

APA

Advertising Producers Association

Green Production Guidelines & Checklists

A GUIDE TO THE BUSINESS AND ENVIRONMENTAL BENEFITS OF GREENING COMMERCIALS

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Introduction

Most people now recognise global warming as a major issue. The good news is that it's simple to significantly improve the environmental efficiency of the way we work and that even for sceptics there are significant benefits including cost savings, clear differentiation and improved business perception. The advice in these guidelines has been commissioned by the APA to enable its members to take practical steps toward environmental efficiency. The objective is to give you, the APA member, practical advice that focuses primarily on efficiencies rather than carbon offsets.

The Principles of Greening

In order to make changes, those that have successfully implemented more environmental policies and practices suggest the following:

1. **Buy in from the top** (i.e. board and senior management support)
2. **Consultation and communication** (with people and organisations that work with you)
3. **Measurement** (to identify high impact areas, prioritise, and measure improvements going forward)
4. **Reduce waste and improve efficiency** (in all areas – energy, transport, purchasing, waste, water)
5. **After reducing, replace** (with more sustainable options) **and recycle as much as possible**
6. **Offset your remaining emissions** (to become carbon neutral)
7. **Report what you are doing** (for maximum commercial benefit)

The main impact areas – getting started

The central message in greening up is about improving efficiency and reducing waste –in terms of the energy we use, what we buy, the waste we generate, the excess number of miles we travel etc. It is simply about using resources more wisely, in line with your commercial interests. We have divided this section into the main areas on which to focus:

1. **Energy**
2. **Transport**
3. **Purchasing and waste**
4. **Water**
5. **Working with colleagues**
6. **Offsetting**

These issues apply to the advertising production industry and all businesses in the supply chain. We have also provided additional ideas for production activities: choosing locations and hotels; art department and set construction; working on location and with studios. For each of the sections, we have provided checklists for you to work through and monitor your progress.

The Directory

At the end of this guide, we have provided a comprehensive directory of suppliers, products and services, relevant to the advertising production industry to support you as you work through the checklists.

Further Help

These guidelines provide all the information you need to get started and implement more sustainable business practices. However, because written information is sometimes not enough to instigate change, we have provided information on how you may get additional support at the end of this document.

1. Background

All of us have an opportunity and a responsibility to play our part in reducing our impact – through business, politics, at home and in daily life. The goal of this guideline is to provide the commercial production industry with practical help to make positive changes through its work – by significantly reducing the amount of GHGs your production company creates and offsetting the remainder.

An increasing number of reports are demonstrating significant commercial benefits to business from adopting more sustainable approaches – through efficiency measures (driving down energy bills and waste payments), as well as enhanced image and reputation, which attracts customers (including other businesses), good staff and investors alike. So adopting the approaches outlined here has the potential to help your financial bottom line – as well as the environment and people around the world.

2. How to use this guide

This document is intended as an introductory guide to 'greening' your business. It includes checklists of activities and a directory of suppliers of sustainable goods and services. The basic principles for reducing GHG emissions apply to everyone, so you can use this guide in your offices, on site, and with suppliers (as well as at home). We have offered general sections that apply to most businesses in terms of: energy, transport, purchasing and waste, food and drink, water use, working with colleagues, preparation and choosing locations, hotels and offsetting. Additional advice is provided on production-specific activities.

3. Keeping up to date

The environmental field is moving fast and growing rapidly – new evidence and information is becoming available all the time. In addition, thinking and guidance sometimes evolves. We have endeavoured to represent current best practice. However, if we have missed anything – or if new information comes to light – we would like to be responsive and include it in the next edition. If you have any information, suppliers and resources that are relevant to the industry, please let us know.

1. Leadership

Businesses with good environmental practices consistently report that it is essential to have engagement and leadership from the top. This 'buy in' is a driving force for change that encourages others to get involved. To make the most of your strategies, board and senior management support should be agreed.

2. Consultation and communication

It is also considered best practice to: consider the 'stakeholders' associated with your business (e.g. staff, contractors, customers, communities, suppliers, charities); consult with them about the impact of your proposals; and document the process. If you are just getting started, it may not be possible to undertake a formal consultation with everyone, but it makes sense to consult those in key areas. Effective implementation is dependent on as many people as possible getting involved, so communicate your activities widely. A code of practice should be developed for the entire operation – existing employees, advertising agencies and clients, production offices and the entire supply chain – so that all divisions of your production are aware and contribute to your stance on environmental issues.

We also recommend that you set targets and schedules, and named individuals are given specific responsibilities for different activities. You might find it helpful to identify green champions and convene a 'green team' that meets, reports and plans at regular intervals.

Suppliers and contractors should also be made aware of your policy and a review conducted to enable you to work together to meet your targets within an agreed timeframe. As their customer, you have a great deal of bargaining power to encourage them towards more sustainable options. However, if this is not achievable – or their offering is too expensive – alternative suppliers can be sourced. This will enable you to shop around for the most competitive 'green' options.

3. Measure "You can't manage what you don't measure"

Before you implement any changes, it is widely recommended that you measure your current activities and outcomes. This allows you to manage by (i) identifying high impact areas and priorities for change; (ii) devising an implementation plan, with targets and responsibilities. It also means you can evaluate and report your improvements going forward.

There are a number of best practice guides to help you with this, such as the Global Reporting Initiative (GRI) criteria, Business in the Community (BITC) CR and Environment Indices, BS 8555 STEMS (Steps to Environmental Management Systems), BS8900 (British Standard Guidance for managing sustainable development), ISO14001 (Environmental Management System), the Green House Gas Protocol Initiative, etc. Sustainability consultants can help you measure your activities, work through the guidance and undertake full carbon footprinting as appropriate.

To start the process, your company can collect data in four of the highest emissions areas: energy use (from utility bills, diesel suppliers); waste tonnage from your waste contractors (recycling, composting, landfill, other); transport miles, by mode of transport (e.g. from expense claim forms); and procurement (from itemised invoices). An example of CO₂ output from different journey types is in the table on the next page.

B. THE BASIC PRINCIPLES OF 'GREENING'

Table: CO2 outputs for different journey types

Example journey	Vehicle type	Average distance, km	CO2 equivalent, g / km	Total CO2, kg
London to Scotland	Domestic B737-400 and Dash 8-Q400	425	158	67
UK to central Europe	Short haul international	1,200	130	156
UK to east coast USA	Long haul international	7,000	105	735
Average annual car mileage 9,000 miles	Medium petrol car	14,484	216	3,129
Average annual car mileage 9,000 miles	Medium diesel car	14,484	188	2,723
Average annual car mileage 9,000 miles	Medium hybrid car	14,484	126.2	1,828

N.B. Data source is DEFRA, listed in the directory

4. Reduce

The first and most significant greening message is to improve efficiency and reduce wastage in all areas, as much as possible – i.e. reduce energy that is used (and wasted), goods bought and thrown away, the number of car and air miles etc. This applies to your own direct use as well as that used incidentally in terms of the goods and services bought. (For example, as a general rule it is better for the environment to buy goods manufactured locally. If they have to be bought from overseas, plan ahead and request shipping as opposed to last-minute air freight.) Improving efficiency has obvious business benefits, such as saving money on energy bills, landfill taxes, transport and procurement.

5. Replace, re-use and recycle

For example, probably the biggest, single, easiest thing a business can do is switch to a renewable energy provider (see below and directory). Disposable products and materials should be replaced with re-useable ones whenever possible. Sets, props and other materials can be used again, either by your company, by giving them to a film school, or by hiring props rather than buying new ones for every shoot. Finally, as much (unavoidable) waste as possible should be recycled.

6. Offset

Many people have heard of the term 'carbon neutral'. This is a somewhat contentious term, but essentially involves calculating your total climate-damaging carbon emissions, reducing them where possible, and then balancing your remaining emissions, often by purchasing a carbon offset (definition from Oxford English Dictionary). Offsetting is the process by which CO2 emissions are absorbed from the atmosphere or traded with schemes that reduce the amount of CO2 emitted in the first place (e.g. renewable energy, energy efficiency). In terms of best practice, it is better to reduce emissions first, before offsetting the remainder. This will save your business money in terms of improved efficiency (and also in prospective offset payments). As some offset schemes (like tree planting) have been controversial in the past, it is sensible to look for long-term, sustainable, independently verified schemes (see the offsetting section and the directory for advice).

7. And report

Finally it is considered best practice to report the outcomes of your activities, through formal data collection and documentation internally and externally. The guidance outlined above (under 'measure') offers a framework for the data that can be collected and how this can be communicated within a company and externally.

By reducing avoidable emissions and offsetting unavoidable emissions you can make a big difference in a relatively short space of time. Below are the main greening areas on which to focus – i.e. energy, waste, transport and procurement – as well as other production-specific ideas. We recommend that all areas below are covered in order to minimise possible impact on the environment. However, as it is unlikely that you will be able to do everything at once, it is important to prioritise high impact areas and ‘quick wins’. For each section, we have provided checklists. Some activities will require a number of people to be involved – we suggest you identify a lead co-ordinator for each and check off actions as you proceed.

You may find it helpful to convene a sustainability or ‘green team’, which meets regularly (e.g. around other staff meetings) to develop plans, set targets, implement and report on progress. One way to do this would be to identify people within the company that have personal interests in social and environmental issues and reward them for getting involved. Incentives for the whole team are also a good idea. One company we know of recently promised a big staff party on the back of any savings made on energy and waste management. Another collected data on people’s transport practices and reported back on the worst offenders (having established good communications and ‘greening’ support from the team before proceeding down this route).

1. Energy

One of the biggest areas of impact in businesses is energy use. In the UK, we waste more energy than in any other country in Europe, and people are prone to wasting more at work than at home (possibly because someone else is paying the bills). A significant part of a business’ carbon footprint is in lights, computers and other appliances left on unnecessarily. The good thing about reducing your energy use is that not only is it good for the environment, it will save you money on utility bills too. (For example, the University of Leeds has recently shaved a third off energy bills through some simple measures, and BT has saved £119 million since 1991.)

Another simple but effective change you can make is to switch to a greener energy supplier or tariff. Demand for renewable sources outstrips supply in the UK, but if you choose the right tariff your money will be invested in renewable technologies. There are now many ‘green’ tariffs, but beware some are more grey than green. Good Energy is the probably the best option, while green tariffs from Scottish Southern or British Gas are good examples of the next best. See the directory for links to independent reports that compare the options.

C. GETTING STARTED - THINGS YOU CAN DO

ENERGY CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
• A green energy policy (that includes the following points) has been developed and implemented.				
• Change electricity supply to a greener provider or tariff – this is the biggest, single, simple thing you can do. It means your money can be invested in renewable options.				
• Turn off computers, printers, monitors, and copy machines when not in use at the end of the day and at weekends – computers on standby use almost as much electricity as they do left on.				
• Set computer monitors to sleep mode to save energy when not in use during the day.				
• Turn off the lights when leaving a room.				
• Practice task lighting – if you don't need a light, turn it off.				
• Replace incandescent light bulbs with compact fluorescent (CFL) or LED ones – they use less energy, generate less heat and last much longer. More and more options are becoming available all the time.				
• Exchange halogen torchiere lamps for lamps with efficient compact fluorescent bulbs.				
• Install light-sensors where possible, so lights automatically switch off in unused areas.				
• Review your heating and air-conditioning – could it be turned down or off?				
• When you are replacing any electrical items, choose energy efficient ones.				
• Likewise for heating and air conditioning options.				
• As much as possible, work with the ambient room temperature, windows and insulation.				
• Always keep outside doors and windows closed when the air conditioning/heating is on – don't heat the street.				
• Turn off thermostats when leaving the office for the weekend.				
• Unplug electronics and appliances at evenings and over the weekends.				
• Install meters to monitor and feed back energy use – this has been shown to be an effective way to reduce usage.				
• Where generators are used on-site, request bio-diesel (from reclaimed cooking oil) – it has lower emissions, is less toxic, and is easier to transport and clean up. Check the source of the fuel, with your generator supplier as to which fuel options they will cover – most companies have established maximum bio-diesel blend limits.				
• Ensure your generators are set up to run efficiently (e.g. one run close to capacity, rather than two partly loaded).				

2. Transport

Transport is a large part of the advertising and advertising production industry's carbon footprint. CO₂ produced by the transport of materials, and vehicles and flights arranged for staff, cast and crew produce enormous amounts of carbon emissions. Some of these can be significantly reduced, others may be unavoidable (but can be offset). For all seemingly unavoidable travel, it is worth working through the following.

a. Air travel

Air travel is the single most polluting travel option, not least because the gases emitted cause even more damage at high altitudes. It is therefore a key factor to consider when choosing a location.

b. Cars

Hybrids and electric vehicles are probably the 'greenest' options at the moment for short distances (e.g. town and city living), while efficient diesels are the best option for longer journeys, such as motorway driving. Note that comparisons are based on cars within the same size and class categories (i.e., comparing minis with minis, 4x4s with 4x4s).

Otherwise, the general rule is to look out for vehicles with low CO₂ emissions: 130g/km or less – and the lower the better (see the directory for car comparison information sites). Smaller, newer, diesel fuelled cars tend to be better conventional options, because they deliver better miles per gallon (mpg). Diesels, however, should always have a particulate filter, otherwise they are harmful in terms of local air quality.

If hiring cars, ask about environmental policies and practices. Go for the smallest car possible, and then look for the greenest car in its class (with the lowest CO₂ emissions). Hybrid options include the Toyota Prius, Lexus RX400h or the Lexus GS 450h. However, it's worth noting that these Lexus are larger cars and therefore will emit more CO₂ than many smaller cars. Pay as you go hire options include Streetcar (London and the south), WhizzGo (across England). If a private hire service is to be used, look for environmentally friendly car services such as Carmic Cars (London).

c. Bio-fuels

Bio-fuels potentially offer a greener alternative. Bio-diesel is a substitute diesel that can be used for trucks, buses and cars. 100% bio-diesel can be a clean burning alternative fuel that contains no petroleum, is biodegradable, non-toxic, and results in lower emissions. Blends up to B20 (20% bio-diesel and 80% diesel) can be used in standard diesel engines without modifications, but it is advisable to check with your manufacturer first. A number of petrol stations supplying bio-diesel fuel, more often already blended into the standard diesel offering.

However, there is some controversy as to the use of bio-fuels at the moment. For example, bio-diesel sourced directly from rapeseed oil is generally better quality than that made from used cooking oil. Unfortunately, locally sourced bio-diesel from plant crops can be more difficult and expensive to obtain, and there has been criticism that fuels sourced from further a field are diverting food away from communities that need it. Used cooking oils are more readily available, but consistency of the quality can be an issue.

Bio-ethanol is effectively a substitute for regular petrol, but only cars that have engines designed to run on bio-ethanol can use this fuel in quantities greater than 5 or 10% (e.g. E85). Some petrol stations already offer an E5 mix (i.e. 5% bio-ethanol with regular fuel).

Therefore, where possible, ask about the environmental policies and practices of suppliers (e.g. how and where the fuel comes from, whether indigenous people or plants have been removed to plant bio-fuel crops, whether crops have been diverted away from food streams, and how fuel quality is assessed).

C. GETTING STARTED - THINGS YOU CAN DO

TRANSPORT CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
General				
• A green transport policy (which includes the following points) has been developed and implemented.				
• You use video or telephone conferencing as an alternative to travelling long distances for meetings.				
• You schedule meetings and shoots locally and in public-transport accessible locations whenever possible.				
• Trains, trams, buses and coaches are used in preference to cars and air travel.				
• You offset car mileage and air-travel with reputable companies (see directory towards the end of this document).				
• You have explained your position to staff, crew, agency reps and extras, who are encouraged to take a similar stance on all the above.				
Air travel				
• You are taking steps to reduce the number of journeys and air miles.				
• Scheduled airlines are used rather than private jets.				
Cars and other vehicles				
• If vehicle use is necessary, use the smallest and least polluting options available, and plan your journey for efficiency.				
• Your company encourages car sharing to maximise the number of people per vehicle at any given time (including commuting to and from work).				
• You do not leaving vehicles idling (especially on set).				
• You source appropriate bio-fuels for your vehicles.				

C. GETTING STARTED - THINGS YOU CAN DO

3. Positive purchasing and reducing waste in the production office and on set/location

The first message here is to think about what you are buying, how that relates to the waste you are generating, and reduce where possible. Reduce any reliance on things that will be used once and thrown away: from goods with excessive packaging, to copier paper and paper hand towels, to disposable cups, glasses and plates. Replace with non-disposable items that can be used many times. Sometimes this takes a shift in thinking and habits, but is easy once you get going and can save your business money by buying fewer products. In addition, businesses are taxed on the amount of waste they generate through landfill taxes: the less waste you generate the less you pay. Many businesses have saved significant amounts of money by re-evaluating their waste management policies. For example, Carlsberg now saves £818,000p.a. at its Northampton UK site alone (300 employees) from implementing reduced packaging and waste options. Here are a few things you can do.

PURCHASING AND WASTE CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
General				
• A sustainable purchasing policy been developed and implemented (including working with suppliers on the following points, where relevant).				
a. Paper, card and printing				
• Avoid printing wherever possible – use other forms of communication instead: telephone, websites, e-mail, e-documents, etc.				
• Where paper is absolutely necessary, source green stationery suppliers (see directory) for recycled paper, envelopes, note books, etc.				
• Be sure to buy paper with the highest post-consumer recycled content (preferably 100% recycled) and non-chlorine bleached.				
• Always use recycled options, print on both sides, narrow the document margins so fewer pages are printed, print on A5 if possible. (Printers that can print double-sided include: Canon Laser Shot LBP 3460, Can I Sensys LBP5360, Kyocera FS C8100DN, Xerox Phaser 8560 DA 6360DX, OKI B6500DN.)				
• Likewise, for marketing purposes print less, and where you have to, use printing companies that offer high recycled content first (FSC-certified from sustainably sourced trees is an alternative, but recycled is better). Ask for vegetable-based inks.				
• Use recycled card, business cards (reps and directors use a lot of these, so it adds up).				
• Reuse envelopes for internal communications where possible.				
• Reduce subscriptions by routing trade periodicals, magazines and newspapers round the office.				
• Cancel unwanted subscriptions.				
• Use similar practices to circulate documents throughout the office – only have as many hard copies as is absolutely necessary.				
• Use paper that's already been printed on one side for scrap paper (then recycle).				
• Remove your name from distribution lists for reports you don't really need (or reduce the frequency).				

C. GETTING STARTED - THINGS YOU CAN DO

<ul style="list-style-type: none"> • Send director reels out online and use recycled card DVD cases if hard copies are necessary. 				
b. Reduce packaging and disposables				
<ul style="list-style-type: none"> • Reduce the amount of disposables bought and replace with reusables instead, for example, you and your team can: 				
<ul style="list-style-type: none"> • Request options with reduced, reusable, or no packaging from suppliers – this cuts emissions through reduced manufacturing, transport, and disposal. 				
<ul style="list-style-type: none"> • Use mugs and glasses every day instead of disposable cups. Recycled plastic options are available and can be printed with the company logo etc. 				
<ul style="list-style-type: none"> • Bring lunch to work in reusable lunch bags / boxes, with reusable utensils. 				
<ul style="list-style-type: none"> • Bring a drinks bottle and refill it from the tap (saves money too). Another option (although not as good) is to write your name on your water bottle then refill it several times before recycling it. 				
<ul style="list-style-type: none"> • Carry a foldaway bag in your work or handbag and use that instead of plastic carrier bags (see directory). 				
<ul style="list-style-type: none"> • If you are working with other suppliers (e.g. food and drink), work with them to reduce their reliance on disposables too, and replace with reusable boxes, real plates, knives, forks, etc. 				
c. Buy recycled and earth-friendly products				
<ul style="list-style-type: none"> • New options are coming through all the time. Ask your existing suppliers – if they are unable, unwilling, or too expensive to help, find alternatives. 				
<ul style="list-style-type: none"> • Buy products with high levels of 'post-consumer' recycled content (e.g. paper, plastic, glass-based construction materials and office supplies) and other sustainable options such as rubber and FSC-certified wood, card and paper. 				
<ul style="list-style-type: none"> • Buy paints and resins with low VOCs (volatile organic compounds). 				
<ul style="list-style-type: none"> • Buy greener cleaning chemicals. 				
<ul style="list-style-type: none"> • Check that your paper hand towels and loo rolls are made with recycled paper (many are, but it's worth finding out). 				
<ul style="list-style-type: none"> • Buy local, non-toxic and organic products. 				
<ul style="list-style-type: none"> • Buy recycled promotional goods: bags, pens, mugs, mouse mats, key rings, etc. 				
<ul style="list-style-type: none"> • Buy energy efficient goods, e.g. LED and CFL lighting, electrical appliances, wind-up radios and torches, etc. 				
<ul style="list-style-type: none"> • Buy rechargeable batteries, etc. 				
<ul style="list-style-type: none"> • Buy options that can be reused and then recycled (see the recycling section). 				
d. Other ideas				
<ul style="list-style-type: none"> • Purchase ethical banking and insurance services – these are the types of companies that invest in greener options themselves. 				
<ul style="list-style-type: none"> • Never throw anything toxic into street drains – it is illegal, they drain to the rivers and the ocean. 				
<ul style="list-style-type: none"> • Add indoor plants to clean and freshen indoor air (avoid synthetic air fresheners), plant trees in outdoor areas. 				
<ul style="list-style-type: none"> • Ask (and ask again if necessary) all your service providers about their environmental policies and practices – the more customers that ask, the more providers are compelled to act. 				

C. GETTING STARTED - THINGS YOU CAN DO

The same principles on purchasing and waste apply to food and drink too. However, as this is a major purchasing area for many businesses – and because the production and preparation of food and drink are significant parts of a company’s carbon footprint – we have included a separate section on food and drink here. The areas where most gains are to be had are in reducing waste, reducing food transport miles and choosing better food production practices. Creating food and sustenance for a team of busy people is never easy, however when you book caterers, there are some simple criteria you can ask them to do.

PURCHASING AND WASTE – CATERING - FOOD AND DRINK CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
• A sustainable sourcing policy has been developed and implemented for food and drink. This includes working with caterers and other suppliers on the following points.				
• Request products with minimal or no packaging – ask for reusable options.				
• Ask about the source of your food, drink and related products.				
• Purchase locally grown, seasonal fruits and vegetables (where possible) for shoots and for your workers and clients in the office – they taste better and are healthier for you and the environment.				
• Consider buying organic options – fruit and veg, meats, drinks, milk, etc.				
• Choose Fairtrade food and drink options for those products grown in warmer climes (tea, coffee, cocoa, citrus, etc). Sometimes produce grown in the sun results in lower emissions than those grown in the UK in greenhouses, even allowing for transportation.				
• Choose seafood that is local, caught or farmed in environmentally friendly ways and low in harmful toxins like mercury and PCB’s. Look out for the Marine Stewardship Council (MSC) badge for sustainably sourced fish.				
• The livestock industry is currently responsible for 18% of GHG emissions – so eat meat and fish less often and buy better quality local and/or organic options when you do (it’s better for you too).				
• Plan your purchases to avoid wasting food.				
• Donate leftover food if you can, instead of throwing it away (e.g. contact your local shelter for the homeless. Be aware you may have to take account of regulatory issues).				
• Drink tap water whenever you can – it’s fresher and avoids CO2 emissions created through manufacturing, transporting and disposing of bottles. Use water filters and coolers in studios and ethical bottled water on location.				
• Most take-away containers are not recyclable (due to materials used and food contamination). Reduce waste by encouraging reusable, washable options, brown-bag lunches, or go to a restaurant and dine on-site.				
• Switch to a reusable filter in your coffee maker.				
• Encourage use of reusable (china) cups, mugs, plates, and utensils in the kitchen instead of disposables.				
• Where disposables are the only option, either: (a) rinse and recycle plastic containers (b) choose biodegradable cups, plates and cutlery made of recycled card, FSC certified (paper, card or wood) or plant starches (bio-plastic) instead of conventional plastics. N.B. Bio-plastics cannot be recycled with regular plastics – ask your waste contractor for composting details.				
• Avoid using Styrofoam because it isn’t biodegradable and can’t be recycled – likewise for plastic or wax lined card hot drinks cups (there is a new sustainable option out from fully sustainable sources which is also fully biodegradable – see SaltaSustainable in the directory).				
• Recycle empty, rinsed tin cans in your recycling bins (soup, tuna cans, etc.).				
• Likewise, all glass jars and bottles and plastic cups and bottles should be recycled.				
• Snip plastic six-pack rings, which can endanger ocean birds and sea life.				
• Keep clearly labelled recycling bins near the catering area or where people eat and drink with notices enforcing their usage (on set/location and at unit base).				

C. GETTING STARTED - THINGS YOU CAN DO

4. Waste management – reduce, re-use, recycle

Whilst reducing the waste you produce as far you can (see above), also select one or more waste management companies that have strong recycling credentials, or work with your waste company to improve the range of options available to you over time (there are free government services to help you with this – see directory below).

ADDITIONAL WASTE AND RECYCLING CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
• You have developed and implemented greener waste management practices.				
• Recycle bottles, cans, paper, cardboard, metal, wood, CD/DVDs, film, tape, paint, batteries, toner cartridges, green waste and electronic waste.				
• Recycling is made easy by having bins with proper signage located in high traffic areas – people are briefed on their use, and reminded frequently.				
• Consider removing general waste bins from near desks, and place recycling bins close by – this encourages better habits.				
• Donate your old office furniture and equipment to local schools and non-profit organisations.				
• Consider setting up a composting option for vegetable food and other biodegradable waste – you may have to work with your waste contractor/s on this.				

5. Water

As with other products and services, the processing, delivery and disposal of water involves energy, which means emissions.

WATER CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
• You have reviewed your water use and developed and implemented water saving practices where appropriate (including with suppliers and contractors).				
• Reduce your water use by avoiding waste and reporting leaks as quickly as possible.				
• Consider installing water-efficient options such as push button taps, aerated taps and low volume toilets and urinals.				
• Install rainwater capture options where this is feasible.				

C. GETTING STARTED - THINGS YOU CAN DO

6. Enlist and educate your colleagues

ENLIST AND EDUCATE YOUR COLLEAGUES CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
• You have developed a green communication strategy, for sharing what you do with your colleagues on a regular basis.				
• You have a clear plan, with targets and responsibilities assigned to named individuals.				
• You have reminder systems to encourage everyone to get involved – such as:				
• a 'green team' as part of team meetings, where ideas can be presented, resources identified, targets set and progress can be reviewed regularly, etc;				
• computer and other prompts reminding people to switch things off at the end of the day;				
• audit behaviour and feedback – one large company we know monitors people with excessive transport use and lets them know about it (regularly);				
• identify green 'champions' in the office and enlist their help.				
• Work with your suppliers and contractors to source more environmental options. Sometimes they already have options, sometimes they are new to it too, so it can take time, but it is possible.				

7. Preparation and choosing your location

When budgeting to select a shoot location, consider the carbon footprint implications as well as costs. Flights are by far the most polluting thing we engage in (and can be expensive). As more and more people are aware of climate change, an increasing number of clients may prefer to make decisions which factor in carbon impact. Here are some things you can do.

CHOOSING YOUR LOCATION CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
• You have developed policies and practices for choosing locations based on environmental as well as artistic interests (including the following).				
• Encourage clients to consider that shooting in the UK may be a more environmentally friendly option, and show how this can be creatively and financially viable.				
• Include offsetting costs or a green tax in the budget you quote.				
• If possible, choose locations that will be easier to get to by public transport.				
• Instead of going on a recce by car, use online route planners, maps and GPS.				
• Otherwise, consider the environment when you do go on recce to choose a location, including:				
• Travelling by public transport, or at least choosing a less polluting vehicle.				
• Good access to local recycling centres.				
• Following the paper guidance above (only print when necessary, use double-sided call sheets, storyboards and scripts, narrower margins).				
• Working with eco-conscious suppliers and materials where possible.				
• Include green options for the production box.				
• Ensure that you will have minimal impact on the local environment and eco-systems and leave the area as you find it. A core principle is 'take nothing away, leave nothing behind' ¹ .				

¹In probably the best known case where these principles were not fully taken into account, considerable controversy and legal action resulted: <http://www.twinside.org.sg/title/beach-cn.htm>

C. GETTING STARTED - THINGS YOU CAN DO

8. Hotels

Ask your production manager or travel department to identify hotels that actively employ sustainable initiatives. A first step here is to ask any hotel company that you approach about their environmental policies and practices (also see directory). Look for those that meet the criteria below.

HOTEL CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
• You have developed policies and practices for choosing hotels based on environmental as well as commercial interests.				
• Check the Green Tourism Business Scheme (see directory) and ask if hotels are members.				
• Select hotels based on their sustainability practices. For example they:				
• Use a renewable energy provider.				
• Use energy efficient lighting (CFLs or LEDs) rather than incandescent bulbs.				
• Employ motion sensor lighting systems.				
• Switch off lights, TVs (at the point) air conditioning and heating when rooms are vacant.				
• Encourage guests to participate in towel and sheet reuse programs.				
• Use environmentally conscious, non-toxic products and cleaners.				
• Have sustainable procurement policies and practices (e.g. for food and drink, furniture, electrical goods, office and marketing supplies).				
• Reduced reliance on disposable items.				
• Have active recycling programmes.				
• Encourage efficient use of water.				

C. GETTING STARTED - THINGS YOU CAN DO

9. Art department and set construction

Building and dressing sets and locations is always a wasteful part of the production, and there are a number of ways to try to cut down. First of all, reduce the amount of materials you routinely use. Next, source sustainable wood and other environmentally conscious materials (e.g. avoid PVC and choose materials made from plant starches as opposed to conventional plastics, also look for materials with a high recycled content).

Try local authorities, Envirowise, the government's free waste and recycling resources for businesses (the Recycle at Work initiative of the Waste Resources Action Programme, WRAP) – to identify ways that you can improve your waste management practices. Also consider local sites for donating materials to children's projects (see directory).

ART DEPARTMENT AND SET CONSTRUCTION CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
• You have developed and implemented policies and practices for sustainable art department and construction activities				
a. Scaffolding and lumber				
• Reduce wood use by renting reusable metal scaffolding.				
• If using wood, use certified sustainable lumber (FSC-certified).				
• Clean, used wood and small cuttings can be donated to schools and other non-profit organisations.				
• Clean, used wood not suitable for donation can be recycled.				
b. Set walls and set pieces				
• Set walls can be reused in-house or donated.				
• Sets can be recycled or donated to film schools etc.				
c. Props and set dressing				
• Props and set dressing elements that were purchased rather than rented can be donated to schools and non-profits.				
• Provide recycling bins, glass mugs, and other environmental props for set dressing.				
d. Paint				
• Follow Health and Safety guidelines for handling paint, brushes, and rags as these have to be disposed of properly by law.				
• Save money by wiping cans clean of paint residue and consolidating unused paint for donation. Otherwise paint must be disposed of as hazardous waste.				
• Use free, leftover paint from previous productions as primer instead of buying new paint.				
e. Wardrobe and make-up				
• Request an environmentally friendly garment cleaner when cleaning costumes. Traditional dry-cleaning uses the toxic chemical perchloroethylene, but non-toxic alternatives are available.				
• Costumes that are no longer being used may be donated.				
• Encourage make-up artists to use products with little or no packaging and chemical-free options, which are better for the environment and better for the user.				
f. Other materials				
• Sort and recycle scrap metals (e.g. steel, brass, copper, aluminium, etc).				
• Large pieces of carpeting, in reusable condition, can be donated.				
• Plate glass, tempered glass, Plexiglas, Lexan, etc. can be donated or recycled.				
• Donate any other types of materials, including leftover lumber and sheet goods, Styro-foam set elements (depending on size and condition), etc.				

C. GETTING STARTED - THINGS YOU CAN DO

10. Location/studio

Whenever deciding on a location or studio, try to define the green requirements you have. This may only need to happen once, as creating links with suppliers can be a fairly straightforward task. Location managers can be tasked with working to find local recycling spots at the time of the recce, and asked to find local film schools and other non-profits in the area to take the good waste instead of sending it to recycling. Production can keep their eyes on the set and location in terms of energy efficiency and wastage, as well as encouraging responsible transport options, according to the guidance provided above. As a reminder, check the following.

LOCATION / STUDIO CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
• You have developed and implemented sustainable policies and practices for working on location and with studios (for energy, waste, transport, supplies – as above).				
• Encourage the studio to use a green electricity supplier.				
• Turn off all lights when not in use and when leaving for the night.				
• Turn off all appliances before leaving.				
• Put pressure on studios to recycle waste (including wood from set builds etc).				
• Make sure the studio can facilitate your environmental policy (i.e. that they have their own in place or are willing to work on including these elements in their quote).				
• When on location, ensure you have minimal impact on the local environment and eco-systems and leave the area as you find it. A core principle is 'take nothing away, leave nothing behind'.				

N.B. Also see the 'Choosing your location' checklist.

11. Post production

Due to the changing landscape in post production – with digital cinema becoming more widespread and data being delivered in ever more compact forms – there is a growing environmental opportunity for digital delivery of most productions to be a viable option. This greatly improves the green capabilities of post houses, especially if they source their electricity from renewable sources and recycle their tapes where they can. Obviously this is an area of high impact and many post houses are addressing this by becoming carbon neutral. However, as with any other area of industry, merely offsetting is not a solution – a change in attitude and approach is important. Carbon offsetting is the final stage after the other measures previously described and part of the overall job reconciliation.

12. Offset for unavoidable emissions

Many companies now offer a way to conveniently buy carbon offsets on-line. These companies use the funds generated to invest in projects that help reduce greenhouse gas emissions, for example by building windmills, installing solar water heaters, or retro-fitting buildings with more efficient lighting. You can expect to pay £10-20 per tonne of CO₂ off set, depending on the company you choose. However, price should not be the only factor that influences your choice of company. Here are some questions that will help you choose the right company.

a. Does the company invest in projects that truly reduce emissions and at the same time benefit local populations and ecosystems?

Look for the Gold Standard – currently, this is the strictest available standard. The Gold Standard is an independent, transparent, internationally recognized benchmark for ‘high quality’ carbon offset projects as validated by UNFCCC (United Nations Framework for Climate Change) accredited bodies. Gold Standard is the only offset supported by Friends of the Earth (FoE), Greenpeace and the World Wildlife Fund (WWF). For further information on the joint statement provided by FoE, Greenpeace and WWF see: <http://www.wwf.org.uk/filelibrary/pdf/august06.pdf>.

b. Be cautious about forestry projects (also called sequestration projects)

Although protecting forests is very important, protecting them so they can be used to absorb carbon is a questionable proposition. We know little about how forests store carbon in the long run, especially with the emerging unpredictable climatic changes. By all means, donate money to organisations that help protect forests. However, for carbon offsets, invest in projects that help us transition away from fossil fuels, such as energy efficiency and renewable energy projects.

c. Independent third party verification

Ask your offset company if they use third party verification to ensure the quality of offsets.

d. Additionality

In theory, ‘additionality’ answers a very simple question: would the project have been implemented, even without the sales of the carbon

offsets? If the answer is yes, the project is not ‘additional’. Carbon offsets from such a project don’t really offset your emissions. Ask your offset company how they account for additionality in their carbon offsets.

e. Are your emissions calculated correctly?

Not all air travel emissions calculators are equally accurate. To double check your emissions are calculated correctly (i.e. DEFRA compliant), see the links provided in the directory.

f. How is your money used?

Ask the company how much of your money will go directly towards the project. Then find out what exactly is included in the project (advertising, broker fees, outreach, staff salaries, etc.).

g. Does the company work transparently?

Look carefully at the company’s website. Do they list the projects in detail? Do you get a good sense of how they’ll use your money?

If you have a limited budget, choose the company with the best projects and pay them as much as you can afford to pay. Ultimately, it is better to offset fewer of your emissions, but invest in offset projects that are of high quality. Voluntary carbon offsetting will not save us from climate change. If we want to avoid catastrophic effects, we must act swiftly and boldly to pass legislation to dramatically reduce greenhouse gas emissions. On the other hand, carbon offsetting can genuinely reduce emissions. Even more importantly, it can help provide funds now to kick start the development of low carbon technologies, which will be vital in the more fundamental transition to low carbon societies.

h. Three companies that fulfil the above criteria are:

i. EmissionStatement is a UK organisation and website www.emissionstatement.co.uk.

ii. MyClimate is a Swiss site available in English at www.my-climate.com.

iii. Atmosfair is a German organisation focusing on offsetting air travel, available in German and English: www.atmosfair.org/index.php?id=9&L=3

CARBON OFF-SETTING CHECKLIST

Action item	Achieved?		If no:	
	Yes	No	Who?	Target date
• You have developed and implemented an offsetting scheme, and reviewed the following issues.				
• Have you taken steps to reduce your emissions first?				
• Does the offset company invest in projects that truly reduce emissions and at the same time benefit local populations and ecosystems?				
• Have you asked about forestry projects?				
• Have any projects undergone independent third party verification?				
• Is the project truly 'additional'?				
• Are your emissions calculated correctly?				
• How is your money used?				
• Are the offset organisation's policies and practices completely transparent?				

D. THE DIRECTORY (interactive)

Note that not all the products and services offered by each of the following suppliers are 'green'. Remember to ask for environmental options, policies and practices. A listing here does not imply an endorsement – it is up to you to select the appropriate supplier, product and service for you.

If you know of other suitable suppliers or want to list your green products or service in the next edition, please contact: info@sustainableproduction.co.uk

CARBON FOOTPRINT	
Calculating emissions correctly inc. carbon conversion tables	DEFRA – http://actonco2.direct.gov.uk and www.defra.gov.uk/environment/climatechange/uk/individual/pdf/actonco2-calc-methodology.pdf
GREEN ENERGY	
'Green' market leader	GOOD ENERGY – www.good-energy.co.uk
For full comparisons of green tariffs	OFGEM (latest report) – www.ofgem.gov.uk/SUSTAINABILITY/ENVIRONMENT/POLICY/Documents1/Cutting%20green%20customer%20confusion_consultation%20document.pdf
	NATIONAL CONSUMER COUNCIL – www.ncc.org.uk/nccpdf/poldocs/NCC144rr_reality_or_rhetoric.pdf
	ENERGY WATCH – www.energywatch.org.uk/help_and_advice/green_tariffs/guarantees.asp
Bio-fuel	FLEETSOLVE and FUELSOLVE – http://fleetsolve.com
	BIO-DIESEL FILLING STATIONS – www.biodieselfillingstations.co.uk
	POWER LOGISTICS – www.powerlog.co.uk
	SBZ CORPORATION – www.sbzcorporation.com
ENERGY EFFICIENCY	
Wide range of energy saving options	ENERGY SAVINGS TRUST – www.energysavingtrust.org.uk
Energy efficient lighting supplies	ENERGY SAVINGS TRUST – www.energysavingtrust.org.uk/compare_and_buy_products/energy_saving_fittings www.energysavingtrust.org.uk/compare_and_buy_products/energy_saving_lightbulbs
	THE INTERNATIONAL ASSOCIATION FOR ENERGY-EFFICIENT LIGHTING (IAEEL) – www.iaeel.org
	ANTI DAZZLE LIGHTING UK – www.antidazzlelighting.co.uk
	LIGHTING DIRECTORY – www.lightingdirectory.com/company-cats/id/540
	LIGHTBULBS DIRECT – www.lightbulbs-direct.com/article_view.asp?ArticleID=70
Energy meters	FREQUENCY CAST (review of options) – www.frequencycast.co.uk/energymeters.html

D. THE DIRECTORY (interactive)

TRANSPORT	
Plan your route by public transport	TRANSPORT DIRECT – www.transportdirect.com SEAT61 – www.seat61.com
Share your car journeys	LIFTSHARE – www.liftshare.org
	CAR SHARE – www.carshare.com
Greener car options	DEPARTMENT FOR TRANSPORT – www.dft.gov.uk/ActOnCO2 GREEN CAR GUIDE – www.green-car-guide.com
Private car hire (pre-booked mini-cabs)	CARMIC CARS – www.carmiccars.co.uk
	GREEN TOMATO CARS – www.greentomatocars.com
Car hire / clubs – pay as you go	STREETCAR – www.mystreetcar.co.uk
	WHIZZGO – www.whizzgo.co.uk
Green transport consultancy and bio-fuels	FLEETSOLVE and FUELSOLVE – http://fleetsolve.com
Fuel efficient driving awareness courses	www.safed.org.uk/SAFEDVans/about.htm www.energysavingtrust.org.uk/fleet/publications
London travel information	www.london.gov.uk/london-life/transport-and-travel/travel-info.jsp
Walking in London information	www.yourlondon.gov.uk/visiting/topic.jsp?topicid=6497&search_title=Walking+in+London
Cycling in London information	LONDON CYCLING CAMPAIGN – www.lcc.org.uk

WASTE MANAGEMENT & RECYCLING

LOCAL AUTHORITIES should be able to tell you about the recycling facilities in an area.

Free business support services funded by government – save money through better waste management	ENVIROWISE – www.envirowise.gov.uk (all waste issues)
	WASTE RESOURCES ACTION PROGRAMME (WRAP – recycling and SME focus) – www.wrap.org.uk
Donate to children's schemes	CHILDREN'S SCRAPSTORE – www.home-education.org.uk/scrap.htm www.suffolkscrapstore.co.uk www.childrencyrecycling.co.uk
Other waste services	RECYCLE NOW – www.recyclenow.co.uk
	PAPER ROUND – www.paper-round.co.uk (London)
Specialist service for videotapes, DVDs, CDs, electrical items and other things	THE RECYCLING PEOPLE – www.therecyclingpeople.co.uk
Recycling printer cartridges, computers, mobile phones, fluorescent tubes	OFFICE GREEN – www.officegreen.co.uk
Donate your computers	COMPUTER AID – www.computeraid.org
	DIGITAL LINKS – www.digital-links.org
	PAPER ROUND – www.paper-round.co.uk
Donate unwanted office items	FREECYCLE – www.freecycle.org

D. THE DIRECTORY (interactive)

Composting	www.elcrp-recycling.com – a community composting scheme run from a Hackney estate who are very good and are starting to collect Compost from offices in the City
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BUYING RECYCLED & GREEN	
Help and product directories	WASTE RESOURCES ACTION PROGRAMME (WRAP – recycling and SME focus) – www.wrap.org.uk
	RECYCLE NOW – www.recyclenow.co.uk
	LONDON REMADE – www.londonremade.com
Sustainable procurement broker	SALTASUSTAINABLE – www.saltasustainable.co.uk (to help you find the best deals on a wide variety of environmental packaging and disposables, office goods, merchandising, etc.)

STATIONERY, RECYCLED PAPER & CARD	
	EVOLVE – www.evolve-papers.com
	THE GREEN STATIONARY COMPANY – www.greenstat.co.uk
	ECO-CRAFT – www.eco-craft.co.uk
	ESP2OFFICE – www.esp2office.biz
	ECO FRIENDLY CARDS – www.ecofriendlycards.co.uk

PRINTING COMPANIES with green options, inc business cards	
	A LOCAL PRINTER – www.alocalprinter.com
	GREEN HOUSE PRINT & DESIGN – www.greenhouseprint.co.uk
	SOLO PRESS – www.solopress.com
	ALDGATE PRESS – www.aldgatepress.co.uk
	PAPERBACK – www.paperback.coop

RE-USABLE PACK-AWAY BAGS	
	ONYA BAGS – www.onyabags.co.uk
	MUJI – high street only (www.mujionline.co.uk)

PROMOTIONAL GOODS – PENS, PENCILS, MUGS, MOUSEMATS, ETC	
	REMARKABLE – www.remarkable.co.uk
	REVOLVE-UK – www.revolve-uk.com
	ECOINCENTIVES – www.ecoincentives.com
	RECYCLED BUSINESS GIFTS – www.recycledbusinessgifts.co.uk
	IF SOLUTIONS – www.ifsol.co.uk/eco

D. THE DIRECTORY (interactive)

MERCHANDISING	
	EVENT MERCHANDISING – www.eventmerchandising.com

T-SHIRTS	
	THE HEMP TRADING COMPANY – www.thtc.co.uk
	CERTAINTY ORGANIC – http://www.certaintyorganic.com/
	EPONA – www.eponaclothing.com
	BAM – www.bambooclothing.co.uk
	BAMBOO-WEAR – www.bamboo-wear.co.uk

LANYARDS	
	IF SOLUTIONS – www.ifsol.co.uk/eco

PACKAGING AND DISPOSABLES	
	LONDON BIO-PACKAGING – www.londonbiopackaging.com
	BIO-SUPPLIES – www.bio-supplies.com
	NORTHERN ENVIRONMENTAL – www.nenviro.com

FOOD AND DRINK	
Fairtrade , organic healthy foods	FULWELL MILL – www.fmfoods.co.uk
Affordable Fairtrade wholesalers	PREMCREST – www.premcrest.co.uk
	TRAIDCRAFT – www.traidcraft.co.uk/buying_fair_trade/wholesale
Fairtrade chocolate and bakery range	DIVINE CHOCOLATE - www.divinechocolate.com
Sustainable procurement broker	SALTASUSTAINABLE – www.saltasustainable.co.uk (to help you find the best deals on environmental packaging and disposables, Fairtrade, ethical, organic snacks and drinks, inc. hot drinks, chocolate, wines and ethical water schemes.)
Organic grocers	BE UNPACKAGED – www.beunpacked.com (organic supermarket specialising in packaging free food and goods, in London EC1)
	ABEL & COLE – www.abel-cole.co.uk
Wholefood wholesalers	SUMA – www.suma.co.uk
	COMMUNITY FOODS – www.communityfoods.co.uk
Ethical bottled water schemes (but drink tap water where you can!)	ONE WATER – www.onewater.org.uk
	FRANK – www.frankwater.com
	THIRSTY PLANET – www.thirsty-planet.com
	BELU – www.belu.org

D. THE DIRECTORY (interactive)

GREENER CLEANING

	NORTHERN ENVIRONMENTAL – www.nenviro.com
	BIO-D – www.biodegradable.biz
	ECOVER – www.ecover.com
	GREEN YOUR OFFICE – http://greenyouroffice.co.uk

SUSTAINABLE OPTIONS – OTHER

Wide range, inc DVD covers	ECOTOPIA – www.ecotopia.co.uk
	GREEN YOUR OFFICE – http://greenyouroffice.co.uk
	SALTASUSTAINABLE – www.saltasustainable.co.uk
	GOOSHING – www.gooshing.co.uk

GREEN BUILDINGS: DESIGN, MATERIALS, CONSTRUCTION

	CENTRE FOR SUSTAINABLE DESIGN – www.cfsd.org.uk
	GREEN BUILDING PRESS – www.greenbuildingpress.co.uk
	GREEN BUILDING STORE – www.greenbuildingstore.co.uk
	B&Q – www.diy.com
	ENERGY CENTRE FOR SUSTAINABLE COMMUNITIES – www.ecsc.org.uk
	EARTHDOMES – www.earthdome.co.uk
	TOWARDS SUSTAINABILITY – www.towards-sustainability.co.uk

DESIGNER & DESIGNER HOUSEWARE

	OLIVER HEATH DESIGN – www.oliverheath.com
	ECOCENTRIC – http://ecocentric.co.uk

FLOORS & CARPETS

	INTERFACE FLOR – www.interfaceinc.com
	DALSOUPLE (RUBBER FLOORS) – www.dalsouple.com
	BAMBOO FLOORING BIZ – www.bambooflooring.biz
	SIMPLY BAMBOO – www.simplybamboo.co.uk
	URBANE FLOORING – www.urbaneflooring.com
	REEDS CARPETS – www.reeds-carpets.co.uk (recyclable carpet)

D. THE DIRECTORY (interactive)

SIGNAGE & EXHIBITION MATERIALS

- BP LIGHT BRIGADE – www.bplightbrigade.com
- SIGMA EXHIBITION SYSTEMS – www.sigma-display.co.uk
- WILDCARD CREATIVE – www.wildcardcreative.com
- BIO-BANNER FROM LEITNER – www.leitner.co.uk

TELEPHONE & INTERNET

- THE PHONE CO OP – www.thephone.coop
- GREEN ISP – www.greenisp.net

BANKING

- THE CO-OPERATIVE BANK – www.co-operativebank.co.uk
- TRIODOS – www.triodos.co.uk

BUSINESS INSURANCE

- NATURESAVE – www.naturesave.co.uk

HOTELS

- GREEN TOURISM BUSINESS SCHEME – www.green-business.co.uk/index.asp
- RESPONSIBLE TRAVEL – www.responsibletravel.com
- HILTON – www.hilton.co.uk/corporateinfo/913_OurBeliefsAndPractices.jsp
- TRAVELODGE – www.travelodge.co.uk/press/article.php?id=256

MEETING AND CONFERENCE VENUES

- GREEN TOURISM BUSINESS SCHEME – www.green-business.co.uk/index.asp
- LSO – <http://lso.co.uk>
- LABAN – www.laban.org
- EC&O VENUES – www.eco.co.uk
- THE WINDOW – www.thewindow.org.uk

D. THE DIRECTORY (interactive)

CARBON OFFSETTING	
Independent government advice	THE CARBON TRUST – www.carbontrust.co.uk
Companies	EMISSION STATEMENT www.emissionstatement.co.uk MYCLIMATE – www.my-climate.com ATMOSFAIR – www.atmosfair.org/index.php?id=9&L=3
Research: the above companies have used the following key consultation and research documents to inform robust and transparent offsetting services	TUFTS UNIVERSITY – www.tufts.edu/tie/tci/carbonoffsets WORLD WILDLIFE FUND – www.wwf.org.uk/filelibrary/pdf/joint_statement_offsetting.pdf

OTHER INFORMATION AND RESOURCES	
Independent government advice	THE CARBON TRUST – www.carbontrust.co.uk
Business information	GREEN FUTURES – www.forumforthefuture.org.uk/greenfutures SMART PLANET – www.SmartPlanet.com ETHICAL CORPORATION – www.ethicalcorp.com
Environmental news and legal alerts	ENVIRONMENTAL DATA SERVICES – www.ends.co.uk
Online green TV channel	GREEN TV – www.green.tv
E-mail discussion lists	CSR-chicks – http://groups.yahoo.com/group/csr-chicks/?yguid=307481423 CSR-blokes – http://finance.groups.yahoo.com/group/csrblokes/join Eco-innovation – http://finance.groups.yahoo.com/group/eco-innovation_network
Other environmental and ethical sites	WE ARE WHAT WE DO – www.wearewhatwedo.org DO THE GREEN THING – www.dothegreenthing.com NEW CONSUMER MAGAZINE – www.newconsumer.org ETHICAL CONSUMER MAGAZINE – www.ethicalconsumer.org NATURAL COLLECTION – www.naturalcollection.com ETHICAL SUPERSTORE – www.ethicalsuperstore.com JUNKK – www.junkk.com

ENVIRONMENT AND SUSTAINABILITY STANDARDS	
	GLOBAL REPORTING INITIATIVE – www.globalreporting.org GREEN HOUSE GAS PROTOCOL – www.ghgprotocol.org BUSINESS IN THE COMMUNITY CR & ENVIRONMENT INDICES www.bitc.org.uk/what_we_do/cr_index/index.html www.bitc.org.uk/take_action/in_the_environment/getting_involved/the_environment_index BRITISH STANDARDS INSTITUTE (BS8555, BS8900, ISO14001) – www.bsi-global.com

E. TAKING IT TO THE NEXT LEVEL

This document is intended as an introductory guide to greening your business. As described in the introduction, there are a host of commercial benefits (as well as environmental ones) to becoming a greener business. Corporate (Social) Responsibility (CR/CSR) and sustainable business specialists help organisations to implement more responsible and sustainable practices: in economic, social (people) and environmental terms (i.e. improving the triple bottom line).

A range of good practice methods have evolved (see the directory for environment and sustainability standards). Structuring and documenting your activities and outcomes allows potential and actual customers, suppliers, associates, employees, investors and share holders to see exactly what measures you have taken to become more sustainable. Increasing numbers of people and organisations are making their decisions based on sustainability issues – so you have the power to increase your market share. To take your greening activities to the next level and capitalise in full on the commercial benefits this offers, contact info@mooresustainable.com for details.

F. CONSULTANCY AND GLOBAL ACTION PLAN (GAP)

Human nature being what it is, providing information is often not quite enough to kick start change. Many businesses find it useful to also work alongside sustainable business specialists, at least in the early stages. This can help you by: bringing the guidance to life; focusing on quick wins and big hits; identifying opportunities to save you money, as well as key resources inside and outside the company; setting priorities and timescales; providing additional advice and support; acting as a catalyst to get things moving; and measuring and quantifying changes. Using a specialist this way can ultimately save you time, effort and money. We can work with you to identify suitable consultants.

GAP's range of services provides tailored environmental advice and support for both corporates and small and medium sized businesses (250 staff or less). GAP has worked with over 300 SMEs and 60 corporates nationally to help businesses reduce their running costs from increased resource efficiency, minimise their environmental impact, increase competitiveness and improve their environmental credentials. GAP can assist you to become a low carbon or carbon-neutral business, become a green supplier or achieve certification to environmental standards such as British Standard 8555.

GAP's range of corporate services has enabled employees to cut energy use by an average of 12% and waste by an average of 28%. GAP's Environment Champions programme empowers employees to create environmental change within the workplace by training and supporting a team of volunteers from across your organisation. The Champions measure the environmental performance of their organisation, set improvement targets and engage colleagues in simple and innovative changes to their working practices.

GAP cuts through the environmental noise and supports your people with genuine, up-to-date information. GAP brings insight and substance into the process through their relationship with policy makers, and helps your team keep the momentum going. Environment Champions is endorsed by the United Nations Environment Programme. For more information contact: info@mooresustainable.com

CONCLUSION

This document provides you with practical advice on how to improve your environmental efficiency. It is the first step toward making commercials production as environmentally efficient as possible. We hope all APA members will welcome it and endorse its aims. We would also like to invite you to work with us to analyse the effect of the guidelines and contribute to future updates, calling on the expertise of MooreSustainable & SustainableProduction when you need it.