



Saving energy cannot be overstated

Climate change resulting from greenhouse gases such as carbon dioxide is one of the greatest challenges facing us all. Using less energy and using it more efficiently should be the number one priority of any individual or business trying to help the environment. Did you know around £12 billion worth of energy is wasted in the UK every year?

As well as helping the environment, it also makes clear commercial sense; energy efficiency offers cost savings and helps meet corporate social responsibilities objectives.

Make a difference now from your desk

- Switch off your monitor before going to lunch or to a meeting and you'll save a balloon's worth of CO2 every 90 minutes
- Switch off your photocopier and printer overnight and you'll save more than 100 balloons' worth of CO2 every night
- Switch off your computer overnight and you'll save more than 150 balloons' worth of CO2 every night

Do-it-yourself - energy efficiency

Most businesses and individuals understand it's not easy being green. To help get you started, one award-winning free Energy Efficiency Toolkit available has been developed by EDF Energy for businesses and is packed with



advice and multi-media resources for energy saving champions to start and continue on their energy saving journey.



The Toolkit follows a comprehensive five step process.

- 1. Research.** Monitor your current usage. Do you have a clear picture of how much is being used weekly, daily, and even half-hourly?
- 2. How efficient are you?** Take “energy walks” around your business to identify potential waste. The Toolkit includes 11 energy walk templates.
- 3. Planning and strategy.** Make sure that you have support from across the business. Bring together a planning committee. There is a PowerPoint presentation with supporting information and statistics so that you can present a business case to senior management if necessary.

4. Implementation. It can be difficult to persuade colleagues to change their habits but EDF have made it easier by providing communication templates which you can customise with your logo or message. There is a range of staff questionnaires, posters, email banners and communication plans to choose from.

5. Monitoring and feedback. Results at this stage should be regularly communicated back to the business. Clear reporting shows clear success and areas for improvement. It boosts morale and keeps up the momentum. There will be “quick wins” but a long term approach is important to ensure that potential savings are achieved.

Maybe its time to start looking at whether your business is as energy efficient as it could be?

To request a free Energy Efficiency Toolkit go to www.edfenergy.com/business website or go to the back page and see how envision may be able to help.

DEBI Donation to Devon Wildlife Trust

Following the awards ceremony in 2007 DEBI decided to give Devon Wildlife Trust a donation towards their Climate Change Adaptation Programme. Tracy Ebbrell, DWT's Corporate Relations Officer explained that the £100 that DEBI have given will go towards their 5 year project to help make Devon and its countryside more robust so that species can adapt to the effects of Climate Change.

DEBI Chairman Andy Vickery was very pleased to be able to give the money to DWT as this will ensure the money is spent locally in Devon.

Devon Wildlife Trust (DWT) Corporate Relations Officer, also said " We are delighted to receive this donation from DEBI, it has been made to help offset carbon emissions produced by the attendees of the recent DEBI awards. It is a great way of local businesses and partners demonstrating their commitment to conservation in Devon."



Andy Vickery passing the cheque to Tracy Ebbrell at Cricklepit Mill

Today and Tomorrow

Did you know that c12.5 million tonnes of paper and cardboard goes into landfill every year in the UK and it is estimated that we will run out of landfill sites within 10 years. Staggering statistics and something Exeter-based Design Company Alder and Alder has embarked on a mission to help businesses reduce the environmental impact of their marketing.

Launching a new initiative, called 'Today and Tomorrow', Alder and Alder encourages companies to do what they can today, to improve tomorrow. At the heart of 'Today and Tomorrow' is a new website -www.todayandtomorrowonline.co.uk. It provides local businesses with helpful advice and clear steps to greener marketing, including practical tips that any business can follow.

To help them review their own business, Alder and Alder called in the experts, Envision, an independent non-profit partnership which is dedicated to helping South West

businesses improve their financial and environmental performance.

Mark Hodgson, Envision Business Development Manager said: "We are pleased that Alder and Alder have found the BS 8555 training useful and have been able to apply what they learnt to their business"



The website – www.todayandtomorrowonline.co.uk - contains a wealth of free advice and information on how to turn your business, and particularly your marketing, green. It explains how Alder and Alder have learned to change the way they work and how this inspired them to share their experience.

To help other businesses in the Southwest, they put together five steps to greener marketing, called 'Small footprint, big impact', a booklet which shows companies how they can reduce

the carbon footprint of their business. These steps, which cover the use of paper, the size and shape of documents, greener printing practices, utilising the Internet and the value of a green supply chain, can all have a big impact. The booklet can be downloaded from the website.

Where does our food come from?

Devon is home to a strong network of artisan growers and producers who are fuelling the fast developing market for local, authentic food with many “farm shops” such as Occombe Farm, Paignton selling direct to the public.

With more and more emphasis being placed on food and its cost to the environment, many consumers are asking “Where does our food come from?”, “How many food miles does it travel?”



Occombe Farm opened in 2006 by the Torbay Coast and Countryside Trust (a conservation charity caring for 1800 acres of land and coastline across Torbay) with its aim “to reconnect people with food, farming and the countryside”.

Occombe is a working organic farm with its own pedigree herd of Ruby Red Devon cattle, Dorset Down

Occombe Farm

wild for food

sheep, Oxford Sandy and Black pigs, Light Sussex hens and Aylesbury ducks. Sited right on the farm is its own farm shop, organic bakery, traditional butchery, café and education centre.

At Occombe people can learn how wildlife-friendly farming works. A 2 km easy-access nature trail winds its way through the farm and the 25 acre Site of Special Scientific Interest at its heart, whilst in the Farm Shop and Café there are touch-screens and computers where visitors can discover and learn more about the environment..

As Dominic Acland, Director of the Trust explains: “We believe that the food we eat shapes the countryside we live in. The choices we make as consumers affect farmers and the way they manage the land. Eating food grown by environmentally-friendly farmers is one of the greenest, most wildlife-friendly things you can do!”

“Sustainably produced” is a phrase we hear a lot these days and is something the Farm shop strives to do – to sell an ever increasing range of locally-produced, sustainably



grown food of wonderful eating quality - providing a regular outlet for Devon’s farmers and producers.

Occombe Farm is free to enter, is open all year round and runs a series of interesting family events, as well as an educational programme for all ages. If your interested in finding out more about, food, farming and Occombe Farm’s Education centre visit telephone 01803 520022, or visit their website www.occombe.org.uk

Finally, it is intended that profits from the operation are ploughed back into supporting the Trust’s wildlife conservation and environmental education projects in the Bay.

Energy Champions Training

Local charity Westcountry Energy Action can help to motivate staff to take simple action to save office resources through its Energy Champions Training. They are offering a one day course which aims to provide managers with the information they need to enable them to promote energy and resource savings within their departments.

Using case studies the course looks at various ways in which energy and money can be saved and examines how managers can motivate staff to ensure their continued commitment to making long term savings.

By the end of the session attendees will be able to:

- Identify where energy and other resources are being wasted in their department
- Demonstrate the potential for financial savings
- Significantly reduce the organisations carbon footprint
- Understand the benefits of sustainability for the organisation
- Understand what motivates individuals to take action

The scheduled dates for the next open courses are

2nd May - Plymouth

25th July - Exeter

24th October - Plymouth

For further information or to find out how the course can be tailored to meet with your organisations requirements call Tony Merrick on 01752 235180 or e mail training@wcea.org.uk

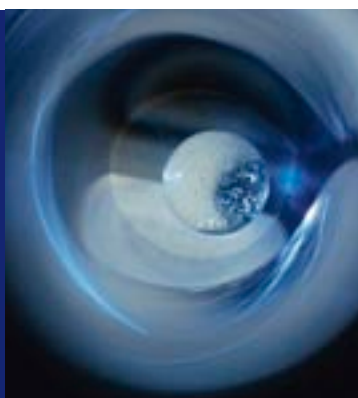
Inspirations are leading **pioneers** of sustainable marketing communications in the southwest

Built around climate change and sustainability practices, we source real solutions with backed-up data that cannot be confused with hype or greenwash, to help promote and communicate your business, product or service



Excusive for fellow DEBI members

A free consultation and carbon audit on your marketing material followed by 10% off design fees from any work directly resulting from it. Valid until 1st June 2008



Advertising
Branding and Logos
Carbon Calculated Print
CSR Communications
Internet Design and Build
Strategic Green Marketing
Exhibition Design and Build
Ethical Promotional Items

Operating from a purpose built eco-friendly office and leading by example, inspirations is at the top of its game, offering real solutions including low carbon as standard and neutrality options if desired.

We have been creative partners for SME's and Blue Chips alike, including: Bandvulc Tyres, CarbonSense, Dartmoor National Park, Devon County Council, Dow Hyperlast, HSBC, Honda F1, Marine Conservation Society, NHS....

**For more information, call us on 01626 867 323
email: info@inspirations.uk.net visit www.inspirations.uk.net**



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DEBI Industry Visits 2008

Why not come along to one of our industry visits this year. Proving popular last year, DEBI have expanded their visits over a six month period for 2008.

Here's what we have planned.

24th April Mary Tavy Power Station, Mary Tavy

South West Water runs what was once the largest hydro scheme in England at Mary Tavy. The Power Station plant has been successfully generating environmentally friendly energy for the national grid since 1932. Our visit to the

power station will tell DEBI members more about Mary Tavy's renewable energy which is 100% renewable and recyclable and one of the most efficient resources today. Our visit will finish with drinks and refreshments at the nearby public house “.

15th May Met Office, Exeter

The Met Office relocated to its purpose built headquarters in Exeter in 2003. The building with its distinctive canopied entrance, designed by Broadway Malyan, has quickly become a landmark in the



area and has won several awards for design. This tour will give you an insight into the buildings construction and many of its energy saving features and will be followed by networking, drinks and canapés.

5th June Otter Brewery, Luppit

Otter Brewery is located in the heart of the Blackdown Hills. Established in 1990 its aim was to produce beers that were different to the mass produced and artificially flavoured ones dominating the market. Our

visit to Otter Brewery will include a tour of the beer making process which will also include information about their new building, followed by a sample of the beer and a barbecue! Numbers are limited and will be allocated on a first come first served basis.

10th July Higher Wiscombe, Southleigh

Higher Wiscombe is a self catering holiday business with a founding principle of sustainability. Open for just over two years, Higher Wiscombe has won the national award

for “Holiday Cottage of the Year” and was the 2007 DEBI Overall Winner. Our visit will include a tour of the holiday cottages and information about how guests can help. The evening will finish with networking and a barbecue.

14th August Cricklepit Mill, Exeter

Cricklepit Mill is the new headquarters for Devon Wildlife Trust. The building has been transformed with the mill being renovated by traditional millwright Martin Watts. There are exhibition areas and a wildlife garden.

DWT have also had an extension built and old meets new with a timber-framed and glass faced office space, built to high environmental standards and tapping in to natural energies for ventilation, power and waste water. Our visit will finish with networking and canapés.

11th September Pebblebed Vineyard & Cellar, Exton & Topsham

Geoff Bowen, owner of the Pebblebed vineyard will talk though “from vine to glass” the processes involved in producing wine from an English vineyard. We will visit his Ebford vineyard where Geoff will talk about the type



of grapes he grows and what makes “good and bad wine years”! From here we will visit his Topsham Cellar where a wine tasting with a selection of local cheeses will take place with a chance to network with other DEBI members

16th October Ashfords, Exeter

Environmental Legislation update. The talk is intended to provide a bite-sized review of some recent developments in environmental law, legislation and case-law. Presented

at Ashfords headquarters in Exeter this informal evening will give members the chance to ask questions and find out more about particular environmental issues. The evening will finish with networking and a Chinese.

To book your place on any of the above, please email info@debi-online.org.uk or telephone 0845 257 3324.

VISITS ARE FREE TO MEMBERS OF DEBI. NON MEMBERS ARE WELCOME AT A COST £5 PER PERSON

Can Envision help your business reduce energy costs?



With energy costs soaring, now is the time for your business to consider what steps need to be taken to reduce your businesses energy consumption and lower bills. We have seen from the front page article, one way of addressing this issue is to use an energy efficiency toolkit, another may be to use Envision's subsidized advice service on how to draw up an environmental plan.

An Envision business mentor would conduct an in depth audit of your business which would include the building and some of the key issues including lighting, heating and water use. Following the survey, these are the typical potential savings your business could make:

- Insulation and pipe lagging – improve roof insulation to 8-10" and lag pipe work (20% energy saving)
- Lighting – change bulbs to compact fluorescents or 8mm fluorescent tubes (80% less energy used)
- Smart lighting – reduce costs further through investment in motion and daylight detectors
- Draft proofing and windows – initially service existing windows and doors and consider replacement with double glazing or secondary glazing
- Toilets – use of water saving devices in toilet cisterns and shut off timers for cisterns, and push taps for all sinks
- Consider replacement of old overhead radiant heaters (very inefficient) for newer, radiant heaters, or a modern central heating system (possibly using renewable energy)
- Initiate monitoring for all utilities, to show where savings are being made
- Produce an environmental policy to communicate messages to visitors & employees



Envision is a partnership of highly-skilled and experienced business mentors, all of whom have significant business experience to draw up practical, workable solutions to issues such as energy efficiency and waste management. If your looking for help call Envision on 0845 456 9350 or email develop@envisionsw.org.uk

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