

# Will 2007 be the green light for business?

Graham Lewis, Good Energy customer and Creative Director of Satellite Marketing Communications shares his views on the phenomenon of businesses going green.

Recycled. Ethical. Sustainable. Fair Trade. Carbon Neutral... common enough words and phrases nowadays, but it wasn't so long ago that all these terms would be alien to all except a hardcore of environmental boffins. Incredibly though, the last couple of years has seen a huge increase in consumer awareness. Have you noticed that almost every newspaper now features a regular front page story about climate change? Even Sir David Attenborough has decided to rest his stoic impartiality to join the massed ranks of celebrities and politicians that are expressing genuine concern for the planet.

This shift in attitudes hasn't gone unnoticed by big business either. Even as we speak, global companies are gearing up for an unprecedented move to make their operations more sustainable. Just recently, we have heard the likes of Tesco, Marks & Spencer and ASDA, often labelled the villains of the retail and food industries, pledge millions of pounds to make their business operations 'greener'. And about time too we hear the public cry. But is this a direct reaction to environmental pressure groups, or just an attempt to lure more customers through their doors with an organic carrot dangling on the end of a green stick?

Many companies that are rapidly making the move to sustainability are being accused in some quarters of mere 'green-wash'. It's a classic case of 'talking the talk', but do they 'walk the walk'? For the John Lewis partnership, owner of Waitrose, social responsibility has been at the heart of their mission for over ninety years. The company's original constitution continues to shape the principles they hold today, including their policies on organic farming and sustainable fishing.

Other major retailers are developing progressive policies too. ASDA has set a target for 'Zero Waste' by 2010. They are sourcing more products from local suppliers to cut down on transport emissions and they have an ambitious new 'eco-store' building programme that will incorporate sustainable building materials and renewable energy sources to generate heat and electricity.

Marks and Spencer have set themselves the ambitious goal to be carbon neutral by 2012. Candidly, they admit their strategy isn't complete but through energy efficiency, on site renewable electricity – some of which will come from biogas created by composting their food waste – and an offsetting programme, they hope to hit their target. Tesco also has a similar

agenda and has plans to print on the label of each product the carbon emissions it has generated, helping their customers to calculate and hopefully reduce their carbon footprint.

To encourage UK business to help turn the environmental tide, Satellite chose to launch The Green Awards, a national event supported by the United Nations Environmental Programme and Friends of the Earth. Held at the Guildhall in London, the awards encouraged companies, big and small, to enter published work that communicated a commitment to sustainability in a creative way. The winners on the night included Saab, M&S, BskyB, O2 – not forgetting Good Energy! While these big companies are not dealing specifically with green products as Good Energy does, they all demonstrated a clear commitment to reduce packaging, lower carbon emissions or increase ethical trading within their supply chain.

It really goes to prove that the pound in your pocket is an extremely powerful tool and we can use our collective consumer influence to make a big impression on the way companies of all sizes behave. Never forget, the customer is always right – especially a green one!



## Good Energy wins Green Award

In December, Good Energy won the award for best outdoor advertisement at the inaugural Green Awards. The unique wind turbine illumination which advertised the Delabole Wind Fair wowed the judges and won the award. Good Energy was also short-listed for the Green Awards Grand Prix, awarding the best entry of all categories along with Marks and Spencer, Green, Green Tea and O2. To learn more about the Green Awards 2007 visit [www.greenawards.co.uk](http://www.greenawards.co.uk)

# 100% renewable electricity



Julia Haltrecht, Environmental Auditor



## Customer Feature – Julia Haltrecht, Environmental Auditor

Julia’s passion for the environment led her to take a masters degree in Environmental Architecture and Energy four years ago. “I became fascinated by the relationships people had with the buildings in which they live and work.” Julia realised that many people really wanted to ‘do their bit’ for the environment. With this in mind, she became an environmental auditor, using her expertise to help people reach their goal.

“I evolved the audit into a system whereby I can assess the energy consumption, water use, waste, buying habits and transport choices at a level of individual, family or business. By dismantling the jigsaw of your actions, you can see which areas of your life have a big impact on Climate Change. This makes it easy to see how you can make a difference and can empower people to make positive changes.”

Julia has undertaken audits for bedZED - the carbon neutral development designed by Bill Dunster - for individuals, housing associations and also a city trading floor:

“Each trader was using between three and six monitors - the annual energy consumption of just the computers on one floor of one business was creating five tonnes of CO2! That’s equal to the emissions of two flights from Bristol to Brisbane. The good news is that there are many simple steps these energy hungry businesses can take to cut their consumption and more and more are taking them.”

If you want to learn more about Julia’s services, email [Julia.haltrecht@gmail.com](mailto:Julia.haltrecht@gmail.com)

## How do you want to cut carbon?

We would like to know what products you think offer effective solutions to Climate Change. We have set up a quick and simple questionnaire for you to tell us what you think. Please take two minutes to tell us your views on the best items we can offer to help people cut carbon. Visit [www.surveyconsole.com/console/TakeSurvey?id=306776](http://www.surveyconsole.com/console/TakeSurvey?id=306776)

## New Generator – South Wheatley, Cornwall

Last autumn, the South Wheatley Environmental Trust, based near Launceston, completed their 15kW wind turbine project ready to make the most of the Cornish winter winds. Although a small community, South Wheatley was keen to become part of the solution to Climate Change and Bill Andrews was glad to lead the project as chairman of the Trust:

“We all felt that there was too much talking about Climate Change and not enough action so we decided to do something about it and set our sights on installing a wind turbine. Putting all the funding together and applying for planning permission was a labour of love but now the turbine is in and we’ve started generating green electricity that we are getting paid for, it feels well worth the effort.”

Bill signed up to Good Energy’s SmartGen scheme which has been tailored for renewable generators like South Wheatley. It prioritises simple, efficient management at both ends, enabling Good Energy to give the best return to the generator. If you are starting or running a small or medium scale renewable project and are looking to sell your electricity, email [generation@good-energy.co.uk](mailto:generation@good-energy.co.uk)



## Organic Life

Organic Life Magazine is dedicated to providing expert guidance on organic living and they are offering Good Energy customers a 30% discount on a 12 issue subscription costing £25.10 (normal retail price is £35.88). Each month, read about delicious recipes, health and nutrition advice. For your discounted subscription, visit [www.thegmcgroup.com](http://www.thegmcgroup.com) and enter code S337 at the checkout or call **01273 488005**.

## Website

We have redesigned and relaunched the Good Energy website to include lots of inspiring visuals and easy site navigation. With frequent updates to the news and information we aim to make it an essential resource on renewables and Climate Change. Visit [www.good-energy.co.uk](http://www.good-energy.co.uk) to read our latest news.

## Good Energy rated best by NCC

The report recently published by the National Consumer Council has evaluated every UK Green Electricity tariff and has given Good Energy the best rating. Our 100% renewable electricity supply, ROC retirement policy and highly informative website has earned Good Energy high praise. To download the report visit [www.good-energy.co.uk/our\\_vision](http://www.good-energy.co.uk/our_vision)

Printed on 100% post-consumer recycled paper using 100% renewable energy and vegetable based inks. Sustainably created by [www.leapmedia.co.uk](http://www.leapmedia.co.uk)



Monkton Reach, Monkton Hill, Chippenham, SN15 1EE  
Customer Sales 0845 456 1640  
Customer Service 0845 601 1410  
[enquiries@good-energy.co.uk](mailto:enquiries@good-energy.co.uk) [www.good-energy.co.uk](http://www.good-energy.co.uk)