

# Green Achiever

Environmental Award Scheme



[www.greenachiever.co.uk](http://www.greenachiever.co.uk)

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## Who is E4environment?

E4environment Ltd is an environmental consultancy founded in January 2000. Between the three directors, Mandy Stoker, Kay Hawkins and Fran Iribar and their team of environmental consultants, the company has over 85 years combined experience in environmental management.

E4environment Ltd provides professional, practical advice and expertise to both public and private sector clients on a wide range of environmental issues. It does this through:

- 1 Bespoke one-off consultancy services covering a range of topics from supporting companies to achieve ISO14001, conducting environmental impact assessments (EIA) to collecting and analysing data required to comply with environmental legislation.
- 2 Environmental support to companies providing in-house consultancy advice.
- 3 Provision of online information: [www.e4e-manager.co.uk](http://www.e4e-manager.co.uk) and [www.wasteconnect.co.uk](http://www.wasteconnect.co.uk)
- 4 The Green Achiever Award scheme in collaboration with Carbon Earth.

**E4**environment

E4environment recognise that many businesses aim to increase their awareness of the relevant issues and reduce as far as is reasonable, the negative impacts their business may have on the environment.

Our aim is to enable companies to achieve this as easily as possible, hence the establishment of the Green Achiever Scheme, the online information and the breadth of employee expertise at our consultancy.

For more information about E4environment or to talk about our services and products contact either:

**Mandy Stoker**  
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**Debbie Cairns**  
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on **01743 343403** or look at our website [www.e4environment.co.uk](http://www.e4environment.co.uk)

## What is the Green Achiever Scheme?

A web-based award framework that enables and supports companies to declare to stakeholders what they are doing to reduce their environmental impacts.



The logos represent the steps a business can choose to take on the Green Achiever Scheme.

## Who are Green Achievers?

If you are, or aspire to be a business with **Green Credentials**, why not show your customers, suppliers, shareholders and anyone that's interested in your business, what you're doing for the environment.

Being a **Green Achiever** sets you apart from the rest. Join the scheme and we'll help you market your green side.

If you want to make a difference by reducing your environmental impacts, we'll give you step by step advice, then for your efforts we'll reward you by placing you on the online **Green Directory** for all to see. It's easy.

## The Green Directory

All **Green Achievers** are entered onto our searchable online directory. You can find Green suppliers and be searched for by potential customers.

## How can I become a Green Achiever?

*"My competitor has just gained a green award. How do I get one?"*

Simply complete the 'no obligation registration form' at [www.greenachiever.co.uk](http://www.greenachiever.co.uk)

## Products of the Green Achiever Scheme

- Free environmental legislation and regulation healthcheck report.
- Use of Green Achiever logo on your website and products.
- Environmental certification from registration to gold award levels.
- Public business directory:
  - a public website that can be searched by company name, business sector, product or location.
  - providing: company name, product or service offering, contact details, website address and direct link, environmental declaration indicating current good environmental practice, future aims and a Green Achiever certificate.
- Annual report on statistics.
- Fortnightly online newsletters containing the latest environmental information, advance notice of any environmental regulatory surprises and good practice items including features on individual Green Achiever businesses.
- Fast access to advice from either:
  - online information [www.e4e-manager.co.uk](http://www.e4e-manager.co.uk) or
  - talking with an E4environment consultant (there is over 85 years combined experience)
- Workshops – practical support on reducing environmental impact to businesses of varying sizes.

“That’s interesting – I didn’t know that legislation would apply to me.”

“Quantum Web Solutions has always been serious about its green intentions. We registered with the Green Achiever Scheme in April 2008 to enable us to learn more about how we can reduce our environmental impacts but also to enable us to show businesses and potential customers that we are serious in these ‘green’ intents. Having our Environmental Declaration on the Business Directory has enabled customers to ‘vet’ the reality of our environmental position and we know that we have gained work based on our reputation from the directory entry. We are enormously proud to be the first Gold Award holder and look forward to others joining the scheme and pledging their environmental commitment.”

John Peters, Quantum Web Solutions, Shrewsbury. Gold status

## Different levels of awards

Do I go to the self-assessment stage?

“What action can I take to reduce my environmental impacts?”

“How can I get a higher profile/bigger presence on the business directory – my competitors are above me in the listings?”

“The latest tender specification is asking for my environmental credentials. How can I show them what I’m doing?”

On receipt of self-assessment declaration

“Hey, we’re doing a lot already.”

“I hadn’t thought about that; good idea.”

“Yep, I really think we can focus on that reduction this year.”

“Now those tender documents will be a whole lot easier.”

Do I go for the Silver Award?

“Hey we can do this. What’s next?”

“Well we think we’re doing OK but what would an outsider (ie. someone who ‘knows’ about environmental stuff) think?”

“It would be great to have some expert advice to help us drive this forward.”

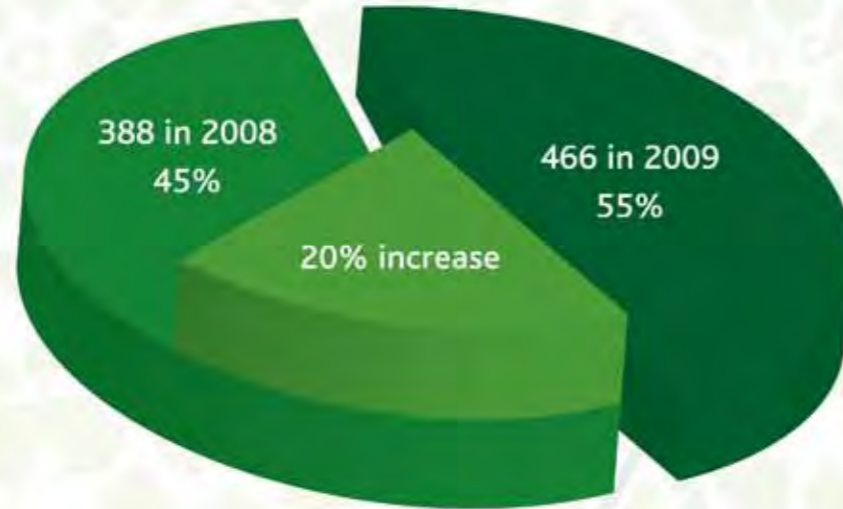
How about going for Gold?

“It’ll be great to see what improvements we’ve made this past 12 months”



## Green Achiever Scheme progress

- ☀ The Scheme started in October 2007 and so far over 1,000 companies have registered, including a 20% increase between 2008-2009.



### ☀ Points of recognition:

- 2010 shortlisted in Shropshire Business Awards
- 2008 Barclays Bank Green Leaders in Business semi-finalist
- On the front page of Google search
- Featured in environmental small business supplement article in the Daily Express
- Cited by Orange as one of the top 5 websites to join if you're in business
- At Home articles in 2009 and 2010
- Gatwick in-flight magazine article

- ☀ Established as a local initiative in Shropshire (UK) and now has international status with Green Achievers in Canada, India, Ireland and China.

## Advantages to Stakeholders

Deborah Meaden: "When I am looking to invest in a company I check their approach to environmental management. Showing concern here is a sign of a well run company to me."  
 – Taken from an interview with the Chartered Institute of Waste Management 2009

### Advantages to Customers

- ☀ Easy to use, searchable public directory
- ☀ Can find green businesses
- ☀ Can find green suppliers
- ☀ Easily recognisable brand / logo (ie. it passes the 'Ronseal' test)
- ☀ The public business directory includes statements about the actions companies have taken and plan to take, so customers can see and judge for themselves just how 'green' they are in plain English
- ☀ Have easy access to company contact details

### Advantages to Businesses, Public Organisations, Schools and Colleges

- ☀ Declare to a wide audience actions to reduce environmental impacts
- ☀ Take first steps to become greener
- ☀ Learn how to improve
- ☀ Learn which laws apply
- ☀ Access to a huge information bank
- ☀ Speak to a human expert
- ☀ Networking
- ☀ Workshops
- ☀ Member discounts and promotions
- ☀ Support to move from intent to action
- ☀ Avoid 'greenwash'
- ☀ Achieve commercial competitive edge
- ☀ Club with like-minded businesses
- ☀ Keep up to date with latest environmental news and issues
- ☀ Find out options to reduce energy usage and costs
- ☀ Inspire employees
- ☀ Impress suppliers
- ☀ Impress customers
- ☀ It's simple

"We benefit from and value being part of the Green Achiever Scheme because it provides us with ideas and advice on the 'green' actions we take. It also provides us with a focus and the motivation to ensure we achieve our targets and keep improving year on year."

Shouna Howe, Holy Cross Sixth Form College, Bury Self-Assessed status

## Advantages to Public Sector

- ☀ Help to measure performance indicators
- ☀ Support national targets to reduce carbon emissions
- ☀ Help to provide data on key Local Authority performance indicators (eg. NI 186)
- ☀ Help to achieve local, regional and national targets on climate change
- ☀ Support Local Authorities in their community leadership role to promote green campaigns
- ☀ Support to engage with schools
- ☀ Support Local Authorities in achieving their sustainability agendas
- ☀ Help to raise awareness about the causes of environmental damage and mismanagement
- ☀ Provision of annual report on public attitude to environmental issues
- ☀ Promote a region or industrial sector for growth

“DB Construction is keen to tackle environmental issues and has had an Environmental Policy in place since April 2007. We registered with the Green Achiever Scheme in January 2008 and very quickly went to the Silver Award in the May. The Green Achiever Scheme provided a crucial stepping stone for us between having nothing in place to being ISO 14001 accredited. We aim to maintain our Green Achiever Silver status as an integral aspect of our ISO 14001 improvement agenda.”

Jack Bowie, DB Construction, Essex [www.dbconstruction1.co.uk](http://www.dbconstruction1.co.uk). Silver status

“Hunter Bevan Ltd is a creative business offering a comprehensive range of graphic design and marketing services. We know that environmental management makes commercial sense and we joined the Green Achiever Award Scheme in August 2009 and attended a “Greening Your Business” workshop in September. Since then we have managed to noticeably reduce our paper usage, saving on both our direct costs and reducing wastage. We have also made conscious efforts with our clients and suppliers to source from Forest Stewardship Council (FSC) certified materials. We are looking forward to being able to attend further workshops that will enable us to focus on increasing our energy efficiency.”

Victoria Cooke, Hunter Bevan Ltd. Registered

## Advantages to Partners, Associates, Affiliates and Collaborators

- ☀ Opportunities to promote green schemes
- ☀ Opportunities to work with like-minded agencies
- ☀ Opportunities to work with consultants in specialist areas
- ☀ Opportunities to promote themselves to a wider audience
- ☀ Advantageous symbiotic relationships for growth

“EH-3D Design Studio specialise in technical lighting, sustainable and energy efficient building design so we are already aware of many aspects around environmental management. The added value of the Green Achiever Scheme for us is the breadth of information provided plus our ability to easily demonstrate our ‘green’ credentials to potential customers through the Business Directory.”

EH-3D Design Studio, Edinburgh. Registered

“Lanyon Bowdler have always demonstrated a basic environmental awareness, but with the support of the Green Achiever Scheme we now spread this to far broader areas of the business. Green Achiever has brought our staff together in a shared purpose, will save us money in reduced energy costs and be of benefit when we tender for contracts. It is a very positive step forward for Lanyon Bowdler.”

Amanda Jones, Lanyon Bowdler, Solicitors, Shropshire. Gold status

“Morris Cook is an established accountancy business. We are concerned about environmental issues but are not experts. Since joining the Green Achiever Scheme in 2008 we have taken action year on year that has enabled us to reduce our waste, reduce our costs and reduce our impact on the environment. We have found that being ‘green’ makes business sense.”

Andrew Clarke F.C.A., Morris Cook Chartered Accountancy, Oswestry. Self-assessed status

## Staff Profiles



**Mandy Stoker**  
Director E4environment

Creator of the Scheme. Long-term direction, development of supporting business workshops and growth to export markets.

*"I'm mean with the heating; I simply put on more layers. I recycle just about everything so there is very little going from my house to landfill and I have a reed bed to treat sewage and waste from drains".*



**Deb Cairns**  
Operations Manager

Day-to-day management, running, on-going promotion and improvements to the Green Achiever Scheme.

*"I reduce my car usage as far as possible by either car-sharing or taking the park and ride or even running home rather than drive it".*



**Joel Priest**  
Principal Consultant

Adviser to companies on compliance issues and conducting Silver and Gold-level audits, working with companies to identify improvements in environmental performance and potential cost-saving measures.

*"I separate paper, card, green waste, bottles, cans and plastics at home for recycling."*



**Zoe Heath**  
Office Administrator

General assistant to the Green Achiever Scheme.

*"I recycle as much as possible, at work, at home and also when out and about".*



**Kelly Jones**  
Administrative Assistant

Supports the Green Achiever team with the day to day running of the Scheme, dealing with on-line applications, emails and data entry.

*"I recycle as much as possible whether at work or at home!"*



**Gemma Fenn**  
Senior Consultant

Contributes to healthchecks, self-assessments and newsletters. Deals with some technical enquires and questions from Green Achievers.

*"I turn the tap off when brushing my teeth... and when my husband and kids are brushing theirs!"*



**Bev Durman**  
Senior Cad Technician

I input all new registrations into the latest database, produce all the certificates and do any other graphics that are required by Green Achievers; flyers, brochures, ad campaigns etc.

*"At home I use energy saving light bulbs in all rooms."*



**Neville Street**  
Proprietor, Stella Six PR

I carry out the public relations work for the Green Achiever scheme.

*"I recycle as much household waste as possible: glass, newspapers, cardboard, plastic bottles, electrical equipment, batteries, old shoes."*



# Contact us

If you require any further information, please do not hesitate to contact:

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Green Achiever was a semi-finalist in the Barclays Bank Leaders in Green Business Award 2008.



E4 Environment was a finalist for Best Small Business in Shropshire Business Awards, 2010.



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