

TIMES



ENVIRONMENTAL SUSTAINABILITY EDITION

FOR BUSINESS SUCCESS
IN TIMES OF CHANGE



WINTER 2023


WE CAN ALL DO OUR BIT TO **TACKLE** *climate change*

Businesses of all sizes are becoming more sustainable in an effort to cut carbon emissions to protect the planet and reduce spiralling utility costs to protect their business.

Experts from The Carbon Trust say, “A **20% cut** in energy costs represents the same bottom-line benefit as a **5% increase** in sales for many businesses.” A significant saving, especially for SMBs that, in today’s economic climate, need all the help they can get.

If you’re looking to incorporate sustainable practices into your business but don’t know where to start, here are some changes our business and our clients have made that you can also adopt to help you further along the path to net zero.

10 Steps to Sustainability

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1. Insulate your premises
 2. Install solar panels
 3. Adjust temperature levels
 4. Electrify your vehicle fleet
 5. Switch to LED bulbs
 6. Install a smart meter
 7. Set up a cycle-to-work scheme
 8. Reduce product and packaging waste
 9. Use a greener supply chain
 10. Do carbon offsetting activities



Meeting *Expectations*

Unily's Future of the Sustainable Workplace Report states that "83% of UK-based workers feel their employer is not doing enough to be more sustainable and tackle the climate crisis." In an already highly competitive employment market, being seen as environmentally proactive could also have the additional benefit of helping you attract and retain more staff.

But it's not just your workforce's expectations you need to meet. Numerous studies show that today's consumers and potential investors expect businesses to lead the way when it comes to carbon reduction, and the vast majority prefer to do business with companies that are more environmentally responsible.

If the target market for your product or services is Millennials, having greener credentials is even more critical, as these tech-savvy consumers are the ones who, for better or worse, are more likely to take to social media and let others know about your company's environmental sustainability practices and Corporate Social Responsibility (CSR) activities.

A word of warning. Businesses that falsely claim their products are eco-friendly to boost their marketing campaigns are likely to be immediately called out by well-informed consumers whose cries of "greenwashing" will do more reputational harm than good.



Benefits of *becoming* a sustainable *business*

Sustainability is an issue that organisations can't afford to ignore and one which can bring a multitude of benefits. But don't just take our word for it; look at the research.

According to Deloitte, "In 2021, 40% of UK consumers chose brands and providers with environmentally sustainable practices and values. An increase of 6% compared to 2020."

And a recent McKinsey study found that the greater a company's resource efficiency, the stronger its financial performance, with organisations seeing up to a 60% improvement in operating profits alone.

Becoming more sustainable helps you:

- Attract customers and investors
- Enhance your brand and reputation
- Keep your competitive edge
- Reduce operating expenses and improve efficiency
- Increase revenue and long-term profitability
- Attract and retain employees
- Support energy security
- Reduce business waste
- Lessen business risk
- Comply with environmental regulations
- Make employees and shareholders happy






Be part of the *Climate* SOLUTION



You don't have to be a big business to make a difference. Even those of us with smaller companies can be part of the climate solution and start effecting change. From a business viewpoint, our own investment in solar panels, electric cars and charging points, switching to LED lights, using sustainable products like 100% recycled PVC boards for signage, and installing a shower for staff to use if they decide to cycle to work, are all relatively simple to do and have given long-term benefits in terms of reducing our energy consumption, boosting staff morale, and increasing revenue.

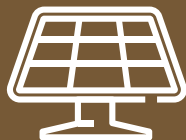
Our latest project is inspired by our client, Edwin James Group, whose Musk Peterborough office has installed an environmental zone with a bug hotel and bee-friendly planting area. We're planning to use the green space behind the FWD studio to establish our own wildlife garden to encourage bees, insects, and biodiversity.



Going *green!*

Even small changes in the workplace can have a big environmental impact. Here are a few things we're doing at FWD. We hope it encourages others to explore more environmentally sustainable options and make a change too.

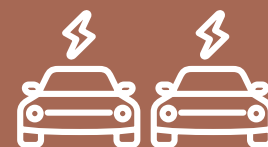
36
SOLAR
PANELS



2
CAR CHARGING
POINTS



2
FULL ELECTRIC
VEHICLES



1
HYBRID
VEHICLE



1
VEGAN
COPYWRITER



1
ELECTRIC
BIKE



1
CYCLE TO WORK
SHOWER



1
BEE FRIENDLY
GARDEN



SAY NO to office water coolers

Did you know that 45% of plastic bottles used in the UK end up in landfills? One of the easiest ways to reduce plastic waste at work is to swap out your old water cooler and choose a more environmentally friendly alternative.

We've switched our old cooler for a Virgin Pure Water System that taps into our studio's water supply.



- No more carbon-fuelled deliveries
- No more plastic bottles to landfill
- Boils or cools with less energy than a kettle
- Integrated energy-saving mode
- Long-lasting filters that minimise waste
- Fills cups, mugs, jugs and sports bottles
- Economical to run
- Serves up to 40 people
- Dispenses up to 60 cups per hour
- Energy-efficient LED lights
- Promotes a greener workplace

Raising awareness



Our client, Stroma Built Environment is one of the UK's leading providers of environmental sustainability and compliance services to the construction industry. Here's one of Stroma's own articles about their successful 2022 campaign to raise awareness of Clean Air Day.

Clean Air Day

It's Clean Air Day on Thursday 16th June. To celebrate this important day, we've launched a #PMTennis campaign to spread awareness of the causes of air pollution, its impact on public health, and the steps we can take to improve it.

What is Clean Air Day?

Led by Global Action plan, Clean Air Day is the largest air pollution campaign in the UK, aiming to improve public awareness and understanding of air pollution. Air pollution is one of the largest environmental health risks we face today and is one of the main avoidable causes of death and disease globally.

PMTennis Campaign

The #PMTennis campaign focuses on Particulate Matter 10 (PM₁₀), a major factor in air pollution. Often catalogued as 'floating dust', this is particulate matter with a diameter equal to or smaller than 10 micrometres. Composed of numerous inorganic ions, including nitrate, sulphate, and ammonium, PM₁₀ poses a number of serious health issues by penetrating the lungs and entering the bloodstream.

Air Pollution Facts

- In 2019, 99% of the world population lived in areas where air quality guidelines levels were not met (World Health Organisation, 2022)
- There are 648 Air Quality Management Areas in the UK (Defra, 2022)
- Air Pollution costs the UK economy £9-19 billion a year (Defra, 2022)
- During COVID-19 lockdowns in 2020, levels of Nitrogen Dioxide dropped by a daily average of approximately 40% at roadside in Central London, 47% on Oxford Street and 48% on Marylebone Road (Greater London Authority, 2022)

- Air pollution in cities and rural areas caused c.4.2 million premature deaths worldwide in 2016 (World Health Organisation, 2022)
- NO_x, PM₁₀ and PM_{2.5} emissions have fallen by 76%, 65%, and 67% respectively between 1990 and 2020 (National Atmospheric Emissions Inventory, 2022)
- It is estimated that between 28,000 and 36,000 deaths a year are attributed to air pollution (Gov.uk, Public Health England, 2022)

How can we reduce PM₁₀ and air pollution?

The transition to renewable energy is often cited as the main solution to air pollution. The use of wind, solar and geothermal energy plays an important role in reducing greenhouse gas emissions and improving air quality.

The creation of energy-efficient buildings is also a vital factor, with 'Green Building' an increasingly popular choice. From planning to occupancy, Green Building establishes environmentally responsible and resource-efficient structures, that reduce negative impacts on the environment, by using less water, energy, or natural resources.

Open burning is a large source of PM₁₀, with landscaping debris, household rubbish and demolition debris associated with this issue. Composting, mulching, and natural decomposition are all recommended alternatives.

Finally, reducing individual exposure to air pollution is recommended. This includes reducing car travel, eating local and organic produce, and avoiding walking near busy roads and motorways. To help with this behaviour change, the Government is starting to implement proactive measures, including driving and parking restrictions and low emission zones or clean air zones.


Visit www.stroma.com to learn more.





Where to get **help** *and advice*

A quick Google search will quickly help you find a wide range of green and sustainable initiatives designed to help businesses of all sizes reduce their carbon footprint, like The UK Business Climate Hub, The Energy Saving Trust, and Investors In The Environment, to name a few.



Our advice is to encourage staff to get involved, have a good brainstorming session, and see what ideas you can all come up with. The more eco-positive changes you make now, the more business and environmental benefits you'll see in the future.

At FWD, we cover all disciplines in-house, from marketing and design to development and print. You can contact us at enquiries@fwdmotion.co.uk or call us on **01246 439045**





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