

Can the UK ever be sustainable? Lesson 2 Case studies

Marks and Spencer Plan A

Launched in March 2010, our expanded Plan A sets out 80 new commitments and adds more ambitious targets to existing ones. Along with our five pillars – Climate change, Waste, Natural resources, Fair partner and Health and wellbeing – it also features two new categories: Involving customers and Making Plan A ‘How We Do Business’. We aim to use Plan A to help our customers live more sustainably by ensuring that half of our products have at least one Plan A quality by 2015 and all of them do by 2020. We also want to make it easy for customers to have their own personal Plan A eco-programmes. To support both these aims we intend to run marketing and communication programmes centred on Plan A over the next five years.

Climate change

What we’ve committed to do by 2012: With legislation in the UK aiming to reduce emissions by 80% by 2050 we’ve gone even further – committing to make our operations in the UK and the Republic of Ireland carbon neutral and help our customers and suppliers cut their emissions too. What we’ve achieved so far: We’ve cut our carbon emissions by 8%, equivalent to 20% per square foot against 2006/07, by improving energy efficiency and reducing emissions from our store refrigeration systems. In 2009 we also gained certification to the Carbon Trust Standard (based on 2008/09 performance). We’ve achieved an 18% reduction in refrigeration emissions compared to 2006/07 – equivalent to 20,000 tonnes of CO₂e – by introducing less harmful HFC gases (R407a) as an interim measure and starting a longer term shift to significantly ‘greener’ CO₂ based systems. We’ve also improved energy efficiency by 19% per square foot compared to 2006/07 (after adjustments for weather) and are rolling out the lessons learned at our five Energy Efficiency Stores to help us improve on this figure in future. The efficiency of our General Merchandise delivery fleet has been improved by 30% against 2006/07 following the introduction of loose loading, which allows more products to be carried in a vehicle. We continued to work with our suppliers through our Supplier Exchange programmes designed to reduce carbon emissions from factories and farming. The results will be used to underpin some of our new Plan A commitments for 2010 onwards. To help customers reduce their carbon footprints we’ve continued to extend our ranges of energy efficient electrical products and developed M&S Energy, which provides domestic energy and more recently home insulation services for 300,000 customers. We’ve also helped customers show their support for action on climate change by launching a Climate Change Quilt in October, which was handed to Environment Minister, Joan Ruddock before the international conference in Copenhagen.

Waste

What we’ve committed to do by 2012: Stop sending waste to landfill from our UK and Republic of Ireland operations and reduce our use of packaging and carrier bags. What we’ve achieved so far. By the end of 2009/10 we’d achieved levels of 88% recycling and reduced the total amount of waste by 16% against 2008/09. Since we launched Plan A we’ve reduced the amount of waste we send to landfill by over 20,000 tonnes a year. Food waste has been reduced by 29% compared to 2006/07 with over a quarter of what is left being sent for energy recovery processing. In February 2010 our Birstall store near Leeds became our first ‘zero waste to landfill’ store. We collected 133 million clothes hangers in-store and reused 76% with the remainder being recycled. We also recycled 89% of our construction waste, up from 65% in 2006/07. Since 2006/07, we’ve reduced non-glass packaging per item, on General Merchandise by 36% and Food by 20%, while also using more sustainable materials such as recycled PET plastic in Food To Go packaging and recycled HDPE plastics in milk bottles. To improve the availability of recycling facilities we’ve launched a number of Recycling Partnerships with local authorities. Through the M&S and Oxfam Clothes Exchange in 2009/10, some 500,000 customers helped to raise £700,000 for Oxfam by returning 1.8 million garments. A further £1.4m has been raised for Groundwork through our Food carrier bag charging, with bag use down by 81% against 2006/07. The money raised since

the start of the scheme has been used to fund 79 public parks and play areas, including our 125th anniversary town centre project in Leeds. What we've committed to do by 2015 We want to create more partnerships to help our customers reuse or recycle our products and packaging. We also aim to produce less operational and construction waste in the first place – and send none of it to landfill. We'll work with our suppliers to help them reduce waste and achieve zero landfill rates too.

Natural Resources

What we've committed to do by 2012: Ensure that our key raw materials come from the most sustainable sources available to us. What we've achieved so far. We're the first UK company to sign the WWF seafood charter, with 62% of our wild seafood now either 'Marine Stewardship Council (MSC) certified' or 'undergoing MSC assessment'. We've purchased GreenPalm certificates to cover all the palm oil used in M&S products and committed to use only sustainable palm oil by 2015, with the first eight 'sustainable palm' products launched in March 2010. We've also improved our sourcing of wood materials so that 72% (including 100% of the paper and board used in our marketing materials) were 'Forest Stewardship Council certified', 'recycled', or from sources 'that otherwise protect forests and communities'. The first ever Forest Footprint Disclosure Project rated us as Best General Retail Sector Performer in their 2009 report. Our Cotton Sustainability Strategy now covers Fairtrade, organic, 'Better Cotton Initiative', recycled fibres and other, more sustainable forms of cotton production. We're also helping to fund a 'best practice' programme for cotton production in Warrangal, India and supported a water dialogue project in Southern Spain with one of our suppliers and the Food Ethics Council. In March 2010 we published a 'Water Efficiency Guide for Farmers' and ran a water efficiency workshop at our Plan A food supplier conference. On World Water Day (22 March 2010) we launched a 'Good Water Stewardship' guide for agricultural suppliers, together with WWF. We're still committed to improving animal welfare and meet the British Union for the Abolition of Vivisection (BUAV) 'leaping bunny' Cruelty Free standard for all M&S beauty and homecare products. We've also continued to develop our Free Range foods and in 2009, won the RSPCA Good Business 'Fashion Commitment' award. What we've committed to do by 2015 Use natural resources as efficiently as possible in our operations and extend our existing sustainable sourcing programmes to cover farmed fish, cocoa, beef, leather and coffee.

Fair partners

What we've committed to do by 2012: Improve the lives of hundreds of thousands of people working in our supply chains and living in our local communities. What we've achieved so far. We've helped our suppliers set up 10 Ethical Model Factories to demonstrate how good employment practices can result in a more productive workforce. We've provided over 80,000 hours of supplier training (four times more than last year) and held best practice conferences around the world. In 2009, M&S was the largest UK retailer of Fairtrade certified cotton clothing with a market share of over 30% and we're still developing both our General Merchandise and Food Fairtrade ranges. What we've committed to do by 2015 Extend our efforts to make sure that people working in our supply chains and living in our local communities benefit from our success. This includes working with suppliers to pay higher wages in clothing factories in developing countries.

Plan A had that sense of a journey built into it right from the start. If you know where you are headed, it's easier to stick to your guns even through a severe economic recession. And that's what M&S has done. 62 of the original 100 commitments have already been met, and good progress made on some of the actions that were always going to require the greatest stretch – becoming carbon neutral by 2012, for instance. But there's an even bigger test to come in terms of one of the new Pillars that has been introduced: involving customers in Plan A. Though many M&S customers will already be aware of Plan A (particularly through the clothes recycling and plastic bag initiatives), they haven't yet had a chance to combine forces in terms of reducing their own impacts. That's going to be 'the next frontier' in terms of retailers rising to the full challenge of sustainability, and it's encouraging to see M&S starting to flex its muscles in that area as well. M&S has now committed itself to becoming the world's most sustainable major retailer by 2015. *Jonathan Porritt – Environmental Consultant and Founder of Forum for the Future*

Source: <http://plana.marksandspencer.com/media/pdf/planA-2010.pdf>

Travel Choice Peterborough

Peterborough was designated a 'sustainable travel demonstration town' in 2004 along with Darlington & Worcester. The Department for Transport funded £3.24 million over 5 years and Peterborough City Council invested Local Transport Plan funding. 18 schemes were identified and the project closed 31 March 2009. The project focused on five key areas: Focussed on five key areas: Information, Infrastructure, Initiatives, Technology and Promotion.

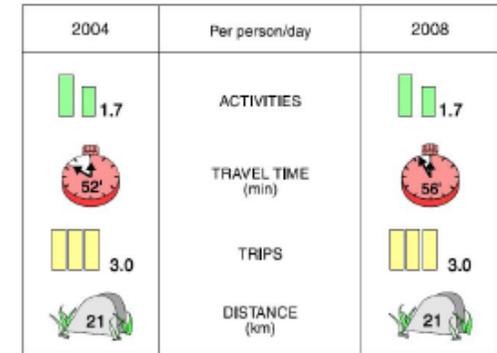


Your city, your move!

Information	Infrastructure	Initiatives	Technology	Promotion
Passports to Travel Transport to Healthcare Easy read guide Cycle map & leaflets Interchange posters Travel Choice Centre Local area guide maps	Route branding Cycle signage Cycle parking Cycle routes Walking routes/infrastructure	Individualised travel marketing (ITM) to 30,000 households through the charity Sustrans Travel training 14-18 year olds Adult cycle training Cycle maintenance classes	Real time passenger information Text & Go Online interactive journey map Car share website www.carsharepeterborough.com (Includes walk, cycle & taxi share buddies)	Awareness raising activities City wide campaigns Large scale events Travelchoice Week Thank you I save... Commuter/shopper challenge Cycle Revolution & Bike Week Pedometer Challenge Walk to Work Week

Did it work?

There was an increase in time spent using active travel (walking and cycling) from 100 hours to 116 hours per year
 Despite noticeable changes in how people travel, daily travel time only saw a slight increase
 Car use has decreased, despite an increase in cars owned
 Mileage has reduced from 24.3km/day to 21.8km/day = 10% reduction: -30.9 million miles = 6,400 tonnes CO2.
 Car use in the urban area has reduced by 6% since 2004
 67% of people are aware of Travelchoice (Nov 2007).
 Respondents who have read Travelchoice information or used a service were over twice as likely to have changed.
 1000+ car share members
 6000+ good going members
 Up to 400 customers per day at Travelchoice Centre



Lessons learnt

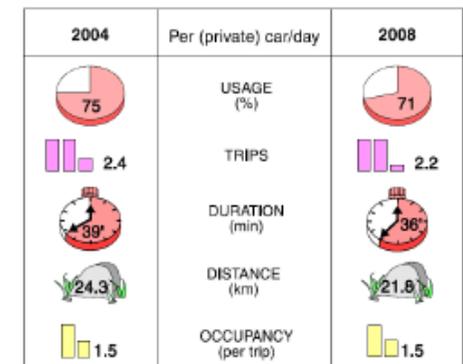
What would be done differently?

- Ensure greater links with health by carrying out a health impact assessment
- Use citizenship data to target activities
- Develop website earlier
- Incorporate schools earlier
- Focus on getting the design and developer guidance documents approved as SPD/policy to give it greater weight
- Provide a strategy for dealing with different languages/ethnicities
- Ensure the city council travel plan is of a high standard

The future

Short term:

- Continuing to build travel planning services (though posts vacant)
- Link more closely with health –Change4Life
- Bike It and Bikeability
- Expand geographically to include rural areas
- New challenges: cycle champions/outlets for cycle map, electric pool cycles for inter-village travel, rural RTPI and interchange information, cycle parking at rural bus stops, internet shopping and green tourism
- New campaigns to realise potential for further behaviour change (cycling and travel to school NI198)
- e-newsletters targeted to audience



- School Travel Officer
- Events (Bike Week, Walk to School Week, Travelchoice Week)
- New Travelchoice website
- Link Text&Go with RTPi

Long term:

- Enhance work with planning and developers –SPD/LDF
- Explore new technology –Smartcard
- Passenger Information Screens
- Closer working with health to help reach obesity targets
- Cycle hub?
- Park and Ride/pocket P&R
- Links to carbon reduction
- Maintain and repeat

Source: www.travelchoice.org.uk

London Waste

The sites owned and managed by LondonWaste provide recycling, composting and electricity generation operations in the North London area. The sites are multifaceted waste management activities, with a drive towards new and innovative ways to deal with both waste and residuals. Although landfill will continue to be an important disposal option for some time to come, pressure is growing to reduce the amount of waste disposed of in this way. Following its success the licence capacity of our Compost Centre has been increased from 30,000 tonnes to 45,000 tonnes per annum, where the compost material matures under a covered maturation area to reduce the risk of odour impact. This type of innovative technology will play a key part in enabling LondonWaste in assisting Local Authorities meet their diversion from landfill obligations.

LondonWaste employs over 400 staff and provides a variety of waste management services to both the public and private sector. These include: ☑ Composting ☑ Household waste recycling centres ☑ Timber recycling ☑ Waste transfer stations LondonWaste has five permitted and licensed waste management facilities regulated by the Environment Agency. These facilities are made up as follows: Energy Centre Compost Centre Bulky Waste Recycling Facility Hornsey Street Waste & Recycling Centre Waterdale.

Climate Change

Society release of greenhouse gases such as carbon dioxide and methane are believed to cause changes to the earth's ecosystem. Carbon dioxide is released by vehicles and methane is a by-product of waste disposal in landfill. LondonWaste ensures that the landfill sites we use have the most efficient landfill gas recovery systems where possible. LondonWaste do not operate any landfill sites.

Transport

Last year the company's bulk division travelled 2,119,773 Kilometres and consumed 5,201,857.7 litres of fuel an average of 2.45 kilometres per litre. LondonWaste vehicles are equipped with Euro 4 level emission engines. We are aiming to introduce Euro 6 by 2011.

Waste minimisation

The company recycles wood, metals, waste timber, aggregate and green waste. During 2008, the company recycled 86,301 tonnes of waste aggregates, which is used in the construction industry and reduce the demands upon raw materials. Civic amenity sites and household waste recycling centres operated by LondonWaste collected over 8,365.92 tonnes of waste, which was sent for recycling. The company's composting operations recycled over 31,225 tonnes of green waste and kitchen scraps in 2008 and created over 9,000 tonnes of compost for reuse.

Recycling

<p>Waste types include:</p> <ul style="list-style-type: none"> • Paper and card • Glass bottles • Aluminium and steel cans • Plastic bottles and containers • Metals • Wooden pallets and packing cases 	<p>Why use LondonWaste?</p> <ul style="list-style-type: none"> • Convenient London location • Excellent customer service • ISO accredited firm • Professional and experienced staff • Wide range of services • Environmentally responsible • EcoPark with modern treatment facilities • 24/7 service 	<p>Recycling is at the heart of the LondonWaste EcoPark and we operate extensive wood, metal and organic waste recycling facilities. Wood is chipped and sent for manufacture into board products or used as animal bedding. Metal is extracted from wastes arriving at our transfer station and recovered from the ash produced by the Energy Centre. Even the ash itself finds a use as an aggregate replacement, preventing the need to extract thousands of tonnes of virgin aggregate every year. LondonWaste is passionate about treating waste as a resource. We are continually looking for new ways to increase the amounts of waste we recycle. In the future we intend to construct new facilities to sort and segregate a wide variety of materials from both municipal and commercial customers.</p>
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News

<p>A £5m compost centre to process garden waste and kitchen scraps is being officially opened in north London.</p> <p>The centre at the 40-acre Ecopark in Edmonton will process 30,000 tonnes of waste from seven boroughs a year. Green waste collected from homes is buried in tunnels where it warms up and decays, before being sieved and used on farmland, parks and elsewhere. The centre, built with a £3.5m grant from waste management company LondonWaste and £1.7m from the government, is based at the Ecopark which already recycles metal, paper, wood and aluminium cans. It will take "green" waste from the London boroughs of Barnet, Hackney, Haringey, Islington and Waltham Forest. <i>BBC News March 2006</i></p>	<p>'Ten years ago LondonWaste was known as the Edmonton Incinerator where domestic waste was simply disposed of. Now the same site operates as an EcoPark. 43 acres of land next to the North Circular road in London, contains recycling and processing facilities capable of handling bulky as well as domestic recyclates – metals, fridges, paper and wood. As part of a continuous development programme a specially commissioned composting facility is due to receive its first green waste in the next couple of weeks and of course waste is still used to generate power. All operations are tightly regulated by the Environment Agency.' <i>Councillor Brian Haley, Chairman of London Waste speaking at Chartered Institute of Waste Management conference on 16 June 2005</i></p>
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