

THE GREEN ACHIEVER SCHEME - SOME CASE STUDIES



"Can we afford not to be seen to be green?"

This is the question businesses are asking and increasingly the answer is that successful companies are recognising the competitive advantage to be gained by having (and shouting about) environmental credentials.

Many of those businesses do not have an in-house environmental advisor but have instead joined the Green Achiever Scheme to get their legal advice, good practice guidance and accreditation of their environmental stance. Membership also brings support to declare all of this to customers, suppliers and investors (potential and current) through a listing in the online business directory and through use of the Green Achiever logo on websites and other marketing materials.

So what is the Green Achiever Scheme?

Essentially it is an environmental award scheme that enables businesses to gain credit for their environmental practices – be that “super-eco” or more moderate. Businesses choose what is appropriate for them and the Green Achiever Scheme provides recognition for that.

There are four levels of membership – Registered, Self-Assessed, Silver and Gold.

Registration is free and at this level our aim is to support members to understand and meet their legal and regulatory obligations as a minimum. All members receive an Environmental Healthcheck Report and two newsletters per month on the latest environmental updates.

To maintain the integrity of the Scheme we need to ensure our members’ commitment to the environment remains so after 3 months we require our members to consider their practices as well as their legal compliance.

Self-Assessment (£112.00 +VAT for an annual membership) concentrates on reviewing, accrediting and advising on a business’s day-to-day environmental practice. Members are credited on a 5-star rating scale and receive a bespoke Environmental Declaration which outlines their current good practices plus their intended actions for improvement. This policy can be used in tender submissions and placed on company websites for customers and investors to see.

Some members renew year on year at the Self-Assessment level, aiming to improve their star rating. Others decide a more in-depth review and advisory consultation would be beneficial so go for the Silver Award.

The **Silver Award** (between £306.00 and £612.00 +VAT and expenses) consists of us conducting an in-depth on-site audit to enable members to receive expert advice about their legal obligations plus advice about all aspects of their environmental practices and how these could be improved. Silver award members receive a detailed report and action plan for improvements as well as an updated policy, benchmarking advice, greater profile and support for local and trade press releases.

Gold is awarded to those members who can demonstrate continuous improvement in their environmental journey from either our Silver award or some other external accreditation.

What do the Green Achiever Members say?



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A member since May 2008 Lanyon Bowdler progressed straight from registered to silver in 2009 and have improved year on year to achieve their 2nd Gold in May 2011. Amanda Jones, business development & marketing manager, said "Membership of the scheme has helped raise our business profile. We won Best Green Business at the Shropshire Business Awards 2009 and were Highly Commended for the LSA Award for Excellence in Environmental Responsibility, at The Law Society Excellence Awards 2010. The Green Achiever scheme has provided us with an excellent environmental focus and over the past three years we have significantly reduced our running costs as a result of tailored energy and resource use. Support from the Green Achiever team has and continues to contribute to our business success."



**FROM REGISTERED
TO GOLD**

Lift and Engineering Services Ltd is already ISO14001 accredited so when we conducted its on-site audit we were able to see evidence of continuous environmental improvements against its action plan. Tony Blakemore, the company's health, safety, environmental and training officer, said: "The added value of attaining Green Achiever gold status is the recognition it provides for our day-to-day practice on the ground. In addition, we receive on-going environmental advice throughout the year, supporting LES' aim of reducing its environmental impact."



**Waste Management Is
GOLD**

Sherrington Waste Management Ltd is a skip hire / waste disposal company that has been in the business for more than 40 years. June Sherrington, managing director said "Ensuring we are aware of and continually improving our environmental performance is vital in our business. Our contractors demand that we demonstrate this in what some see as a 'dirty' business. Gold Green Achiever status has helped us retain contracts."



Telford Laundry Ltd already had a reputation for innovative practice and environmental awareness when they applied for a Silver audit in 2010. That said the robust nature of the audit process, supported by expert advice, has enabled this business to drive forward their ambitious agenda in a focussed manner without getting ahead of legal frameworks. All this was recognised when Telford Laundry Ltd won the 2011 Best Green Business at the Shropshire Business Awards.



3rd Time Self-Assessed
★★★★☆

The UK's largest independent retailer of cycles has recently undertaken its third self-assessment. Ange Perry, health, safety and environment manager said: "Although not experts, Evans Cycles is concerned about the environment. Being a Green Achiever has provided us with areas to focus on and improve. As a result we have reduced waste, costs and our impact on the environment."

