

Green Element Greening Up Strategy



Step 1 - Initial Meeting with Client

Objectives

- Explaining the service Green Element provides
- Obtaining more information on what client wants to achieve

Approach and Deliverables

- Short Presentation
- Discussion on key objectives

Results and Business Benefit

- Client understands the Green Element service
- Client has more control on what and why they wish to “Green Up” their organisation

Timing and Cost

- Initial Meeting is free and should last for an hour.

Step 2 - Second Meeting and Initial Audit

Pre-Meeting *Client Thoughts*

- What does the client want out of this exercise?
 - Saving money.
 - PR exercise.
 - Staff morale
 - Dependant on obtaining new and keeping old contracts.
 - Supplier chain requirements.
- Who is behind the exercise?
 - Top level management?
- Are there currently any management systems in place?
 - Is there an idea of merging them?

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Step 2 - Second Meeting and Initial Audit

Objectives

- Discussion on services the Client requires.
 - Report on organisational "Greening Up" strategy
 - [Staff Training](#)
 - Staff Educational [Field Days](#)
- Green Element needs to understand why the client is undertaking this "greening up" exercise.
 - What existing policies does the client have?
 - Does the Client have any management systems already in place?
- Determining;
 - Basic Environment Business Issues.
 - What the organisation does.
 - What role does it play in business?
 - Key drivers.
 - Top management commitment(s) including available budgets.
 - Roles and responsibilities within the organisation.
 - Stakeholders - internal and external.
- Strategies to Manage.
 - Reducing Waste
 - Energy Efficiency
 - Water Efficiency
 - Travel
 - Building Design and Construction

Approach and Deliverables

This meeting would take place on the Clients' premises. There would be a formal structure that would follow objectives 1-4. This meeting is an in-depth discussion analysing what the key objectives of the "Green Element Greening Up Strategy" are to be.

Once these objectives have been discussed then a walk around the building would be needed to assess any of the areas discussed.

A report would be written and submitted within a specified and discussed time period. This usually takes approximately 1-2 weeks depending on the report size. This report will contain how the "Strategies to Manage " in Step 2.4 will be reached and what action needs to be done in order to achieve the results.

Results and Business Benefit

Once the report has been submitted a clear understanding of what steps the client needs to undertake in order to achieve a beneficial outcome will have been established;

- Environmental Benefits
- Financial Benefits
- Customer Loyalty
- Staff Moral
- Stakeholders reassurance
 - Internal
 - External.

Timing and Cost

The IEIA is a 2 day onsite consultation and audit. The cost of this is between £600 and £1200 depending on the size of the company/sight auditing. The report will be with the client within a 4 week time frame, although the utmost effort is made for a 2 week time frame.

Any further services required from Green Element by the client attract a 5% discount.

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Step 3 - Undertake Environmental Review

This step is extremely crucial to your greening up strategy. Green Element are able to further help you on your implementation process. This can be done by a variety of means;

- Reduce Waste
 - Measure and track waste - can it be reduced/sold?
- Energy Efficiency
 - Reduce your energy bills, conduct an energy audit. Work closely with the IT department.
- Water Efficiency
 - Conduct a water audit - any leaks? Consider measures such as installing a water saving diaphragm.
- Travel
 - Is all travel strictly needed? Stay in green hotels.

Carbon savings initiatives can be made fun and interactive enabling staff to understand what they are doing, why they are doing it, how they are doing it whilst seeing the progress of their environmental strategy. This can be done through online questionnaires and weekly email updates amongst other means.