

Waste Watch environmental Report

2001/2002



Promoting action on waste reduction, reuse and recycling

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This report covers the period 1 April 2001 to 31 March 2002. It overlaps our previous environmental report by four months. This adjustment was made in order to align our financial and environmental reporting periods.

During the reporting period Waste Watch and Wastebusters merged. This report encompasses the environmental performance of Waste Watch and Wastebusters during a period when the two organisations were working separately, and a period following the merger. However, the data for both organisations has been aggregated along with data from satellite offices, in order to represent the full environmental impact of Waste Watch as a whole.

These changes in the reporting structure mean that it is difficult to directly compare all the current data with that in the previous report. However, the Waste Watch employee footprint is one area that can be compared. This year's results show that a Waste Watch employee's environmental impact at work has considerably increased. This is largely due to the many upheavals that have taken place at Waste Watch during the year: moving offices, the procurement of new equipment, and training new staff. However, data collection systems are now more comprehensive and therefore we have an accurate picture of Waste Watch's full environmental impact and can set meaningful targets to reduce it.

Each section of this report is divided as follows:

Current performance – our main environmental impacts and initiatives.

Achievements – the key steps we have taken to improve our environmental performance.

Main issues – key issues requiring improvement.

Targets – what we want to achieve in the coming year.

Executive Director's statement

A year on from our first Annual Environmental Report (2001) I am pleased that we are showing some real progress on monitoring our environmental impact; for example we have introduced a new system for measuring our business travel. However, we still have plenty to do, particularly around embedding environmental best practice into all the different types of work we do, and raising the awareness of all our staff, who ultimately translate our goals into reality.

The first Waste Watch Annual Environmental Report was entered into the ACCA UK Awards for Sustainability Reporting 2001. I am proud to say it won the Best SME Report in the Environmental Reporting Category. In this, our second report, we have decided to bring our environmental reporting period in line with our annual review, annual report and financial statement. This paves the way for us to develop a single sustainability report next year that will incorporate financial, activity-based, environmental and social performance into one. This is essential if we want to ensure that sustainability becomes embedded into the planning and development of all our work. It also means that we avoid duplication in the production of reports.

Looking forward to the forthcoming year we need to ensure clearer accountability for achievement of targets, improve our internal communication and place a real focus upon our suppliers' environmental performance. Furthermore, because Waste Watch often works across sectors, in multi-stakeholder

partnerships we need to engage our partners' support to ensure targets to limit our environmental impact are met.

Finally, I would like to thank all Waste Watch staff for their hard work minimising our waste. It may be my photograph on this page but it is the staff as a whole who really make our environmental policy work.



Barbara Herridge
Executive Director

Acknowledgments

Many thanks to all the staff and suppliers who contributed to this report by completing questionnaires and providing data for analysis. Particular thanks to Karen Williams who compiled the data and wrote the report with input from Sandra Dunican, Jon Rolls and Antony Buchan from the Wastebusters team who assisted in analysis of data. Cover photos courtesy of Barbara Morss.

Environmental policy statement

Waste Watch aims to protect the environment by ensuring the sustainable use and disposal of scarce resources, primarily by promoting action on waste reduction, reuse and recycling. This aim forms the basis of our work with community and voluntary groups, central and local government, educational institutions, businesses and individual members of the public, many of whom share our desire for an improved environment and the reduction of waste.

Waste Watch's Environmental Policy provides a framework based upon the values of sustainable development within which we can place our own activities and operations. The Policy also translates the core aims and beliefs of the organisation into objectives and guidelines for action, which will inform and have an impact upon all areas of our work.

Policy framework

Waste Watch will:

- adopt and aim to apply the principles of sustainable development – that is, development which meets the needs of the present without compromising the ability of future generations to meet their own needs
- strive to adopt the highest available environmental standards in all areas of its operations
- seek to adopt a total “cradle-to-grave” assessment and responsibility for its activities

- aim to minimise the use of all materials, supplies and energies
- minimise waste production in all areas of the organisation and aim for waste-free processes
- expect similar environmental standards from any partners involved in our work
- publicise our environmental position
- encourage employee involvement in environmental action
- adopt an environmentally sound transport strategy
- aim to include environmental and ethical considerations in investment decisions where appropriate
- assess the environmental impact of all its operations on a continual basis
- assist in developing solutions to environmental problems, and support the development of public policy

Waste Watch has developed a series of action plans to supplement each area of its environmental policy. Each of the action plans is intended to bring Waste Watch closer to its objectives as stated in the above policy framework. This policy will be reviewed in April 2003.

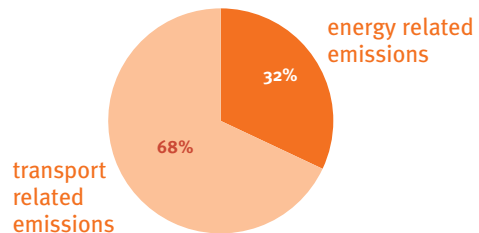
Environmental footprint of a Waste Watch employee

Global Warming	
Energy related emissions	1.5 tonnes CO ₂
Transport related emissions	3.2 tonnes CO ₂
Total	4.7
Resource Use	
Water Consumption	7.7 m ³
Paper used for print and publications	235.4 kg
Waste Generation	
Solid waste to landfill	39.7 kg



Waste Watch / Robert Aberman

Sources of CO₂ Emissions



The Education team runs two main outreach projects – Schools Waste Action Club (SWAC) and Cycler the Rapping Robot. The team is currently looking at ways to increase the projects' effectiveness at achieving reductions in waste.

Schools Waste Action Club (SWAC)

Current performance

SWAC provides curriculum linked waste education to schools, that increase awareness and understanding of waste issues and encourage schools to take action on waste reduction. Waste Watch education officers work with schools within a geographically defined area, in partnership with the Local Authority Waste and Education Departments. There are currently seven SWAC projects operating in Essex, Bexley, Norfolk, Lincolnshire, North Yorkshire, Nottinghamshire and Cheshire. Waste Watch employs eleven staff to run the SWACs.

SWAC schools have achieved between 30 – 80% reduction in their waste outputs. We hope to increase this over the next year.

Achievements

- three new SWACs developed in Lincolnshire, Nottinghamshire and Cheshire



- standardised reporting has been agreed for all SWACs. These reports indicate the progress against targets for each project and set the following term's priorities
- An Education Officer has been employed within Cheshire SWAC to specifically develop resources and activities for secondary schools, linking into the 14-19 curricula and other initiatives aimed at this age group

Main issue

transport remains the main environmental issue for the SWAC team. The team discussed the issue but was not able to resolve the problem as transport of bulky equipment, often to schools in rural areas not served by public transport, is a necessity

Targets

- two new SWACs to be developed in the year
- devise an exit strategy and hand-over for two of the SWAC projects which come to an end during the next reporting period
- further develop the secondary school SWAC programme in Cheshire
- collate statistical and case study information on the achievements of schools working with SWAC

ReCyclerbility

Current performance

ReCyclerbility is a Waste Watch education project which has been running successfully since 6 April 1994 and has visited over half a million children. Three Education Officers take Cycler the Rapping Robot, to primary schools throughout the UK to promote the 3 Rs, (reduce, reuse and recycle), through an interactive presentation for Key Stage one and two pupils. The aim of the project is to encourage pupils to put the 3 Rs message into practice at home, ultimately resulting in a reduction of waste going to landfill. The presentation is adapted to incorporate links with local provision, for example, a local kerbside collection scheme, a green waste trial or the promotion of nearby recycling banks. Cycler also supports work towards sustainability taking place in many schools such as: waste reduction, encouraging composting, waste free lunches and the achievement of various environmental awards.

Achievements

- 489 schools visited
- 577 shows were performed
- 94,766 children watched the performance
- 94,766 activity books were distributed



Main issue

Transport remains the main environmental issue for the Cycler team

Targets

- concentrate on working in one area for a period of time thereby reducing distances travelled by the Education Officers
- increased effectiveness of Cycler at encouraging schools to reduce and recycle waste by strengthening partner links and increasing post-visit support
- improved general evaluation & monitoring of the project to assess effectiveness and environmental impact

Waste Education Support Programme

Achievements

A programme of resources and training to assist other organisations in the implementation of waste education has been developed and is due to start in January 2003

Targets

- involve 15 organisations in the Waste Education Support Programme

Waste Watch training events

Current performance

During the reporting period Waste Watch ran four training days. Topics included waste at school, finding funding and working with the media.

- the events had an average of 30 attendees
- the events ran at an average of 86% capacity
- the venues chosen were close to public transport wherever possible
- joining instructions included information on the local area – train times and taxi numbers
- over 60% of delegates travelled to the events by public transport
- 5% of delegates car shared
- 48% would have been interested in car sharing
- non disposable crockery and cutlery was used at all events

Waste Watch also ran ten seminars on behalf of London Remade. Topics included composting to minimise waste, and community waste action. Information is for eight out of the ten events

- 85% delegates travelled to the events by public transport
- 39% would have been interested in car sharing

Achievements

- central venues were chosen where possible in order to reduce the distance travelled to events
- public transport was promoted through the provision of detailed maps showing bus and train stations in relation to the venues. Train time information was included in the joining instructions
- the mode of travel to and from the event was recorded in order to better plan for car sharing and future venue use in terms of access via public transport
- food waste and the use of disposables, was minimised where possible by ensuring that the caterers were informed about our catering policy, and delegate numbers. Surplus food from lunch was made available during the afternoon break
- information was emailed to delegates where possible rather than sending printed handouts

Main issues

The continued reduction of delegate travel and food waste.

Targets

- work towards zero catering waste arising at training events
- promote the use of public transport and car sharing amongst delegates

Wastebusters is a leading environmental consultancy which provides practical support to business seeking to implement efficient and cost effective, sound environmental practice.



Over the year, we have undertaken a variety of projects. Some of the year's main projects are detailed below.

Current performance

- **City Waste Club** – the aim of the club is to promote and practically assist commercial businesses in the City of London to reduce their impact on the environment through improved resource management. Wastebusters carried out comprehensive waste audits for each member of the club and promoted communication and information sharing through a series of specifically tailored networking events, which helped members achieve their aims.
- **Environmental Footprint of the Financial Sector** – this project is funded by Biffaward, led by Forum for the Future, and guided by a steering group comprising KPMG, Northern Rock, Prudential and Lloyds TSB. It is part of a wider initiative known as Mass Balance UK, which aims to map resource flows in a number of sectors in order to understand where materials enter these sectors, how they are utilised and how they are disposed of. Comprehensive 'resource use' audits were conducted on a number of different sites to identify the solid material flows of the financial sector. The data collected will be used to generate the total 'Mass Balance' of the United Kingdom.
- **London City Airport** – subsequent to Wastebusters' waste audit, a premium office paper recycling scheme has now been introduced and a fully integrated waste management contract is being devised, which will help to ensure that environmental factors are a key contractual component and recycling levels are continually increased.
- **Maidstone Market** – the Consultancy carried out work for Maidstone Borough Council to identify opportunities to improve present waste management performance, achieve significant cost savings and environmental improvement for Maidstone Lockmeadow Market.
- **Bedfordshire County Council** – Wastebusters is working with Bedfordshire County Council to help them achieve ISO14001 accreditation through the development of a waste management action plan.
- **Waterway Cardboard Recycling Feasibility Study** – following on from their feasibility study into the possibilities for transporting used cardboard by inland waterway to reprocessing mills, Wastebusters is now developing plans to implement a trial that will see waste cardboard from London transported by canal and river to a mill in Kent.
- **A Sustainable Transport Model for the United Kingdom** – through collaboration with sustainability consultants Sd3 Ltd, Wastebusters is working to produce a Sustainable Transport Model for the United Kingdom.

Wastebusters' work embraces the following:

- resource management
- communication
- environmental reporting
- sustainable transport
- green procurement policies
- awareness-raising tools
- environmental audits
- waste minimisation plans
- feasibility studies
- sustainable transport models

Main issue

To promote environmental awareness in the business community and to systematically record individual project impacts.

Achievements

- contacted all past clients to assess the implementation of suggested environmental improvements

Targets

- develop performance indicators for consultancy work which will allow us to aggregate data and measure the impacts of our consultancy advice more effectively

Waste Watch Business Network (WWBN)

Waste Watch Business Network, formerly known as Waste Alert, is an environmental business network that helps organisations to reduce costs and increase efficiency through improved waste management and exchange of materials. The Network currently covers the London Boroughs of Bexley, Bromley, Camden, Haringey, and Islington and is expanding to Barnet, Harrow and Hillingdon as well as the Heathrow Airport area.

Achievements

- diverted over 700 tonnes of waste from landfill, which is 99.5% of the target
- expanded the Waste Watch Business Network to the London Boroughs of Harrow, Hillingdon and Barnet and the Heathrow Airport area
- implemented a system to calculate water savings across the Network

Current performance

	total	North London	Bromley & Bexley
current membership	102	105	207
waste diverted from landfill (tonnes)	212.92	298.94	511.86
savings in waste disposal and purchasing costs	£61,358	£70,330.73	£131,688.73
energy cost savings through improved efficiency	£5,318	£1,008	£6,326
average cost savings per member (waste disposal, purchasing, energy)	£601.55	£669.82	£1,271.37
CO2 emission reduction through improved efficiency (tonnes)	38.99	7.39	46.38

Main issues

- Further encourage waste minimisation at source
- paper use

Targets

- pilot the Waste Exchange on the internet
- post an electronic version of the Waste Watch Business Network Newsletter, Waste Exchange Listing and information sheets on the website in order to cut down on paper use

Policy and research

Our work in policy and research aims to gather, analyse and disseminate information as a means of increasing awareness of resource use issues, in order to improve local and national resource-related policies and performance. The delivery of our projects takes into consideration the environmental impacts of our work, for example, printing a smaller number of reports for targeted audiences and placing copies on our website.

Current performance – research

- **Environmental Footprint of the Public Sector** – the first ever attempt to identify the use of resources in the administrative activities of the public sector. Data was collected from local authorities and central Government departments on the use of water, energy, transport, office products and waste arising. A report will be available in Autumn 2002.
- **Plastics in the UK Economy** – will quantify the amount of plastic in the UK economy as a means of highlighting where recycling practices can be introduced or enhanced. The project will look at the automotive, agricultural and construction sectors, amongst others. The report will be published in Autumn 2002.
- **No Waste of Money** – is an analysis of the effective spending of funds earmarked for recycling. The project included a cross-sector roundtable discussion of research results. These discussion topics were included in the Government's consultation document. The report was published in Autumn 2001, in print and web based formats.

Current performance – policy

Following the publication of the Government's Waste Strategy 2000, and the subsequent announcement of the £140m Waste Minimisation & Recycling Fund for local authorities there were a number of consultation documents produced. Waste Watch provided responses to the following:

- **Waste & Resources Action Programme (WRAP)** – announced in Waste Strategy 2000, WRAP was launched in Spring 2001 to provide a focus for market development activities. We responded to the consultation on the business plan, welcoming its focus on materials, financial mechanisms, standards and specifications, and procurement. Many of Waste Watch's activities overlap with these areas, and we seek to work with WRAP in these mutually beneficial areas.
- **Waste Minimisation and Recycling Fund** – the Government's decision to allocate £140m to local authorities as a means of helping them achieve the statutory recycling targets announced in Waste Strategy 2000 resulted in a consultation in 2001 on how these funds could most effectively be distributed. Waste Watch's response built upon the wider analysis undertaken in our research project which produced the No Waste of Money report. Our response highlighted the need for local authority applications to be considered within their wider recycling strategy, and the need to spread funding across high-performing and low-performing authorities. A copy of this response was put on our website.

Achievements

- putting research and policy reports and documents in an electronic format on the website is a way of providing information to a wider public than just those immediately involved in our activities. “No Waste of Money” was downloaded as the full document by over 1,100 people and in summary form by almost 900. Our response to the Government’s consultation on £140 m to local authorities, HTML format was accessed 155 times, the PDF format was downloaded 70 times. The Waste Watch response to the WRAP business plan, HTML format was accessed 154 times.
- developed an integrated public awareness communication and education programme. More details available in the separate section on Western Riverside.
- providing documents in summary format in addition to full format

Main issues

- reducing paper usage by further developing file structures that support the electronic storage of reports and documents, formatting documents so that they use a minimum number of pages, and printing double-sided as a default
- encouraging visitors to our website to print summary documents rather than full documents
- reducing staff travel where possible as a means of reducing overall environmental impacts

Targets

- To provide lead support on the development of Waste Watch-wide sustainability performance targets
- To identify further actions leading to environmental improvements in the delivery of our activities
- To merge Information services with Policy and Research as a means of linking the receipt of information into Waste Watch, analysing it and communicating this analysis to the wider public in an effective way

Western Riverside waste awareness campaign

One of the largest public waste awareness and communication campaigns ever undertaken in the UK will be launched by Waste Watch in October 2002. The five year campaign, funded by Cory Environmental through the Landfill Tax Credit Scheme, will run in the Western Riverside Waste Authority area of London, encompassing the London Boroughs of Hammersmith and Fulham, Lambeth, Wandsworth and the Royal Borough of Kensington and Chelsea. This ambitious project is funded to the tune of £4 million.

Current performance

- developing the campaign bearing in mind its environmental impacts and seeking to reduce these wherever possible

Achievements

- partner organisations have agreed to run the project as a regional campaign within the new national “Reth!nk Rubbish” campaign, thereby avoiding duplication of materials

Main issue

To bring together organisational expertise in education, communication and information into one campaign to raise awareness within an area of London

Targets

- begin the implementation of a public awareness campaign across the Western Riverside region incorporating an evaluation and monitoring programme that addresses environmental impacts
- provide printed materials to schools which will be available on loan, thereby reducing the need for multiple sets of resources
- develop new public communication tools in the region which minimise use of resources. For example, the production of resource intensive information packs will be avoided and instead more targeted communications will be used
- purchase an electric vehicle for use in the campaign

Marketing

The marketing department is responsible for promoting the work of Waste Watch, communicating both Waste Watch's core message as well as project achievements. This includes:

- promoting Waste Watch and its projects to relevant audiences, through media relations, displays, leaflets and event attendance
- providing Information through the Waste Watch Wasteline, which serves members of the public, the waste industry, local authorities and community groups
- producing printed and online reports and information including practical guides, educational resources, research based reports, information sheets, and directories

Current performance

During the reporting period we produced the following:

- four editions of Waste Watch review, distributed to 400 members
- four editions of the Waste Alert Newsletter
- three editions of the SWAC Newsletter
- 107 press releases
- Display stands at three exhibitions
- Implemented marketing strategies for all Waste Watch projects

Achievements

- 415 separate items of media coverage
- 89 media enquiries by phone and e-mail
- sat on advisory board to Directory Recycling Scheme
- purchased a new printer on the basis of the manufacturer's environmental standards
- purchased a digital camera in order to cut down on the waste associated with conventional photography
- SWAC Newsletter became full colour. The inks and paper used were carefully sourced to avoid use of toxic solvents, finishes and metals
- press releases were predominantly sent by e-mail

Main issue

to optimise efficiency of print & design processes, while consolidating Waste Watch's design identity

Targets

- rationalise all print and design work in order to identify possible synergies, tighten print runs and allow printers better opportunities to minimise waste
- consolidate Waste Watch's design identity and develop consistency across all areas of our work
- increase the amount of information that can be accessed via the website

- introduce a database of digital images for promotional use
- purchase a media directory on disc to enhance e-mail capabilities for press releases

Information

The Waste Watch Wasteline is the hub of the waste and recycling information service, providing an unparalleled amount of information for members of the public, community recycling groups, the waste industry, business and local authorities. Each year over 150,000 people use the Waste Watch Wasteline by phoning, writing in, or accessing Wasteline's detailed information on the Waste Watch website at www.wastewatch.org.uk. Wasteline also provides a fortnightly information bulletin, printed reports and publications to those who need them.

Current performance

- 210,000 website visits were recorded
- 6,841 telephone enquiries
- 228 postal enquiries received
- 804 information sheets were issued, a decrease of 486 sheets on the last reporting period. This reflects the increased usage of the website for downloading information
- the Recycled Products Guide was accessed online by 63,081 people
- 313 printed publications were sent out

Achievements

- three further publications were placed on the website: "Jobs from Waste", "No Waste of Money" and the Environmental Report 2000/01 – 2451 downloads were recorded
- the Recycled Products Guide was redesigned to allow online editing of product details. This reduced the waste associated with the existing paper system
- ongoing production of the Waste Online website, a database of information on every aspect of waste, due to be launched at the end of November 2002
- implemented a Wasteline intranet site to improve internal communication whilst reducing paper and emails
- Wasteline fortnightly bulletin goes out to members by email. It has improved information flow whilst reducing paper. There are currently 89 recipients externally

Targets

- reuse envelopes when responding to Wasteline queries
- use electronic directories rather than paper-based ones where possible
- take email or web-based magazine and journal subscriptions where possible
- minimize the receipt of unwanted journals and information sources received through the post

National Waste Awareness Initiative

Current performance

The National Waste Awareness Initiative (Nwai) is a nation-wide waste awareness campaign aimed at the general public.

The Initiative aims to encourage and maintain positive change in public awareness, attitudes and behaviour towards waste production and management.

Under the 'Reth!nk Rubbish' branding, the Initiative aims to encourage people to adopt more responsible attitudes towards waste and to deal with waste in a more sustainable manner. Waste Watch, in partnership with Save Waste and Prosper (SWAP), acts as the managing agent for the campaign, which is ultimately guided by a cross-sector Board of Directors. During the reporting period 2001-2002, the managing agents developed a hard-working Reth!nk Rubbish campaign in advance of a launch to the general public in May 2002.



Achievements

- in association with the Environmental Services Association (ESA), Nwai piloted the UK's first Waste Open Week, designed to encourage members of the public to visit their local waste and recycling facilities and learn more about the environmental impacts of their rubbish
- eleven national retailers have signed up to promote the Reth!nk Rubbish messages to their staff and customers. The British Retail Consortium also included Nwai as a key component in its corporate sustainability strategy for the sector
- the initiative's website www.nwai.org.uk was redeveloped to accommodate research reports, supporter details, and

campaign news so that this information could be accessed electronically rather than via the distribution of paper copies

- three Nwai briefing events were staged in February to introduce Reth!nk Rubbish to industry representatives. These events were held in three different locations, London, Leeds, and Bristol; in order to minimise the distances that delegates would have to travel in order to attend
- an environmentally friendly road show vehicle was used for the promotional campaigns held in a number of city centres
- Nwai's newsletter 'E-Zine' was sent to more than 1000 recipients by e-mail, resulting in reduced paper consumption

Main issues

- paper usage in information and promotional material distributed to stakeholders, supporters and the public
- business travel to meetings with representatives from local campaigns and the wider industry

Targets

- ensure that all promotional materials produced for the launch of Reth!nk Rubbish campaign are sourced from recycled materials
- develop a public website to act as one of the key focal points of the campaign. This will provide recycling and waste minimisation information, reducing the need for printed materials

Running our organisation

Current performance

As an organisation which promotes environmental awareness, we recognise the importance of running our offices in an efficient and cost-effective manner whilst having minimal impact on the environment. We aim to run our offices in an environmentally responsible manner, and in view of this, we monitor and assess our environmental impacts at every level of our activities. This allows us to review practices with the aim of reducing our environmental impacts.

Reduction

- implemented a green procurement policy
- a data projector was purchased which is used for all internal and most external presentations thus reducing the use of acetates
- all in-house meetings have waste free lunches, where only non-disposable crockery and cutlery are used. The food is purchased from the local market using reusable carrier bags and no disposable items are used
- due to low amounts of residual waste arising bin liners are only changed once a week

Reuse

- we were donated second hand computer monitors, keyboards and computer mice, a total weight of 533 kg. This saved us approximately £1000 in purchasing costs. Our old monitors were donated to charity resulting in 419.75 kg of waste being diverted from landfill

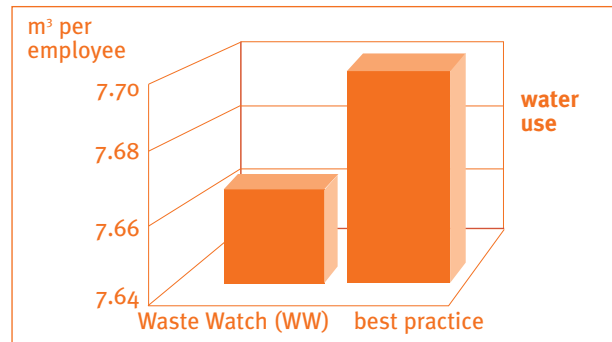
- the dividing panels for our meeting room were obtained from the Waste Watch Business Network Waste Exchange
- our new office was decorated using paint from Community Re-paint which supplies environmentally friendly paint
- kitchen counters in our London office were made using reused wood from the Wood Recycling Project

Recycling

- mini paper recycling points were set up to capture all paper that has been printed on one side
- a can crusher was purchased

Water

- water hippos were installed in all cisterns to reduce the amount of water per flush



Energy

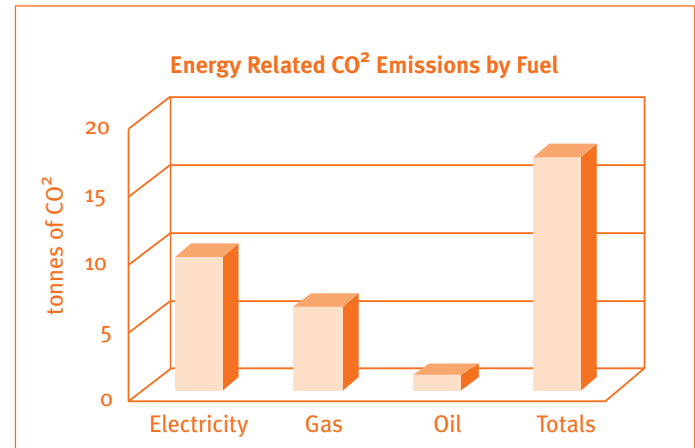
- insulation foil was placed behind all radiators to reduce heat loss
- energy saving devices were installed; these included refrigerator plugs and energy saving light bulbs
- a “Switch Off” campaign was run as part of our energy efficiency programme, this applied to computer monitors as well as light switches. The use of screen savers is actively discouraged

Main issues

- inability to control the temperature within specific areas of the office
- insulation is not fully installed

Targets

- raise staff awareness about water use
- install a water butt for the collection of rain water
- reduce our water usage by 10% per member of staff
- conduct energy surveys at regular intervals
- fit out our second office using environmental best practice guidelines



Transport

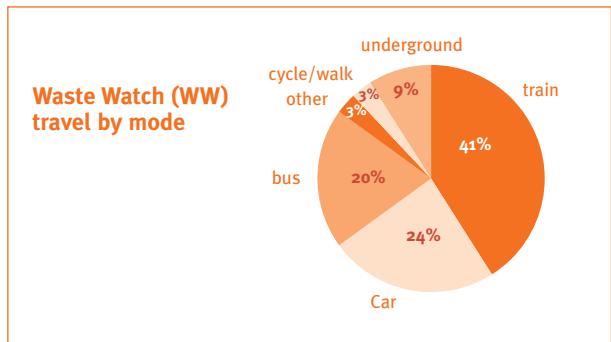
Current performance

Walking, cycling and public transport are the dominant modes of transport for our London based staff. Increasingly, our London staff are adopting cycling as their preferred mode of travel. However, given the nature of the work of our out of London staff, the car remains the main mode of transport.

As in 2001, business travel accounts for a large percentage of our transport requirements. Cycle couriers are used for small deliveries, and small vans where these are not practical.

Achievements

- devised a computerised record keeping system for staff commuting and business travel
- included Inner London Business travel in our reporting
- conference calls are used where possible to decrease business travel
- encouraged an increased proportion of staff to work from home
- with the office move, we now have shower facilities which further encourage staff to cycle

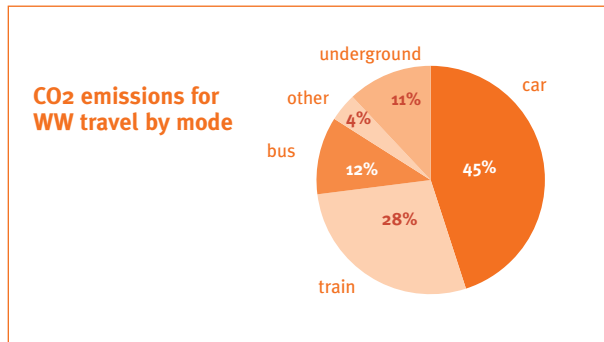


Main issue

the need to encourage more accurate measurement and reporting of business travel

Targets

- devise a system which allows us to record the reduction in our CO₂ emissions due to increased home-working and conference calls
- further develop our system of recording the travel of our out of London staff
- further develop our IT systems so as to facilitate home working
- provide secure facilities for staff and visitor bikes
- create a bike pool for staff usage



Managing our supply chain

Current performance

We are committed to using suppliers who have a sound environmental policy or are working towards implementing an Environmental Management System. This strengthens our environmental position and assists us in meeting our purchasing objectives. The annual supplier survey was conducted to assess our suppliers' environmental performance and to facilitate our screening process.

Achievements

- we have re-examined our purchasing strategy and developed a green procurement policy
- we have identified areas of purchasing with high environmental impacts and in light of our findings have reviewed our purchasing practices
- the information derived from our annual supplier questionnaire enabled us to review and streamline our main suppliers
- where practical we have used suppliers with the best environmental rating
- we purchase products with a high recycled content
- we purchase in bulk
- stationery orders are placed over the phone or on the internet, reducing paper use

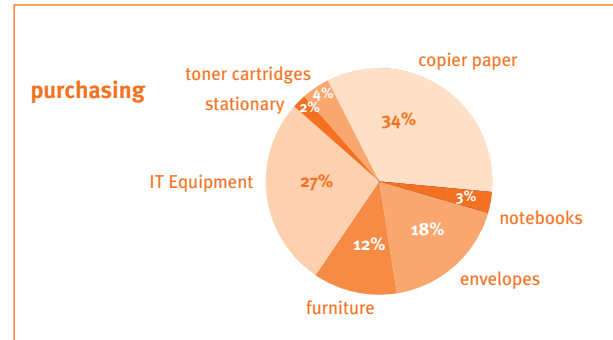
- we have reduced the amount of junk mail being received, by asking to be removed from mailing lists
- all cleaning products are environmentally friendly

Main issue

There was a poor response to our annual supplier questionnaire

Targets

- obtain a 40% response rate to our supplier questionnaire by allowing time for follow-up calls
- work with suppliers to help them achieve recognised environmental standards
- encourage our suppliers to keep up to date with the latest developments in environmental practices
- ask suppliers to expand their range of environmentally preferable and recycled products



Purchasing policy

Purpose

The purpose of this purchasing policy is to support Waste Watch's commitment to promoting action on waste reduction, reuse and recycling through the purchase of recycled and environmentally preferred products. Our purchasing practices provide us with an opportunity to "close the loop" and to stimulate the market for recycled products. By choosing to purchase environmentally preferable products and services we have an opportunity to make a tangible contribution towards sustainable development. In this context Waste Watch will:

- work with our suppliers in order to adopt a "cradle to grave" approach to purchasing products and services
- promote waste reduction by reviewing how products are purchased, packaged, delivered, used and disposed
- encourage waste reduction, recycling and stimulate demand for recycled products and the available range of these products through our purchasing practices

Procurement practices

- assess all of our purchasing decisions to see whether there is further scope to use resources more efficiently and to adopt a practice of repairing existing furniture and equipment where possible
- adopt a "cradle to grave" assessment when selecting products which will enable us to consider the potential for re-use, and end-of-life disposal
- work with our suppliers to increase the range of environmentally preferable products and encourage them to pursue responsible environmental practices
- buy recycled products in the first instance, where practicable
- buy products with minimal packaging
- all copier, writing and printing paper will be 100% post consumer waste recycled paper. Where there is any virgin pulp content in any of our paper products, we will use only ECF (Elemental chlorine-free) or TCF (Totally chlorine free) which is independently certified and from a sustainably managed forest
- we will use refillable and solvent-free products wherever possible
- in the first instance we will purchase second hand office furniture and equipment

Staff awareness

Current performance

Staff commitment is the key to achieving success in our internal environmental initiatives. We therefore provide clear guidelines on what actions staff members can take in their daily work activities to minimise negative environmental impacts.

Achievements

- we have appointed a member of staff to monitor our environmental performance and to ensure that our Environmental Management System operates effectively
- new staff members are made aware of our internal environmental policies during their induction programme
- a significant improvement in staff commitment to our policy of minimising environmental impacts
- reminder campaigns were run, and staff members were given the opportunity to offer suggestions on how we can further reduce our environmental impacts
- we have incorporated educational and awareness raising activities into our staff away days
- 34% of staff surveyed never use conference call technology
- 97% of staff surveyed always re-use and recycle

Main issue

To ensure full staff commitment to our internal environmental practices

Targets

- increase awareness by running meetings on environmental good practice on a regular basis
- publicise achievements of our targets and highlight any cost savings from environmental measures
- create an incentive scheme to encourage greater participation in office related environmental initiatives
- produce an induction pack which includes information about environmental performance
- install an environmental notice board and a new environmental section on the intranet and internet
- raise awareness regarding conference call technology

Waste Watch annual staff survey

Waste Watch conducts an annual staff survey designed to provide feedback on environmental awareness and practices

Scoring

please score the following statements from 1 to 4 to reflect your present behaviour

1 = 0% (never)

2 = Less than 50% of the time

3 = More than 50% of the time

4 = 100% (everytime)

How often do you	Score
Print double-sided for reports and letters?	
Re-use and recycle paper?	
Use scrap note pads and re-use envelopes?	
Turn off your computer when you won't need it for half an hour or more?	
Switch off all lights and equipment when you're last to leave the office?	
Switch off lights when they're not needed?	
Use all power saving facilities on your PC? e.g. power down, monitor switch-off	
Use bus or train for business travel?	
Place fruit and vegetable peelings, bread/sandwiches and tea bags, in the compost bin?	
Make use of conference call technologies rather than travelling to external meetings?	
Cycle to work following the installation of new shower/changing room facilities?	
YOUR TOTAL	

Waste Watch was established as a charity in 1987 to promote and encourage action on waste reduction, reuse and recycling. We are a national organisation and work with schools, community groups, local and national government, and businesses to raise awareness and effect change. Waste Watch has grown considerably during the 12 months of this report and at the end of March 2002 employed 38 staff, working both in the main office in London and from local authority bases across the country. In 2001 we merged with Wastebusters, who provide environmental consultancy services and encourage environmental best practice across a range of organisations.

Waste Watch is a registered charity number 1005417.
Company limited by guarantee number 2649156. ENTRUST registered number 871023.
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