



Businesses Step by Step Guide to the Green Capital Pledge



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This Guide to Bristol's Green Capital Pledge was prepared by Forum for the Future for Bristol's Green Capital Partnership.

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Forum for the Future is a non-profit organisation working globally with business and government to create a sustainable future.

We aim to transform the critical systems that we all depend on, such as food, energy and finance, to make them fit for the challenges of the 21st century.

We have 15 years' experience inspiring new thinking, building creative partnerships and developing practical innovations to change our world.

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Section 1: Your step by step guide to Bristol's Green Capital Pledge

Why sign the Green Capital Pledge?

The 'Green Capital Partnership' was set up by Bristol City Council to bring together businesses, organisations and individuals who support Bristol's goal of becoming a European Green Capital – a low carbon city with a high quality of life.

Over 100 businesses have signed the 'Green Capital Pledge' to join the Partnership and add their voice to this green ambition, and to make their own contribution by reporting what their business is doing to become more sustainable.

How does my business start on its Green Capital journey?

Just complete the online Pledge form at –

<http://www.bristolgreencapital.org/get-involved/pledge/pledge-online>

You can then add your voice to how Bristol goes green, if you want to, by attending quarterly 'Green Capital Momentum Group' meetings, and/or getting involved with the wide range of green projects in the city. Our quarterly meetings respond to the Council on latest issues, and help coordinate new green projects. There is also an informal networking event over drinks monthly at Bordeaux Quay.

How does my business develop its own Green Capital Pledge Action Plan?

Next you need to start reporting what contribution your business is making to become more sustainable, by developing your own Green Capital Pledge Action Plan.

We will invite you to a regular series of free Pledge events that give you the expert knowledge and advice on how to save money by improving the environmental efficiency of your business.

We will also send you the Green Capital Self-Assessment and Action Plan Guide toolkit. First use the Self-Assessment tool to decide which areas of sustainability are most relevant to your business, and to assess where your business is in each relevant area. Then use the Action Plan Guide to help draw up your own specific plan and targets for how to move your business to the next level in each of the relevant areas that you identified.

**3 months:
How do we report our Action Plan?**

We will send you our simple Green Capital Pledge Report form, for you to return to us, so you can publically declare what your business is planning to do to become more sustainable.

**12 months:
How do we revise our Action Plan and report on our progress?**

Once a year we will reissue the Pledge Report form so you can report back on your progress and take a moment to update your plan and targets as appropriate.

How does my business show leadership as a Green Capital Champion?

We will publicise the best action plans and progress reports in newsletters, as case studies of best practise in Bristol, and in Green Champion awards from the Council.

Section 2: Pledge Self Assessment Tool

Which of our six 'areas to consider' below are most relevant to your business?
Ask yourself how far along the journey to sustainability your business is in each relevant area, and then see our Action Plan for how to move your business to the next level.

	Areas to consider	Getting Started	Moving Forward	Leaping Ahead
1	Saving energy and reducing your carbon emissions	Do you measure and know how much carbon your organisation produces and from what sources?	Have you set a target for your energy reduction, and engaged your whole organisation in the business case for taking this action to save energy and reduce your carbon?	Do you understand the long-term strategic opportunities for continuing to drive efficiency in your business and supply chain?
2	Reducing and Reusing your Waste	Do you measure and know how much waste your organisation produces, and from what sources? Do you know what your legal responsibilities are?	Have you set a target for reducing your waste, and engaged your whole organisation in meeting that target?	Do you understand the long-term strategic opportunities for moving your business towards zero waste and are you engaging your supply chain to help you meet that goal?
3	Lowering your Water Consumption	Do you measure and know how much water your organisation uses? Have you taken steps to reduce consumption?	Do you understand best practice water consumption monitoring, and have an action plan in place to reduce your consumption?	Do you understand, and are engaging with your staff and supply chain, about the business case for a resilient long-term strategy to minimise the risks from scarcity of water supply in your business and supply chain?
4	Switching to more Sustainable Transport	Do you measure your emissions from transport and promote sustainable travel options for your employees?	Have you set a target for reducing your transport emissions and developed a formal travel plan and policies for your business?	Do you understand the long-term strategic opportunities for on-going efficiencies in your transport costs and in your supply chain?

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5	Supporting Local Food and Biodiversity	Do you have an action plan to promote and make available local food to your employees?	Have you set a target for the provision of local food in your work canteen?	Is your business taking a leadership role in supporting employees to grow their own on work-based lunchtime allotments or by volunteering with a local community growing group?
6	Greening your ICT	Do you understand the growing environmental impact of ICT, and are you exploring options to reduce the carbon footprint of your ICT?	Do you measure emissions from your ICT? Have you set a reduction target and developed an action plan for your business to achieve that target?	Do you understand the savings and business gains that can be achieved through greening your ICT and are you leading on cross sector partnerships or collaborations to achieve this?

Section 3: Guide to develop your Action Plan

Use the results from your 'self-assessment' to draw up an Action Plan that aims to move your business to the next level of sustainability in each of the relevant 'areas to consider' that you identified.

Here are four top tips to help ensure your Action Plan is a success:

1. Make sure you have senior level buy-in for your Action Plan.
2. Make sure you have a written Environmental Policy available on your website.
3. Make sure you engage your staff – they may offer many of the solutions and help you get there.
4. Use the local network – Bristol is a great green city. It's likely that you will find the solution from someone else.

1. Saving energy and reducing your carbon emissions		
	Practical Action	Where to get Help and Support
Getting Started	Start measuring your carbon footprint and understand energy efficiency management processes.	Basic carbon footprint measurement tool http://bit.ly/cotioC Effective Energy Management Guides http://bit.ly/q2DIJd http://bit.ly/r3fksQ
Moving Forward	Set a target to reduce your carbon emissions by at least 10% over four years, and engage your employees in the energy efficiency programme.	Join the free West of England Carbon Challenge support network for online tools, support and specialist events www.westofenglandcarbonchallenge.org Link in to national scheme. Join Prince Charles' Business in the Community 'Mayday Network' to tell your story nationally and pick out some of the best case studies www.maydaynetwork.com
Leaping Ahead	Commit publically to going carbon neutral by 2020 and engage your supply chain in that goal. Take a leadership role in communicating your story.	Invest in Carbon Trust accreditation www.carbontruststandard.com Engage your supply chain http://bit.ly/p7b60o

2. Reducing and Reusing your Waste		
	Practical Action	Where to get Help and Support
Getting Started	Start measuring the waste and recycling your business produces, and learn ways to manage waste.	Guide on how to manage waste and recycling effectively http://bit.ly/nJneeU
Moving Forward	Set a target for your business to reduce its waste over four years. Write an Environmental Policy for your business to achieve this and engage your employees to help deliver it.	Guide to writing an Environmental Policy http://bit.ly/ozPIDp Get support from a specialist waste recycling collection provider such as CollectEco in Bristol.
Leaping Ahead	Commit to the long-term strategic business goal of zero waste and engage your supply chain in that goal. Obtain further technical support and funding from a specialist provider.	Invest in achieving ISO14001 certification http://www.iso.org/iso/iso_14000_essentials Get specialist advice and from the Waste & Resources Action Programme http://www.wrap.org.uk Engage your supply chain http://bit.ly/p7b60o

3. Lowering your Water Consumption		
	Practical Action	Where to get Help and Support
Getting Started	Understand and measure how much water your company uses. Identify simple ways to start saving water and money.	Guides on how to start managing your water use http://bit.ly/o5Vw2Q http://bit.ly/pP5ZGk
Moving Forward	Set a target for your business to reduce its water use over four years. Develop an action plan, engage your employees in delivering it, and measure the cost savings that you have made.	Join the free Rippleffect initiative for specialist tools and advice on improving your water efficiency www.wrap.org.uk/rippleffect
Leaping Ahead	Engage your supply chain in understand the importance of building a resilient long-term water supply. Explore technology options for recycling and reusing water.	Invest in achieving ISO14001 certification http://www.iso.org/iso/iso_14000_essentials Engage your supply chain http://bit.ly/p7b60o Rainwater Harvesting Association http://www.ukrha.org/

4. Switching to more Sustainable Transport

	Practical Action	Where to get Help and Support
Getting Started	<p>Start recording your business transport and develop an action plan to promote sustainable travel options to your employees.</p> <p>Measure business, commuter and visitor travel.</p>	<p>The free West of England Carbon Challenge online tools can help you start to measure your transport footprint</p> <p>www.westofenglandcarbonchallenge.org</p> <p>Guides on how to saving money by managing your business transport footprint, and how to develop travel plans</p> <p>http://bit.ly/nXJvki http://bit.ly/rqPxCT http://bit.ly/jUOIRs</p>
Moving Forward	<p>Set a target for your business to reduce its transport footprint over four years, and develop formal travel plans and policies with measurable goals.</p>	<p>Invest in specialist advice and guidance</p> <p>www.sustrans.org.uk</p>
Leaping Ahead	<p>Take a leadership role in communicating your story, engage your supply chain, and explore investing in a social enterprise promoting the benefits of sustainable travel.</p>	<p>Invest in specialist advice and guidance</p> <p>www.sustrans.org.uk</p> <p>Engage your supply chain</p> <p>http://bit.ly/p7b60o</p>

5. Supporting Local Food and Biodiversity

	Practical Action	Where to get Help and Support
Getting Started	Develop an action plan to engage your employees in the promotion of local food , and understanding the value and benefits of supporting local food producers.	<p>Guide to getting started buying organic http://bit.ly/k6WKM</p> <p>Speak to other businesses in Bristol Green Capital Partnership who have already done this.</p>
Moving Forward	Set a targets for increasing your sourcing of local food at work over four years.	<p>If appropriate, invest in achieving the top Gold Certification in the Soil Association's Food for Life Catering Mark scheme http://bit.ly/dGMhlu</p>
Leaping Ahead	Take a leadership role in communicating your story. Set up a workplace allotment scheme so your employees can take part in the growing of local food, or set up a volunteering scheme supporting workdays with local community growing groups.	<p>Speak to other businesses in Bristol Green Capital Partnership, such as Arup, who have already set up workplace growing schemes.</p> <p>Get advice from the Bristol Food Network about volunteering with local community growing groups.</p>

6. Greening your ICT		
	Practical Action	Where to get Help and Support
Getting Started	Understand the growing environmental impact of ICT and explore methods of reducing the carbon footprint of your ICT use.	The free West of England Carbon Challenge online tools can help you start to measure and understand your ICT footprint www.westofenglandcarbonchallenge.org Guide to the impact of ICT http://bit.ly/nMOxmD
Moving Forward	Set a target to reduce your ICT carbon emissions over four years, and engage your employees in the action plan to deliver it.	Sign up to the specialist Green AddICT network of Bristol businesses encouraging greater uptake of Green ICT solutions http://www.greenaddict.eu/
Leaping Ahead	Take a leadership role as a Green AddICT Champion and publicise your case study. Lead in cross sector partnerships or collaborations that help others green their ICT, realising the business opportunities this can bring.	Get specialist advice from the Green AddICT network, and from other businesses in Bristol Green Capital Partnership who have already done this.

Remember, this is just a guide to help you get started. It is not comprehensive, nor tailored to your exact business.

So do talk to the Green Capital Partnership if you have questions or need further advice.

What is important is that you first start to measure some of these things, so that you can then take informed action to improve your performance and start saving money by improving your business efficiency.