



Zero Waste Week

20-26 October 2008

About Us

As a marketing, public relations, advertising and design company based who has recently relocated to the Cornish capital, you may be wondering exactly why we're involved with zero waste week – well, we'd like to tell you and give you some ideas how even small changes can help reduce your waste and therefore the impact on the environment.

After Mark Picken, mpad's managing director, took part in the Envision course in November 2007, we have been working hard to improve the impact of our carbon footprint, working hard to minimise our air, noise and land pollution.

Mark found that mpad's three biggest environmental aspects were car usage for client meetings and travel to work, along with waste production from office waste.

Travel

In order for mpad to reduce the impact of travel, it was necessary to firstly measure our outputs. Following the Envision course, we immediately began to measure our outputs and set achievable targets for reduction.

Since November 2007 and up to the end of August 2008, through the use of other modes of transport, clustering meetings, car sharing, IT and relocating the office to be closer to 50% of our clients and the staff's homes, we have saved 6268.5 business and travel to work miles. This equates to £607.68 saved in expenses payments.

An example of the excel spreadsheet we use is inserted below.

Date	Mpad Emp	Loation Travelled To	Mode of Miles Saved I.e. car sharing	Mode of Transport	Personal Miles Saved	Miles Saved	Money Saved
04.08.08 - 08.08.08	Caroline	to Work	walking	nil	11		0
11.08.08 - 15.08.08	Caroline	to work	walking	nil	8.8		0
18.08.08 - 22.08.07	Caroline	to work	walking	nil	11		0
04.08.08 - 08.08.08	Naomi	to work	train and home working	train	580		0
11.08.08 - 15.08.08	Naomi	to Work	train and home working	train	580		0
25.08.08- 29.08.08	Naomi	home working	no travel to work	nil	348		0
26.08.08- 29.08.08	Caroline	to/from work	walking		8.8		0
04.08.08	Mark & Rachel	to/from work	car sharing	car	19		0
05.08.08	Mark & Rachel	Watergate Bay	car sharing	car		56	22.4
07.08/08	Mark & Rachel	to/from work	car sharing	car	19		0
08.08.08	Mark & Rachel	to/from work	car sharing	car	19		0
11.08.08	Mark & Rachel	to/from work	car sharing	car	19		0
12.08.08	Mark & Rachel	to/from work	car sharing	car	19		0
12.08.08	Mark & Rachel	Truro College	car sharing	car		6.6	2.64
13.08.08	Mark & Rachel	to/from work	car sharing	car	19		0
13.08.08	Mark	Killlow	clustered meeting	car		6.9	2.76

Energy

As we have recently moved to new premises we will be looking into alternative energy tariffs such as Zero Carbon or Investing in Green Energy tariffs with British Gas, which will help with our carbon offsetting.

In addition to this, we have set up an energy monitoring system whereby on a weekly basis the daily and nightly energy usage is recorded in order to help gauge our energy usage, allowing us to be more aware of the energy we are using as a company. This will also act as a benchmark to see where reductions can be made.

All staff are made aware of switching electrical items off at night to reduce unnecessary use of electricity. All computers are switched off at the base and plug as well as monitors (where applicable). We have created labels for light switches to be turned off and a procedures list of appliances that need to be switched off when the office is closed.

Switch it off

Make the difference....

Close me

make the difference

Mpad feels that knowledge and awareness are priorities with it's staff and that giving relevant information will aid practices in the workplace will hopefully also carry through to the home environment and other people too.

Waste

In terms of waste production we have always been keen advocates of recycling, however, the Envision course has allowed us to monitor our activities.

Being in marketing, public relations, advertising and design we get through a great deal of newspaper, magazines and paper each week. Our aim has always been to recycle these.

However, since Mark took part in the Envision course we have stepped up a level. Of the company's three biggest impacts on the environment, office waste was number three. This included food and drink waste.

The impact on the environment as a result of this is a depletion of resources and land usage from sending our waste to landfill.

In a bid to cut these two impacts Mark implemented a plan of measuring and monitoring waste, so that we can recycle and reuse as much as possible. As well as measuring our recycling of paper waste, we also introduced a wormery to the office to recycle our food waste, including tissues and tea bags etc.

Our move to Truro allowed us to sign up with Cory Environmental who provide bags and collection for our recycling to include paper, cardboard, and plastic. They also collect our commercial waste.

Since we began measuring our waste in November 2007 up to 10 October 2008 we have produced 300.056 kg of waste, of which 280.001 kg has been recycled.

The wormery alone, since being established in April 2008 has recycled 26.235 kg of food waste which is 8% of our total waste.

This means that we have only sent 6.7% of our waste to landfill in that 11-month period. We are proud to shout that the amount we have recycled is an incredible 93.3% and this is why we're involved with Zero Waste Week.

An example of our waste database is below.

Date	Plastic	Paper	Cardboard	Landfill	Compost	Total Weight (kilos)	Recycled (kilos)
30/11/07		16				16	16
20/12/07	0.11	15.84		2.66		18.61	15.95
31/1/08	0.052	22.92		0.066		23.038	22.972
12/2/08				2		2	0
29/2/08	0.171	29.21	0.151	0.527	0.865	30.924	30.397
31/3/08	0.11	26.16	0.82	0.953	1.8	29.843	28.89
30/4/08	0.294	24.837		0.385	1.221	26.737	26.352
31/5/08	0.13	18.84		0.114	1.67	20.754	20.64
31/7/08				1.35	4.079	5.429	4.079
3/8/08		5.8	4.5	1.15		11.45	10.3
19/8/08				6.9	10.2	17.1	10.2
27/8/08	4.86	9.05		4.5		18.41	13.91
8/9/08		18.92				18.92	18.92
10/9/08				3.32	3.5	6.82	3.5
18/9/08		10.16				10.16	10.16
26/9/08		17.53				17.53	17.53
30.09.08					2.9	2.9	2.9
02.10.08		18.965	3.566	0.9		23.431	22.531
10/10/08		4.77				4.77	4.77
						0	0
						0	0
	5.727	239.002	9.037	24.825	26.235	300.056	280.001

MPAD:MPAD Public:mpad:Environment:Recycling Database

As a result of these measures to change our environment aspects we have dramatically reduced our impact on air, land and noise pollution.

Resource Management

In addition to our recycling we also manage our resources. We only print when necessary, which saves money on printer toner, of approximately £394 per year, as well as on paper.

We also use our reuse our printed paper to save on our resources. This means that we don't have to order paper on a regular basis. Once the paper is used on both sides, it gets recycled. This reuse of paper saves us approximately £120 per year.

Water

As a company we use minimal water but again have made adjustments.

We have implemented a procedure where we wash up once a day and reuse the water for the office plants.

As we are in a Grade II listed building, our toilet cisterns have a large capacity. In order to reduce the amount of water used per flush, we have used water displacement devices.

As we are on a shared meter it is difficult to tell our water output, however with being careful and implementing such procedures we are reducing where possible.

Environmental Management

mpad's environmental policy was implemented in November 2007 whilst Mark was on the Envision course. Since then the company has been working towards BS8555, which it aims to get accreditation for in November 2008.

From the course mpad's biggest impacts are business miles, travel to work miles and office waste.

For business miles we set a target to reduce business car miles by 10% per year, on average per person, without affecting business performance.

For travel to work miles we set a target to reduce car travel to work miles by 10% per year, on average per person, without affecting business performance.

Our target for office waste was to increase recycling of office food waste and plastic drinking cups to 50% within next 12 months – a figure we have surpassed.

Please see below for our Environmental Policy:

Mpad offers a range of marketing, public relations, advertising and design services to a variety of clients with the aim of helping them communicate effectively with their customers.

Established in 1999 and based in Truro, mpad works with clients across Cornwall, Devon and the South West.

The company recognises that its processes do impact on the environment so it is committed to improve its performance through the following measures:

Comply with relevant environmental legislation

Seek to reduce environmental impact and prevent pollution in the formulation of our services

Reduce the number of business miles travelled each year by utilising advancements in technology

Take account of concerns of interested parties such as regulators, clients, employees, suppliers and the public

Create less waste and where possible reuse or recycle the waste products

Encourage the supply of sustainable products to our clients, such as print materials

Set objectives and targets to drive continual improvement programmes and regularly review environmental performance to ensure success

Ensure that all employees are aware of this policy and trained in their environmental responsibilities

Make this policy easily accessible to our customers, suppliers and the public.

This policy will be implemented within the framework of an environmental management system designed to meet the requirements of BS EN ISO 14001, to which the company will seek certification by the end of 2008 using the BS 8555 phased approach to implementation.

Signed:

Position: Managing Director

Date: 1 November 2007

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