

EAE Ltd Environmental Policy



1. Background

EAE Ltd is Scotland's premier leaflet marketing specialist, providing tailored services to over 700 clients in tourism and the arts, with 1,800 campaigns pa, through over 5,000 leaflet displays across Scotland.

From its inception in 1987, EAE has been concerned with its impact on the environment, being involved in the distribution of paper marketing campaigns (leaflets and posters), delivered by carbon-emitting vehicles. Moreover, although not a tourism operator ourselves, EAE is an integral part of the supply chain to over 700 major tourism and cultural operators in Scotland. Understanding our role in this chain, we believe it is therefore our ethical responsibility to ensure that we can be as 'green' as possible, in order to support the industry's environmental ambitions.

A lifelong passion for the outdoors, the natural environment and all things 'green' have characterised the Managing Director's approach to the business philosophy of the organisation, allowing him to underpin all his commercial activities with an emphasis on sustainability. This concept of sustainability extends not just to the environment, but also to the economic and social context of the organisation.

2. Objectives

Our company is passionately committed to improving our environmental management and reducing our carbon footprint. We have made substantial investment in terms of staff time and financial resources to ensure that we have an effective carbon reduction strategy in place and working successfully.

Having already reduced our carbon footprint by 70%, we now aim to be carbon neutral by 2015.

3. Accountability

Managing Director – Glen Bennett leads on all aspects of the company's environmental strategy and ensures that it is embedded in the mission and values of the company as well as in its operational business plan.

All staff – from recruitment onwards, all staff are made aware of the importance of the company's environmental strategy and they are actively encouraged to support the policy and make suggestions for continuing to improve the company's sustainability.

- a staff suggestion scheme for new ideas which can help to further the company's environmental aims
- our environmental programme is incorporated into all staff induction training and updates on progress are included in all monthly staff meetings and in the quarterly staff newsletter

- staff training initiatives to support our environmental strategy include, for example, eco driving skills for our distribution drivers, teaching them to drive in a manner which reduces fuel consumption and carbon emissions by up to 15%
- environmental workshops, during paid office hours, for staff to plant trees, create a wildlife garden and build bird and bat boxes
- staff are entitled to an additional 3 days paid holiday per annum to work on an environmental project
- showers installed at our head office premises and £50 clothing allowance to encourage staff to cycle to work
- motivational staff trip over two days in April 2008 when 44 staff stayed at the Lovat Arms Hotel, Fort Augustus, a pioneering carbon-neutral business, one of the first hotels in the UK to be powered by woodchip fuel burner

4. Environmental sustainability

EAE monitors, reports and updates its environmental operations constantly. It adheres to the principles of reduce, re-use and recycle wherever possible, and has introduced the following operational activities in support of its principal objective of reducing its carbon footprint, aiming to be carbon neutral in all its operations by 2015.

4.1 Waste reduction and energy saving

With ideas generated at staff workshops, we have introduced several simple but effective ways to conserve energy and minimise our carbon footprint including

- low energy lighting
- ambient gas warehouse heating
- turning off light and heat when not required
- tap flow restrictors
- ‘hippos’ in cisterns + urinal water regulator
- setting the default on the office network printer from single to double sided printing
- recycling 100% of all office paper as well wooden pallets, pallet shrink wrap, cardboard and other waste
- recycling 100% of unused client print
- composting kitchen waste
- recycling plastic bottles, drinks cans, food tins, domestic batteries, old & broken IT equipment, light bulbs and fluorescent lighting tubes.

4.2 Site biodiversity action plan

We commissioned a Site Biodiversity Action Plan in October 2005, and this led to a Landscape Action Plan. Together they have created an extensive programme to support local biodiversity, very enthusiastically supported by our staff, which includes

- native species wildflower planting to attract butterflies and insects
- tree planting
- bird and bat boxes (half put around the site and half donated to a local primary school)
- bird feeding area
- log habitat for insects

- a nature trail, a one acre loop around our site with a strimmed path for staff to enjoy during lunch breaks
- staff picnic area with tables and chairs and associated planting

As a result of these actions, new residents on our site include foxes, pheasants, voles, pipistrelle bats, goldfinch, goldcrest, blue tits, field mice, toads and frogs.

4.3 Renewable energy generation

The 15m 'Windy Boy' turbine was installed at our head office premises in Loanhead in the autumn 2007. It took nearly two years in the planning, cost £27,000 and was formally launched by Jim Mather MSP, Minister for Enterprise, Energy and Tourism in November 2007.

It is already proving very efficient, completely on target to generate 6kw of electricity at its rated wind speed of 12 m/s and is supplying 50% of our annual electrical needs, reducing our carbon output by 6–8 tonnes pa, around 35% reduction in carbon emissions at our head office.

Surplus energy, generated at night and weekends when our premises are closed, is used to recharge our electric Forklift Truck and from August 2009, our first Electric Van.

EAE buys and sells the electricity we generate to Good Energy www.good-energy.co.uk the only 100% renewable electricity supplier in the UK. To date (summer 09) we have generated over £1,800 worth of clean, green, sustainable energy.

4.4 Repairing leaking water pipes

The BEP audit revealed that we were losing 100,000 litres of clean drinking water annually through cracked underground pipes, costing £1000 pa, so we employed a specialist company to identify and repair the problem – this took four days and cost £3,500

4.5 Electric vehicles

In August 2009 we took delivery of our first electric vehicle. Our 'Electric Green Leaflet Machine' can carry up to one tonne of freight over 30 miles on an overnight charge. When it's windy, our Wind Turbine charges the electric van overnight for free.

Each recharge from the grid will cost 70% less than the equivalent in diesel.

5. Future actions

EAE works continuously to improve our environmental management and we are actively looking for new ways to reduce our carbon emissions and impact on the environment. We are currently considering the following options:

- **photovoltaic solar energy cells on the roof** – discussions are underway with our new landlord; proposed project for 2011

- **rainwater harvesting** – for washing vehicles and supplying toilets; proposed project for 2010
- **biodiesel** – we are currently investigating the feasibility of setting up a new company to collect used oil from local take-away food outlets to ‘cook’ on site and create our own bio-diesel

6. Influencing clients and suppliers

EAE believes that we should communicate our environmental policy and sustainable values to our clients, supporters and suppliers. Our communications and incentives include:

- The Target, newsletter issued three times a year to over 2,000 tourism and arts organisations throughout Scotland which includes ‘eco updates’ in every issue. EAE’s newsletter is printed as an exemplar to the industry on 100% post consumer waste paper, using vegetable-based inks and a certified TCF process (Totally Chlorine Free).
- giving customers 5% discount if they use 100% recycled paper
- offering a free and green service, our ‘cycle tidying team’, to the busiest sites in Edinburgh city centre in August – four staff cycle around these sites (eg The Hub, Assembly Rooms) tidying the display racks every two hours – deliberately not using our vans to reduce congestion and carbon emissions
- offering two new sustainable services, which are almost entirely ‘green’ in that they involve little or no paper and, most importantly, no fuel or motor vehicles:
 - Roller posters – entirely green, A0 poster frames on a trailer pulled by a bicycle
 - Bluetooth – delivering campaign messages to customers’ mobile phones
- talking to school and university groups about our environmental programme and carbon reduction initiatives and hosting fact-finding visits to our premises at Loanhead by primary and secondary school teachers and their pupils, to find out more about sustainable business practices
- promoting our sustainable programmes to a wide variety of stake-holders and other partners and our own supply chain e.g. Good Energy for electricity supply and Dial Green for our telecoms delivery.

7. Testimonials

At the launch of EAE’s wind turbine in November 2007, the Minister for Enterprise, Energy and Tourism, Jim Mather MSP, congratulated us on our initiative and said:

“Making the most of Scotland’s vast renewable energy potential is vital to our ambitions for sustainable growth and reducing emissions. We welcome what EAE

is doing to reduce its carbon footprint and hope that it will encourage other companies to take similar action. Renewable energy in Scotland has enormous potential not only for generating sustainable energy but also for generating and retaining wealth for Scotland.”

Hugo House, Good Energy, said:

“We applaud EAE’s step to install a wind turbine and start making its own renewable energy. It’s a step we are keen to encourage everyone to take as it is helping to secure the UK’s energy supply and reduce our impact on climate change. We hope that thousands of people that pass EAE’s turbine will be impressed by this innovative project.”

Graeme Bowie, Historic Scotland, said:

“Historic Scotland recognises that EAE has a strong commitment to the environment and acknowledged this in the recent contract tendering process where EAE made clear their environmental credentials. Areas such as their commitment to recycling and the innovative energy efficiency systems embrace Historic Scotland’s ambitions in protecting the environment and were viewed favourably in the process of awarding the contact.”

Cllr Russell Imrie, Midlothian Council spokesperson for strategic services, said:

“Having toured the EAE premises recently, I am very impressed with the environmental improvements they have implemented and hope that many other companies will be inspired and follow suit. Undertaking this sort of project can bring substantial financial reward as well as other business and environmental benefits.”

Jack Smith, Head Teacher, Paradykes Primary School, said:

“I think it is terrific that you’ve not only stimulated our children’s environmental thinking but also empowered them to make real change. Well done and thank you..... All Paradykes school would love to see your new electric van, whenever you can visit, please let me know.”

Alan Bennell, Head of Visitor Services at Royal Botanic Gardens Scotland, said:

PIONEERS of GREENING THE CONCRETE JUNGLE

In the Edgefield Industrial Estate in the heart of an extended area of concrete, tarmac, brick and tin, EAE & Glen Bennett have created an evocative oasis of greenery, by exploiting all the available space around the perimeter of their busy warehousing and distribution site. The result is a developing envelope of diverse vegetation, both native Rowans, Hawthorns and selected exotics, that is itself encouraging and supporting an increasingly rich range of wildlife.

Consistent with their potently environmentally friendly approach to business, (alongside their innovative electric delivery vehicle and wind-powered generator), Glen and his helpers have extended their green credentials across their business site with this pioneering development. In doing so they are setting a fine example to their ‘grey’ neighbors, and indeed to all businesses and industrial premises, so many of which are surrounded by unproductive and often totally neglected land.

As EAE have shown :- with a little enterprise and energy and imagination, a harsh industrial site can be softened and turned into an oasis of new life. This is of benefit, not just to the burgeoning population of resident wildlife, but also to those who work in the vicinity...and ultimately, if this example was copied more widely, to the well-being of our planet!

They are to be roundly congratulated on this excellent venture.

On behalf of the Royal Botanic Garden Edinburgh, one of the world’s leading plant conservation institutions, I applaud a fine initiative.

8. Awards

The management and staff at EAE Ltd are delighted that their commitment to reducing their carbon footprint and operating sustainable has been recognised in the following way:

Winner	The Scottish Green List Top 20 – 2010
Winner	The Green Tourism Business Scheme GOLD Award 2009
Winner	Midlothian & East Lothian Chamber of Commerce Business Environment Award 2008
Finalist	VisitScotland’s Scottish Thistle Awards 2008 Sustainable Tourism Category

APPENDIX 1 – BEP Environmental Review

APPENDIX 2 – Site Biodiversity Action Plan

APPENDIX 3 – Landscape Action Plan

APPENDIX 4 – EAE’s Carbon Reduction Strategy + the Role of Biodiversity