

Environmental Report 2002 - 2003



Running our organisation

Internal environmental housekeeping

We endeavour to keep our working practices in line with the aims of our environmental policy. We continue to seek new ways of working which will reduce our environmental impacts and keep this at the forefront of our decision making.

What we've done to reduce environmental impacts

Reduction

- Reduced energy consumption by purchasing a wind up mobile phone charger which is manually operated.
- Reduced travel and supported local business by purchasing food for internal meetings from our local café.

Reuse

Actual reuse

- Our staff survey showed that over 70% of our employees reuse paper for scrap pads and drafts, and more than 75% reuse envelopes.
- We reused 75 folders as the resource folders for delegates at one of our events. These were obtained from a County Council and would otherwise have been disposed of.
- Reclaimed wood from the Wood Recycling Project was used for carpentry jobs in both London offices.
- We reused second hand office furniture obtained from an office closure for our Newington Causeway office.
- By using the local sandwich shop to supply food for meetings we were able to return the aluminium sandwich trays for reuse.

What we donated for reuse

- We donated unwanted office furniture to WorldWrite, a charity which supplies furniture for reuse to schools abroad.
- We donated IT equipment to CRISP, a local community recycling organisation.

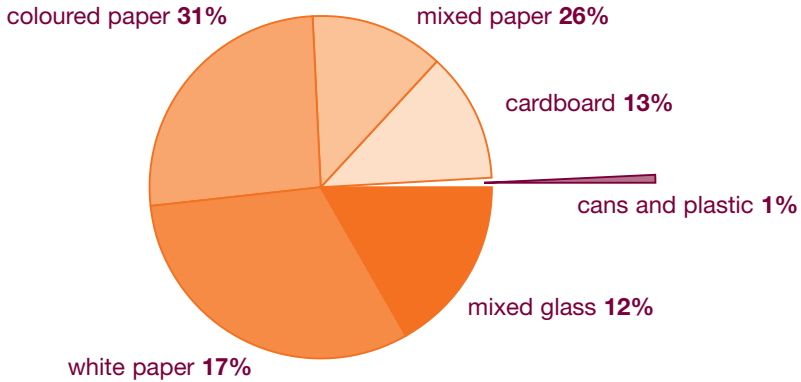
Communication of reuse

- Encouraged the reuse of envelopes through an *envelope reuse* campaign.
- Ran a campaign on *closing the paper loop* to demonstrate the life cycle of a sheet of paper.

Recycling

- Where possible we recycle all of our office waste including paper, cardboard, plastic glass and metal. Cardboard is our main waste stream.
- To maximise storage space and increase capacity in the recycling receptacles we purchased new can crushers.

what Waste Watch recycled (by weight)



Composting

We have a well established worm composting system at both London offices for food waste.

- Based on our staff environmental survey 74% of our staff use our composting facilities on a regular basis.
- At our London offices we produce on average 6.42 kg of compost per month, which we use in our organic garden patch and for plants in our offices.

Water

- Plumbing repairs were carried out to minimise leakages.
- We ran a campaign titled *don't drop a drip*, to encourage employees to be more cautious with their water use.

Energy saving

We continue to explore ways of improving energy efficiency within our offices.

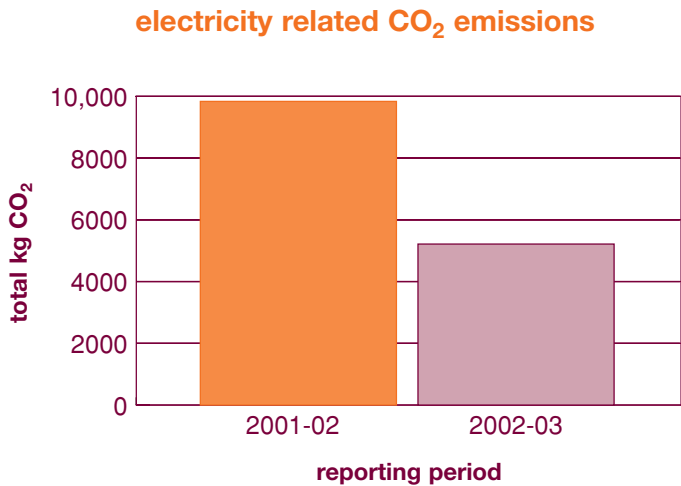
- At our Tooley Street office we converted to renewable energy. Our electricity is provided by the renewable energy company Green Energy (UK) plc, which buys electricity from green generators such as wind farms and hydroelectric facilities, and then sells it on to the national grid.
- Energy *walk arounds* were conducted to monitor our energy efficiency. Our annual staff survey showed that 87% of our staff use all power saving facilities on their personal computers.

Biodiversity

- We have an organic garden patch on our Tooley Street roof balcony, where we grow herbs and vegetables and various flower plants.
- We attracted birds, insects and butterflies in our organic garden, thus encouraging biodiversity. In order to control insects in our garden we use organic means of pest control.

What we want to achieve in the coming year

- Set up a recycling scheme for plastic magazine packaging.
- Further encourage our staff to use waste free packed lunches.
- We aim to continue to reduce our CO₂ emissions and to investigate methods of neutralising remaining emissions.

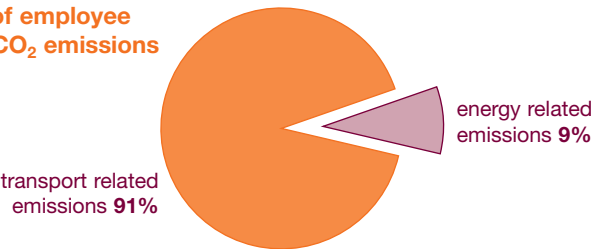


Environmental footprint of a London based Waste Watch employee

Here we have displayed the environmental impacts of each individual full time equivalent (FTE) London based staff member¹ in the reporting period.

our CO ₂ emissions	CO ₂ (tonnes)
energy related ²	0.16
business travel related ³	1.26
commuting related ⁴	0.36
total	1.78

source of employee related CO₂ emissions



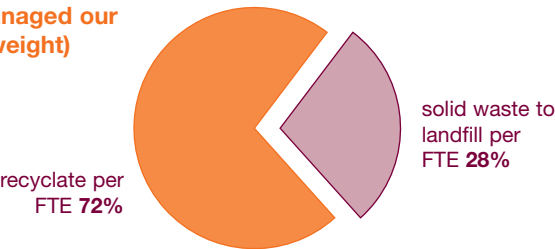
resource use

water consumption ⁵	0.6 m ³
paper used for printing	10.1 kg

waste generation

total waste per staff member	53.5 kg
of which recycle	38.5 kg
of which white paper ⁶	6.4 kg
solid waste to landfill ⁷	15 kg

how we managed our waste (by weight)



¹ The environmental footprint of a Waste Watch employee in this year's report is for London based staff only, as data for satellite staff is currently not available. The London office was split during the reporting period and resulted in offices at both Tooley Street and Newington Causeway by the end of the year.

² This year's energy related CO₂ emissions do not include emissions from gas and oil, and are only for National Grid electricity for the London offices.

³ Business Travel is for London staff only, and was calculated using a sample group and extrapolated out.

⁴ Commuting is for London staff only.

⁵ Water consumption is based on figures for Tooley Street office only.

⁶ This includes white paper and shredded confidential paper.

⁷ Solid waste to landfill for reporting period 2001-02 was higher due to a large amount of office refurbishment work conducted.

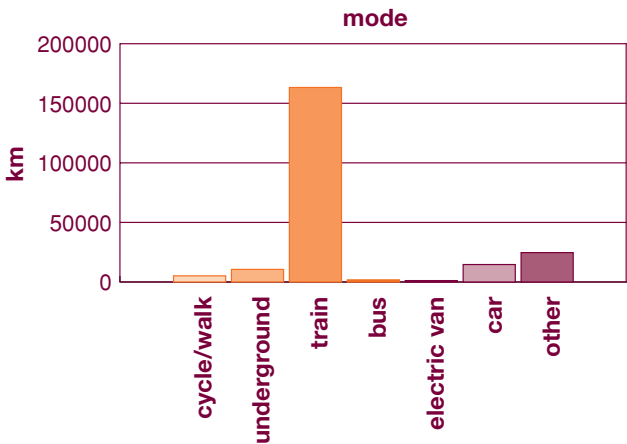
Transport

Transport is an area where our environmental impact remains highest. Consequently, we are always looking for opportunities to reduce our travel. One such effort has been the promotion of phone conferencing as a viable alternative to travelling for external meetings.

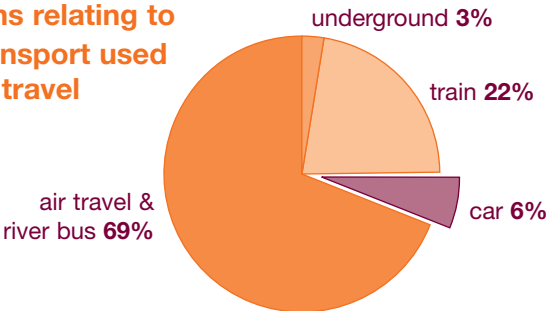
Waste Watch London staff business travel⁸

mode	kilometres	CO ₂ (tonnes)
walk / cycle	5153.4	0.0
underground	10570.3	1.1
train	163276.3	9.8
bus	1766.4	0.1
electric van ⁹	7177.2	0.0
car	14646.2	2.6
other ¹⁰	18250.0	28.7
total	220839.7	42.4

how we travelled for business purposes



CO₂ emissions relating to modes of transport used for business travel



⁸ Data was collected and extrapolated from a representative sample of staff business travel. The sample included some short haul air travel and river bus travel, these have been extrapolated out, therefore distance travelled and emissions for other modes may be misleading.

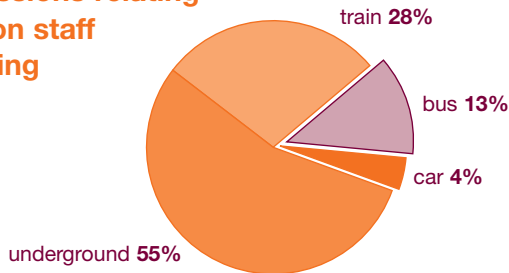
⁹ While our electric van is more environmentally friendly we recognise that it still has an impact through the use of non-renewable energy from the national grid

¹⁰ Business Travel mode 'other' includes short haul air travel, and travel by river boat. These figures were extrapolated from a sample. Actual total air travel was minimal.

Waste Watch London Staff commuting ¹¹

mode	kilometres	CO ₂ (tonnes)
walk	3340	0
cycle	13051	0
underground	65059.3	7.0
train	60099.3	3.6
bus	28684.9	1.6
car	2861.4	0.5
total	183083.8	12.7

CO₂ emissions relating to London staff commuting



What we've done

- We promoted phone conferencing by running a campaign called *The faceless meeting* to highlight the environmental benefits and financial savings that can be made by using available technology.
- One of our projects has started using an electric vehicle.
- We encourage working from home when necessary as this reduces the need for travel.

What we want to achieve in the coming year

- Reduce our business travel by 20% through increased use of phone conferencing facilities amongst our staff and working partners.
- We aim to continue to reduce our CO₂ emissions further and to investigate methods of neutralising remaining emissions.
- Explore the possibility of using dual fuel cars/LPG for business purposes.
- Create a bike pool at both London offices for staff use.

¹¹ London staff commuting represents extrapolated distances commuted by London based Waste Watch employees.

Managing our supply chain

We continue to take a close look at the environmental performance of our suppliers as this helps us to meet the aims of our purchasing policy.

This year we were keen to see an improvement in the collection of environmental information from our suppliers. To achieve this we have contacted our suppliers and obtained information about their environmental performance and practices through our annual supplier survey.

What we've done

- We have signed up to the Mayor's Green Procurement Code facilitated by London ReMade, which demonstrates our commitment to the purchase of more recycled products and to reporting on our progress to meet this aim.
- We use Ecover products which are biodegradable and are packaged in 100% recyclable containers for office cleaning.
- We bulk purchase fair trade coffee, tea and biscuits from Traidcraft.
- We use Evolve paper which is made from 100% post consumer waste.
- We use reclaimed wood for carpentry jobs.
- Email was the predominant method of distributing our annual supplier assessment questionnaire, this significantly reduced paper usage and also generated a higher response rate.
- We achieved a 54% response rate to our supplier survey, which exceeded our target response of 40%, and is also a massive increase from our 11% response rate last year.
- 35% of our suppliers who responded to our survey, requested help with improving their environmental performance.
- Of the suppliers who responded to our survey, 52% have an environmental policy or statement.

What we want to achieve in the coming year

- Work with our suppliers to improve their environmental performance.
- Source more products with a higher recycled content.
- Develop a system for recording all recycled product purchases.

Staff awareness

During the last year we placed greater emphasis on raising staff awareness of internal environmental housekeeping. To achieve this we introduced environmental campaigns using visual displays. This stimulated interest amongst our employees, and also gave them the impetus to change aspects of their daily work activities, which have the potential to negatively impact on the environment.

What we've done

- The staff handbook was updated to include an environmental section on our housekeeping practices.
- We installed a dedicated environmental notice board at both London offices.
- A series of awareness raising campaigns were run throughout the year, featuring themes such as energy efficiency, water conservation, phone conferencing to reduce travel and paper and plastics recycling.
- Out of London staff were emailed digital photos of our awareness raising campaign displays.
- We also provided feedback to staff on our recycling performance.

What we want to achieve in the coming year

- Set up green teams within Waste Watch, to promote the environmental message internally and to encourage greater ownership of initiatives both in individual departments and the organisation as a whole.
- Encourage our satellite staff to develop green housekeeping practices and initiatives in their workplaces if these are not already in place, and to provide data on their environmental impact.



Staff awareness campaign highlighting the benefits of conference calls.

Education

What we've done

Schools Waste Action Club (SWAC)

- A new SWAC was developed in Rotherham to increase awareness and understanding of waste issues and encourage schools to take action on waste reduction.
- We have collated waste audit data on SWAC schools and this will be used to write up case studies of best practice so others can benefit from SWAC schools' experiences.

Cycler programme

- Education officers have concentrated on working in one area with local partners for weekly visits. This has resulted in a reduction in travel.
- In an effort to increase the effectiveness of the Cycler programme at encouraging schools to reduce and recycle waste, we have strengthened partner links in order to improve environmental measures taken after the Cycler visit.
- A three-point challenge has been trialled to ensure that schools commit to at least three changes to their waste management practices after the Cycler visit.
- We have amended the evaluation form which assesses the effectiveness and environmental impact of the project.

Waste Education Support Programme

- The WESP programme was launched in January 2003 to assist other organisations in the implementation of waste education through the provision of resources and training.
- 12 organisations (20 individuals) have joined the programme.

What we want to achieve in the coming year

SWAC

- Measure the impact of schools resource use by working with the Waste Watch Environmental Consultancy on a new project investigating the environmental footprint of the education sector.
- Continue to collect and disseminate data on schools' waste reduction achievements.
- Consider the environmental impacts of any new project developed.

Cycler

- Continue to look into ways of minimising the impact of transport.
- Continue to develop ways of increasing the programme's effectiveness at encouraging schools visited to minimise waste.

WESP

- Encourage delegates to car share and use public transport to get to the training venues, and select venues which enable this to happen.
- Minimise waste produced at each training event.

Rethink Rubbish

What we've done

- All Rethink Rubbish promotional merchandise was produced using recycled materials or was sourced from environmentally sustainable outlets.
- The campaign's two key reports were printed on recycled paper and the wider Rethink Rubbish promotional materials were all sourced with environmental considerations to the fore.
- Production of the most popular piece of Rethink Rubbish merchandise, the reusable shopping bag, switched from cloth to jute (a natural vegetable fibre which is totally biodegradable). Other merchandise produced included Rethink Rubbish promotional key-rings made from reclaimed circuit boards, clipboards made from recycled drinks cartons, and pencils made from recycled vending cups.
- A campaign website, **www.rethinkrubbish.com**, was launched as a focal point for public information on waste reduction and recycling. The site has already attracted more than 40,000 visitors and dramatically reduces the need for printed Rethink Rubbish materials. Since its launch, the site has been recommended as an excellent source of recycling information by the Guardian, the Evening Standard, and BBC Radio 2 amongst others.



www.rethinkrubbish.com

What we want to achieve in the coming year

- The campaign's key stakeholder resource planned for the forthcoming year, the Rethink Rubbish Guidance and Resources Pack, will be made available electronically rather than in a printed format. The resource, which includes research reports, artwork and promotional tools, will be distributed to stakeholders on a rewriteable compact disc in order to minimise paper usage.
- Rethink Rubbish will advocate the reuse of envelopes through the development of specially branded labels. The labels will provide a practical means of reusing envelopes as well as increasing awareness of the number of envelopes that currently go to waste after only one use. The labels will be used by Rethink Rubbish to further minimise its own waste and by stakeholders and members of the public to achieve a wide impact.
- The 2003 Rethink Rubbish roadshow will practice what it preaches by minimising its own environmental impact wherever possible. The roadshow vehicle itself will be electrically powered, all materials will be sourced from recycled materials or environmentally sustainable outlets, and all interactive workshops will seek to be 'waste-free'.

Rethink Rubbish Western Riverside



What we've done

- Commenced implementation of the campaign across the Western Riverside Waste Authority region in October 2002. Environmental impacts of the campaign are being monitored through key performance indicators, including borough progress against recycling targets and changes in public attitudes collected through a large scale annual resident survey. The first of these was conducted with 2000 residents in November 2002.
- Three resource kits, two paper making kits and two giant Rubbish Challenge games are now available on loan for schools, thereby reducing the need for multiple sets of resources.
- An electric Citroen Berlingo van was purchased in October 2002 saving exhaust emissions from business travel.
- Teleconferencing has been used to minimise business travel to meetings.
- 100% recycled paper has been used for all campaign publications.
- Press releases are sent out via email and posted on the website to minimise paper usage.

What we want to achieve in the coming year

- 60,000 householders to be visited by a team of *recycling champions* to encourage participation in recycling. This use of face-to-face contact is an example of new communication tools that are being developed for the campaign using the minimum amount of material resources. The impact of this approach will be closely monitored through attitudinal and participation surveys and recycling tonnage information.
- 7 day long promotional events held across the region, mostly in supermarkets, to promote borough recycling services.
- Deliver training for council helpline and operative staff on improving performance of recycling schemes and quality of information to the public.
- Undertake a communications audit and strategy for the Royal Borough of Kensington and Chelsea to improve the way recycling services are promoted to residents.

Business Network

The total network membership was 212 during the year 2002-2003. During the reporting period the Bromley and Bexley Network came to a close, so the data which has been collected for that network is only for a period of six months.

What we've done

Through our work, we have enabled our clients to reduce their environmental impacts and this has resulted in the following

- diverted 145.42 tonnes of waste from landfill
- saved members £4726.33 in waste disposal costs
- saved members £7694.89 in purchasing costs
- energy costs savings through improved efficiency £5364.00

What we want to achieve in the coming year

- further develop case studies on the achievements of Business Network members
- Develop an electronic version of the Business Network members' waste exchange service and then look at expanding this London wide. This will reduce paper use.



Environmental Consultancy

Wastebusters
THE GREEN OFFICE EXPERTS

What we've done

- We have begun to use conference calling which has reduced our business travel and therefore CO₂ emissions.
- Our reports are designed to allow the maximum amount of information, which can be read with ease, to be displayed on each page. This has reduced paper consumption.

What we want to achieve in the coming year

- Provide information on our services in one of two formats, electronically or a comprehensive A5 flyer, rather than a printed information pack. This will reduce our paper consumption.
- Where we provide clients with electronic reports we will encourage them to circulate copies with printing guidelines in order to reduce paper consumption.
- Encourage clients to monitor the impacts of the advice which we provide.
- Increase the use of conference calling.
- Through our management of public communication campaigns, we hope to promote the recycling message to over 50,000 members of the public.

Communications Consultancy

What we've done

- Travel to initial meetings with new clients has been minimised by using a questionnaire which is sent to clients by email before a proposal is submitted, in order to ascertain the services and support they require from the Consultancy.
- Travel to meetings with clients is by public transport or bicycle.
- Final and progress reports are sent to clients by email.

What we want to achieve in the coming year

- Include criteria in our client evaluation form, to assess the environmental impacts of our projects.
- Continue to minimise the impact of travel and paper usage by communicating with clients by email and telephone as much as possible.
- All recommendations to clients for print and purchasing to specify the use of environmentally preferable products and services.

Policy, Research & Information

What we've done

- We are increasing the level of electronic information dissemination, through electronic reports and web based journal subscriptions, to reduce paper use and allow greater accessibility to information for both staff and the general public.
- We use recycled paper for our published reports and aim to minimise the impacts associated with the printing process wherever possible.

What we want to achieve in the coming year

- Continue to develop and increase information dissemination via electronic means.
- We are assessing our approach to the production of research reports in order to limit the number of published copies and focus attention on the provision of web-based materials.
- We will arrange meetings and events with a view to reducing as far as possible any associated adverse environmental impacts in line with the organisation's best practice.

Communications & Marketing

What we've done

- Print and design work has been rationalised to identify possible synergies, by tightening print runs and allowing printers better opportunities to minimise waste. This has been completed with 3 publications - renews, wasted and Business Network news. These publications have been revised, stock quantities assessed and analysed, and promotional flyers have been printed simultaneously to minimise effort and cost.
- We have consolidated Waste Watch's design identity and developed uniformity across all areas of our work, resulting in time and resource savings. For example, Waste Alert has been changed to WW Business Network and all our stationery has been synchronised.
- There has been an increase in the amount of information which can be accessed via our website. This is due to the launch of Waste Online, which has significantly increased the amount of information and research data available.
- We purchased a media directory on disk to enhance email capabilities. This was installed and is used frequently to email press releases to the media rather than faxing or posting hard copies.

What we want to achieve in the coming year

- Inclusion of annual seminar promotional material within renews, our quarterly newsletter, saving 400 envelopes and additional postage costs.
- Rationalising of promotional materials for individual, organisational and corporate supporters.
- Set up stationery reprints on an annual basis to keep costs down and to reduce print runs.
- Review print buying on environmental guidelines.

About this report

This is our third annual environmental report and I'm happy to see we have made significant progress in reducing our environmental impacts in a number of areas. One area which stands out is our communications and marketing department where considerable environmental improvements have been made, especially in terms of paper usage and print runs. Our internal environmental campaigns have also done much to raise awareness and commitment amongst our employees.

This year we have produced our report in both a web-based and hard copy format to meet the needs of our various audiences and as part of our efforts to minimise our environmental impacts.

The report gives a short account of how we manage our environmental impacts, an overview of our environmental performance, the steps which we have taken to reduce our impacts and what we would like to achieve in the coming year. For more detailed information of our various projects visit our website www.wastewatch.org.uk.

The report covers the period 1 April 2002 to 31 March 2003, and provides data for both of our London offices. Unfortunately, so far, we have not been able to set up monitoring systems for staff based in other offices and this is an area which we intend to focus on during the next reporting period. Therefore, this year's Environmental Footprint of a Waste Watch employee is given for a London based employee only. In fact, during the reporting period we had an average of 18 staff based in local authority offices or working from home, and approximately 32 staff (64%) based in London. We hope that you will find our report an informative read and would welcome your comments to assist us in further improving the standard of future reports.



Barbara Herridge,
Executive Director



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