with any investigation carried out by the police or borough council to catch those responsible.

And the benefits?

Businesses signing up to the charter will benefit from assistance and support from the borough council which includes:

- a removal service at a reduced cost, on request
- application, on request, of an appropriate protective coating on any structure belonging to the business at a reduced cost
- a certificate signed by the Mayor, recognising the support and commitment of the organisation towards protecting the local environment
- a listing on the *Graffiti Charter* page of Basingstoke and Deane Borough Council's website with a link to the signatory's website if appropriate
- free places for two representatives from the organisation at a signing ceremony in the Mayor's Parlour.

How and where do I sign up?

It's simple, log on to www.basingstoke.gov.uk/go/greenbusiness to pledge your business's support or contact **01256 844844** for more information or to sign up.



Basingstoke was awarded a Silver Gilt award in the 2007 South and South East in Bloom Competition

In 2008 we're going for gold!

We're looking for businesses to help support the campaign and there are a number of ways to help by:

- increasing recycling with the handy tips and advice available in this Green Guide
- sponsoring prizes and special projects including hanging baskets and bedding plant displays
- looking after the borough's natural environment by taking part in corporate team building conservation work parties
- brightening up your work place and entering the Best Commercial Frontage category of the Basingstoke in Bloom Garden Competition

For more information on Basingstoke in Bloom visit www.basingstoke.gov.uk/go/inbloom or call Liane Green on 01256 844844



There's never been a better time to make the change!

Reducing the borough's carbon footprint is a key challenge for Basingstoke and Deane Borough Council and businesses have a large part to play in this.

Carbon emission figures for the borough show that 39 per cent comes from the industry and commercial sector, followed by 36 per cent from road transport and 25 per cent from our homes.

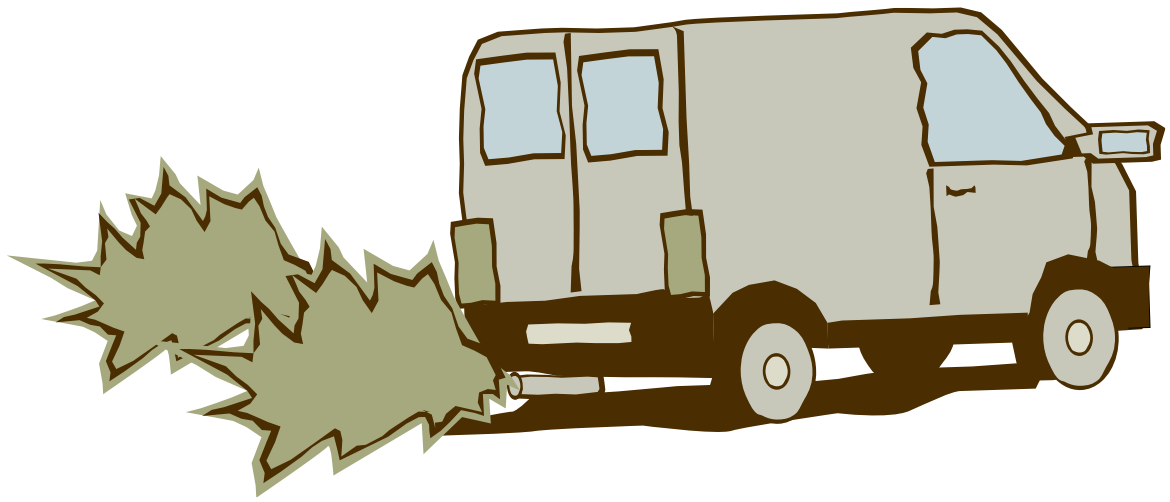
Carbon dioxide is the main contributor to climate change and it is important that everyone, businesses and individuals, contributes towards reducing the amount that is produced. And these changes need not be significant to make a real difference. In fact you could be surprised by just how simple it is to reduce carbon emissions and make financial savings.

For example you can:

- Think about how you travel around the town and beyond for business and for pleasure. Could you walk, cycle, take the bus or even car share for a couple of days a week?
- Reduce energy use by switching off lights, computers, televisions and other electrical equipment when not in use and fit energy efficient light bulbs where you can
- Use energy efficient office equipment to save you money
- Consider ways to reduce fleet mileage and transport costs and encourage employees to use their cars less
- Look at procurement practices. Do you buy recycled goods or buy from local suppliers? Could you use more sustainable raw materials with less packaging?
- Minimise waste. When buying new equipment try to recycle what you are replacing. Try to reduce the volume of materials your business uses, such as copying double sided to reduce paper.



These are just a few hassle-free ways in which your business can help to make a difference but, every company varies and so do the changes they can make to ensure energy efficiencies. To find out how your business can reduce its carbon emissions it's best to take some advice and there are plenty of people who can help.



Local help and advice

In Hampshire we have the Environment Centre (tEC) which provides a one-stop shop for environmental information in Southern England and can offer practical support for businesses. Visit

www.environmentcentre.com or call 02380 336172.

Hampshire businesses can also find support, advice and shared experience through The Hampshire and Isle of Wight Sustainable Business Partnership at www.egeneration.co.uk/hants/index.asp.

General advice

For more general information about how your business can tackle climate change visit www.thecarbontrust.co.uk/carbontrust to discover how to make business sense out of climate change. This site helps businesses to cut their carbon emissions and to harness the commercial potential of low carbon technologies.

The Department of Environment, Food and Rural Affairs website www.defra.gov.uk/ENVIRONMENT/climatechange also provides information on climate change and how to reduce the environmental impact of the lifestyles we lead, the products we use and the waste we produce.

For more information on how the borough council is addressing climate change visit www.basingstoke.gov.uk/go/climatechange or www.basingstoke.gov.uk/go/greenbusiness or call 01256 844 844.



Banking on a greener planet at Barclays Asset and Sales Finance

Businesses all need to do their bit to help the environment and Barclays Asset and Sales Finance, part of the Barclays Group, is leading the way.

Nationally and internationally, Barclays' aim is to be one of the leaders in environmental responsibility. The company has set five-year improvement targets to measure its environmental performance.

To help contribute to these targets and comply with legislation, Barclays Asset and Sales Finance has put in place a number of initiatives and processes at its headquarters in the town centre.



Recycling – The company recycles paper waste including confidential waste, cardboard, mobile phones, toner and ink cartridges, vending waste, cans, plastic bottles, lamps and IT equipment. It is moving towards recycling all of its waste and soon there will be no bins under desks to encourage employees to recycle more. Initiatives include use of branded water bottles which can be washed and filled from the tap instead of buying bottled mineral water.

Energy – Energy for the building is procured via Barclays Group national contracts and is sourced entirely from renewable energy. Passive infrared lighting systems have been installed during recent refurbishments to help reduce energy consumption. Last year, staff started a '*Switch It Off*' campaign and will be measuring their success in the coming months to see how much energy has been saved. In the last two years, the company has also replaced all of the boilers that run the heating system with new and more energy efficient boilers.

Champions - Champions have been nominated by each floor to help support environmental initiatives, drive issues forward and cascade key messages to the business. A number of work streams have been set up to assist with finding solutions to current issues such as reducing the number of printers and encouraging double-sided printing. Champions are provided with training and a handbook to help get them started and also attend quarterly meetings to discuss current issues and progress that has been made. Progress reports are fed back to Barclays Group so that their achievements can contribute to the overall targets.

Other green initiatives –

- A local environment intranet site with links to the group site has been set up.
- The company promotes the use of teleconferencing and reducing unnecessary travel.
- They participate in external and Group initiatives such as World Environment Day and Climate Care Day.
- They are also considering car sharing schemes and have introduced e-magazines.



Small changes make a big difference.

Make protecting the environment and taking
action on climate change everyone's business!



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