



Consolidated

As a PR company, Consolidated is experienced at advising companies on their environmental communications. With former clients including the Energy Saving Trust and the Waste & Resources Action Programme, it was increasingly important for Consolidated to look at its own environmental credentials and make these as green as possible.

Key Achievements

1. Introducing a recycling scheme for all waste paper, cardboard and drinks cans and bottles. Approximately 150 kg of waste is diverted per week
2. Switching to a green energy supplier
3. Removing all paper hand towels from bathrooms and plastic cups from water fountains to reduce waste
4. Purchasing duplex printer units to convert existing printers to double-sided printing as a default – which will potentially reduce paper use by 30%
5. Using only 100% recycled office paper.

"Better Climate for Camden's support has been invaluable to Consolidated. Their detailed review of our green practices highlighted several areas for action and the improvements we have made have resulted in a greener business as well as saving us money."

Stephen Marsh, Finance

Director, Consolidated.



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How have Consolidated achieved these savings?

First, Consolidated's board signed off an **environmental policy** for the company, and is developing an **action plan** with annual targets, which will be discussed and updated quarterly.

Consolidated has set up a **dedicated Green Team** of volunteers who implement new initiatives across the company, and communicate these to other staff.

The Green Team circulates **weekly tips on e-mail** to all staff, and provides updates at company meetings on new initiatives. Staff can also feed back to the Green Team through a dedicated e-mail address with ideas or for further advice.

Conducting an **internal energy audit** to measure any waste energy through equipment being left on overnight. This will then be used to educate staff further and the results benchmarked in future audits.

Consolidated is also working to **implement greener procurement practices** – including using recycled paper; Fairtrade products; environmentally-friendly cleaning supplies; and purchasing only 'A' energy-rated appliances in future.

Consolidated is also implementing a company-wide **travel policy**, reflecting our preference for public transport wherever possible, and the use of 'green' taxi fleets such as Green Tomato Cars where a taxi is unavoidable.

Consolidated already provides interest-free season ticket loans and will set a policy for inter-office staff travel (London-Edinburgh) and **offsetting** international air **travel emissions**.



Winner – 'Most Improved Camden Business' at 'Better Climate for Camden Awards 2008'

Since its first meeting with Better Climate for Camden in 2007, Consolidated has begun implementing a raft of environmental changes that will reduce its CO2 emissions, and lead to cost savings across the business.

What's next?

Having made such a promising start, Consolidated intends to continue to act wherever possible to cut carbon emissions and implement greener working and procurement practices. These will not only allow the company to improve its green credentials further, but will have a positive commercial impact through lower costs and the ability to meet the increasing requirements of Consolidated's customers for green supply chains.

Further Information

1. www.consolidatedpr.com

The Camden Climate Change Alliance has been formed by Camden Council and organisations in Camden that are committed to reducing their carbon dioxide emissions and helping to tackle climate change. For more information visit betterclimateforcamden.org, tel: 020 7974 5657 e: better.climate@camden.gov.uk to join the mailing list.