



Green at Heart Guidance Manual

“Providing Professional Services to Business”



Introduction

Welcome to the updated version of the CBEN awards. We have tried to make it more relevant to Cumbrian Businesses and more accessible to businesses of all sizes.

The CBEN Awards were first created in 1998 and enabled businesses to reduce their costs and address their environmental impacts.

In 2011 we updated the awards and produced the Green at Heart Award and the Environmental Management System Scheme.

How the Scheme Works

The Green at Heart award has been specifically designed to ensure that it meets your requirements.

We have 3 levels within the award:



Scoring

In order to achieve the points available in any section you need to meet the criteria explained at the bottom of each individual section (coloured light blue). Some sections are mandatory and they are marked with (Compulsory)

Points for each section are clearly marked at the bottom of each section (marked in orange) and also on the criteria checklist.

To achieve a standard you need the following number of points:

Bronze	30 Points
Silver	40 Points
Gold	60 Points

Benefits of Joining Green at Heart

- Reduced costs
- Green Reputation
- Provides evidence that you have addressed your environmental impacts
- Increased ability to win new business and grant funding
- Consultancy help with aspects of the award
- Credit for measures already in place
- Networking with likeminded businesses, in similar and different sectors
- Increased confidence in your businesses ability
- Updates on new technologies
- Gives you a marketing advantage over competitors
- Increases staff moral and enthusiasm

The following explanation of the criteria is all of the information required to reach any level of the accreditation you desire:

1. Environmental Policy (COMPULSORY)

The first thing that you need to do is write an Environmental Policy and adopt it for your organisation. Your CBEN Consultant can provide you with a template that can be modified to suit your own business. Your environmental policy should contain a number of commitments which your business will support through your decisions and actions.

The other important part of this section it to make your Policy publically available.

To comply you need to have written, adopted and displayed your Environmental Policy

2. Aspects and Impacts (COMPULSORY)

Identifying your aspects and impacts is a very important part of addressing your environmental footprint. You need to document all aspects that will have a bearing on the environment. Then rate them in terms of severity and frequency. Example given below.

To comply you must produce Aspects and Impacts register, rating the severity and frequency of the risks.

Activity	Aspect	Impact	Conditions			Legal Requirements	Significance- Normal		
			Normal	Abnormal	Emergency		Likelihood	Severity	Overall
Heating of Building	Use of Gas/ Electricity	Loss of heat to outdoor environment. Emission of CO2 in electricity generation. Depletion of gas and other resources.	Low usage of heating in office.	Harsh weather resulting in more heating being used.	N/A		3 (seasonal)	3	9
Lighting of building	Use of electricity	Emission of CO2 in electricity generation. Depletion of Resource. Light pollution.	Daily use of lighting for office	Late working	N/A		5	2	10
Electricity for computers/ appliances	Use of electricity	Emission of CO2 in electricity generation. Depletion of Resource.	Daily use of computers in office	Late working	N/A		5	2	10
	WEEE produced.	Transport and disposal of WEEE. Emissions associated with production. Depletion of resource.	Occasional replacement of computers and other electrical equipment.	N/A	Large increase in use (business expansion). Mass damage.	WEEE Directive.	1	3	3

3. Objectives and Targets (COMPULSORY)

Now you have complete a register for your aspects and Impacts you can realistically set your business some targets. It might be worthwhile to do this as one of the last things within your Green at Heart award. You will then be able to identify what you are currently doing and what you could do in the future.

You can make a register like you have done with the Aspects and Impacts and enter all the targets that you have identified Select and log a responsible person for the task and the timeframe for completion. Monitor the progress and log the outcomes whether it was achieved or not.

Make sure that the targets you set are realistic and achievable with your timeframe.

To comply create and maintain an objectives and targets register, which clearly show some targets and a timeline for them to be completed by.

4. Staff Awareness and Involvement (COMPULSORY)

There are many ways which you can comply with this section. You can organise training, create an awareness week/day, and arrange for a staff member to take meter readings. Basically anything that involves your staff can be counted here. What you need to be able to show is that your staff are taking an active part in the contribution to the award.

To comply show that staff are involved with the scheme and want to reduce their own carbon footprint

5. Nominated Staff Member or Team for Green at Heart (COMPULSORY)

Your company needs to nominate a staff member or team of staff to take responsibility for the Green at Heart award. Including time for the audit, attendance of workshops, and implementing the changes you identify.

To comply nominate a staff member or team of staff to take responsibility for the Green at Heart Award.

6. Attendance at a CREA Workshop

Improving your knowledge and understanding of saving energy and reducing waste is a key part of the award. We will be arranging numerous workshops throughout the year with various themes. Look out for the ones that are specifically aimed at specific levels of the award, as they will give you the information to retain what you have but hopefully improve to the next level.

To comply for to this section of the criteria just attend (or be booked onto a CREA workshop within the last 6 months (or coming 6 months)

Points 1

7. Monitoring Energy use

This is not only a key part of the award but it will also give you an understanding of the energy

consumption of your business. Keeping a record of energy use can be used as an effective tool to reduce your energy use and ultimately save you money.

To collect the points keep a record of your energy use for your business premises.

Points 1

8. Monitoring Waste Production

Monitoring your waste production will give you an insight as to what reductions can be made. A simple log of what is being thrown out will help you identify where possible reductions can be made to your waste production.

To collect the point keep a record of how much waste you produce from your business premises

Points 1

9. Monitoring Water Usage

If you are on a water meter, monitoring your consumption is a very important part of your business costs. Monitoring your usage is a very effective way to identify ways to reduce consumption.

To collect the point monitor and log your water consumption on your business premises

Points 1

10. Service User Feedback

Provide your service users with the facility to feedback on the service you provide. Providing this electronically would also save on your paper costs.

To collect the points provide a feedback facility for service users.

Points 1

Communication

11. Communication to Staff (COMPULSORY)

Communicating your changes to staff is paramount to the changes succeeding. There are numerous ways in which this can be achieved including:

- Newsletters
- Staff Meetings
- Line Management Meetings
- Emails
- Notice Boards

To comply, you should be communicating with all staff using at least one of the methods listed

12. Communication with your Service Users (COMPULSORY)

Similar to communicating to staff, communicating with your service users is also important to the success of your environmental aspirations. Newsletters maybe the most effective way to communicate to all service users as you may not have email addresses for everyone, but you can email the ones that you have got email addresses for.

To comply, you will be communicating with your service users using the most appropriate form of communication for your business.

13. Communication with general public/new business (COMPULSORY)

Communicating your business activities is very important to potential customers. Therefore a major selling point of your business can be its environmental awareness. There are a lot of ways you can communicate to new people. Newsletters and internet appear to be the most popular.

To comply have you business details on the internet, either your own site or someone else's.

Energy

14. Internal Use of Low Energy Light bulbs (COMPULSORY)

All light fittings to be fitted with low energy light bulbs. This should be possible in all fittings due to developments in lightbulbs

To comply, you will have low energy light bulbs in 75% of all light fittings.

15. Efficient Outdoor Lighting

If you use outdoor lighting, it will require a large amount of light to fit the purpose. However there are energy efficient versions available, as well as control systems such as presence or light detection.

To collect the points ensure that any outdoor lighting fittings have low energy light bulbs fitted.

Points 1

16. Energy Efficient Appliances

This section covers all of the electrical appliances that you may have in your premises. Some businesses may have a lot more appliances than others but to fully comply see below

Kettles	Washing Machines	Televisions	Freezers
Fridges	Tumble Dryers	Irons	

Not all of these appliances carry the EU rating but you can still ensure that they are energy efficient.

To collect the points ensure that 50% of your rated appliances are A rated or higher.

Points 1

17. Behaviourally Efficient

Maybe one of the hardest to quantify, however evidence should be all around you. Make sure that:

- Things are switched off when they are not required (TV's, computers, monitors, lights etc.)
- Doors and windows are closed especially when the heating is on
- Close curtains when it starts to get dark.
- Efficient use of towels policy
- Full list of measures available from your Consultant.

To collect the points ensure that employees/customers know what is expected of them. Switch off stickers/posters evident in most rooms.

Points 1

18. Radiator Panels

Radiators that are on external walls will lose a lot of heat through the walls. The easy solution is to line the wall behind the radiator with a heat reflective panel or material.

To collect the points make sure that all external wall radiators are fitted with reflective panels.

Points 2

19. Lighting Control Solutions

There are many new ways in which you can effectively use lighting. Having timer switches fitted to your lights that you require to be on when it's dark, switching them off when they are not required. Some light switches may benefit from having a timer which keeps the lights on for 1 minute before knocking them off.

Having motion detectors maybe a good way of effectively using light as they will only be switched on when someone is in the vicinity.

To collect the points show some lighting control solutions in use on your premises.

Points 2

20. TRV's on all Radiators

This is not something that can only be done when installing a new system they can be retrospectively fitted quite easily. TRV's (Thermostatic Radiator Valves) control the amount of heat emitted from an individual radiator.

To collect the points all radiators (apart from one) needs to have TRV's fitted.

Points 2

21. Timer/Room Thermostat

A timer controls the times when a heating/hot water system is switch on or off. A room thermostat controls the overall temperature of your heating system. In most cases this should be set at 21^oc as a maximum. They can be fitted to a system retrospectively with minor disruption.

To collect the points have a room thermostat or a heating timer fitted to your central heating system

Points 2

22. Roof Insulation to current building regulations

Insulation within a roof space needs to be up to current building regulations which at the time of printing are 270mm of standard insulation. Equivalent calculations can be made if standard insulation is not an option in your own situation.

To collect the point's insulation needs to be at a depth of a minimum of 150mm in accessible areas.

Points 2

23. Draught proofing

Draught proofing is a simple yet effective way to reduce heat loss from a building. Simple steps to achieve this mark are installing draught proofing on doors, windows, letterboxes, skirting boards etc.

To collect the points you need to have ensured that 75% of areas identified have been draught proofed.

Points 2

24. Energy Monitor in Use

A simple to use but effective tool to enable employees to see how much energy the business uses. The gives employees the power to save the businesses energy costs by efficiently using energy.

To collect the points you have to have an electricity monitor connected to your supply and have the display unit visible in predominantly a staff area. (Staff room, office, etc.)

Points 2

25. Standby Solutions

There are a number of solutions to the standby problem. Electrical powerdowns are the easiest solution. They sense when the appliance has been switched to standby and shuts off the electric supply

To collect the points ensure that all computers and TV's are connected through a power down.

Points 2

26. Efficient Heating Boiler

Check to see what efficiency rating your boiler is. If it is an A rated or higher then you have achieved this point. You should not replace your boiler until you are required to or it reaches 15 years old. When you do replace it make sure that you install the highest efficiency rating possible.

To collect the points existing boiler must be A rated as a minimum.

Points 3

27. Glazing

If you are not subject to complex laws regarding what kind of windows you can install, then installing A rated windows is a fairly easy task.

To collect the points make sure that if you are installing new windows ensure they are A rated. If you have recently had new low energy windows installed, then retain the paperwork for our auditor to have a look at. Glazing as a whole would need 75% of all the windows to be energy efficient.

Points 3

28. Green Energy Tariff Used

There are numerous different types of green energy tariff offered by the different energy suppliers. Access to them is also easy as there is no change to your infrastructure.

To collect the points you should be registered on a green energy tariff and be able to show evidence of this.

Points 3

29. Wall Insulation Installed

There are 3 possibilities to achieve these points. Cavity wall insulation, internal wall insulation or external wall insulation. All these measures should be done through registered installers.

To collect the point's insulation should be installed on/in the walls by a registered installer. The BBA (British Board of Agreement) holds an approved installer list.

Points 4

30. Solar PV

Not available to everyone and can be expensive however solar PV is great way to generate your own electricity and be paid for any excess electricity that you generate but do not use. As with all renewables they are expensive to install, whether grant funding is available or not.

To collect the points you should have a working solar PV system installed on your premises.

Points 5

31. Solar Thermal

Solar thermal provides your business with a percentage of your hot water requirement. Solar panels require the right sort of conditions so it may not be possible for every business to have them installed. Things like orientation of the roof space, available roof area and overhanging trees are some of the problems that may prevent you from having them installed.

To collect the points you should have a working solar thermal system installed on your premises.

Points 5

32. District Heating

This scheme is very hard to implement due to the fact that you need a certain amount of people to sign up for a scheme and a lot of money to start it up. However the benefits can be huge. District heating schemes can provide heating and power to your home or just heating. Provided by a boiler which is not on your property and it supplies multiple buildings

To collect the points you must be a part of a district heating scheme receiving at least your heat requirement (if not your power) from a district heating scheme.

Points 5

33. Heat Pumps

Heat pumps are systems that provide heating in a building from an external source such as the air, water or the ground. Low grade temperatures are recovered from these areas and turned into a usable heat for a building. Heat Pumps are a good alternative for businesses that are not on mains gas.

To collect the points have a working heat pump supplying heat to the property.

Points 5

34. Wind Turbine

Wind turbines can come in all shapes and sizes, suitability of your site is dependent on many things such as wind speed, area available, grid connection etc. There are many incentives to entice people to have the technology installed but each site needs to be investigated fully before a turbine can be installed.

To collect the points have an operating wind turbine on site of any size.

Points 5

35. Biomass

Biomass is a biological material from living, or recently living organisms. Biomass can either be used directly, or converted into other energy products such as biofuel. Biomass energy is derived from five distinct energy sources: garbage, wood, waste, landfill gases, and alcohol fuels.

To collect the points have a working biomass boiler on site which uses one of the five biomass energy sources.

Points 5

Water

36. Toilets

When buying new toilets they are all low water use and dual flush versions. However even with a standard old style toilet you can still install a water saving bag in the cistern, to reduce the amount of water used.

To collect the point toilets should either be dual flush, or have a water saving device in the cistern.

Points 1

37. Naturally Based Cleaners

There are now many different cleaning products produced that are naturally based and do not cause problems when they find their way into a water course.

To collect the point's only use at least 75% naturally based cleaning products on site.

Points 2

38. Reduce Water flow through taps

Water flow through taps can be reduced by fixing an attachment to the tap to reduce the amount of water allowed through the tap, or using existing isolators which you may already have fitted.

To collect the points 75% of taps need to be fitted with a flow restricting device

Points 2

39. Reduce Water flow through showers

The water flow through a shower can be reduced by installing a restrictor valve or aerated shower head which will reduce the flow of water through the shower. You can also achieve this by using an aerated shower head.

To collect the points 75% of electric showers need to have a flow rate of 10 litres per minute or less.

Points 2

40. Urinals

Urinals now have a wide variety of non-water or reduced water versions that can be installed to reduce the amount of water used in urinals.

To collect the points have non-water or reduced water version installed.

Points 2

41. Water Butts

Water butts are a cost efficient way to reduce your water usage for things like watering plants. They can be bought for a relatively low price and installed quite easily.

To collect the points you must have a water butt installed on the premises.

Points 2

42. Sensor or Self Stopping Taps

Two different types of taps can be installed. Sensor taps which only operate when they sense someone at them. They would then turn themselves off after a certain period of time. Self-stopping taps use a similar concept that they would be on for certain amount of time before switching off themselves.

To collect the points have sensor taps or self-stopping taps installed at a minimum of 75%

Points 3

43. Rain Water or Grey Water Harvesting

Rain water harvesting is a basic system of capturing rain water and using it for example in a toilet flushing system. Water is captured, stored then used when a toilet is flushed, as an example.

To collect the points have a rain water harvesting system in use at the premises

Points 5

44. DRIP Irrigation Systems

Irrigation systems can improve the water efficiency of some businesses quite considerably, possible by 90%. DRIP irrigation system supplies the water direct to the root when required. There are many different systems that can be employed for many different situations. There is not one system for all.

To collect the points have a DRIP irrigation system installed on site.

Points 5

Purchasing

45. Partnering Company on Green at Heart Award

Partner organisations may also be a part of the Green at Heart awards.

To collect the points ensure that at least one of your partnered companies are registered on the Green at Heart award.

Points 2

46. Suppliers on Alternative Scheme

You will gain the points in this section by using a supplier who is a participant with another accredited scheme.

To collect the points at least one of your suppliers needs to be accredited with another scheme.

Points 2

47. Food Products

If you buy in foods as part of your business you can make sure that they are locally bought, organically produced or comply with fairtrade criteria.

To collect the points ensure that where realistically practicable you are buying locally in Cumbria, buying organic produce or fairtrade produce.

Points 2

48. Recycled Products Used

When purchasing new materials, they should be derived from a recycled product. Things included are:

- Paper
- Cardboard
- Plastics

To collect the points ensure that 50% of the products that you purchase are made from recycled materials

Points 2

49. Rechargeable Batteries Used

Rechargeable batteries not only save you money but also prevent used batteries being sent to landfill. They are widely available and have many different versions.

To collect the points ensure that all equipment that requires batteries are using rechargeable batteries.

Points 2

50. Suppliers on Scheme

If you use any suppliers that are currently Green at Heart members you would qualify in this section.

To collect the points have one or more of your suppliers that have a current Green at Heart award.

Points 4

51. Returnable Packaging Used

It may be possible to buy products that you regularly use, that come with returnable packaging. This is obviously product and company dependant and may not be available to everyone.

To collect the points use returnable packaging where possible.

Points 4

52. Home Produced Foods

Dependant on what space you have available depends on how well you can cover this topic. You may just have room to grow some strawberries in a hanging basket or you may have orchards that can produce the finest Cox's Orange Pippin.

To collect the points produce 2 different kinds of foods from your premises which are used by the business.

Points 5

Waste

53. Understanding of Legal Requirements

In all forms of business there are legal requirements that you have to adhere to. Whether it is the WEEE directive or the COSHH, you always need to be aware and compliant to various forms of legislation.

To collect the point show you are compliant with all relevant legislation affecting your business.

Points 1

54. Cardboard Reuse or Recycling

Where possible make sure reusable cardboard is reused. Where this is not possible, always recycle. To find your local facilities contact your local council

To collect the point as a minimum all cardboard should be recycled when its use is finished

Points 1

55. Glass Reuse or Recycle

Glass can be reused for different purposes in many situations. Where this is not possible always recycle glass.

To collect the point demonstrate your process for reusing and recycling glass.

Points 1

56. Plastics Reuse or Recycle

Some plastics can also be reused, but please read individual packaging for guidance. When packaging cannot be reused, always make sure that it is recycled. Plastics recycling is now widely available

To collect the point ensure that plastics that can be reused are reused and those that cannot are recycled.

Points 1

57. Paper Reuse or Recycling

Paper can be reused when errors are made in printing. Any paper should be reused as notepads. When any paper has been completely used it should be recycled. Facilities are widely available and easy to access.

To collect the points demonstrate your process for reusing and recycling paper.

Points 2

58. Composting

This is a very simple way of reducing how much of your waste goes to landfill. Buying a compost bin will not only reduce landfill waste but also produce quality compost that you can use on your own premises.

To collect the points have a compost bin on the premises, which is in use.

Points 2

59. Eco Gadgets

There are many different eco gadgets that can be used to reduce energy use. They include:

- Water powered products (Clocks, Shower Radio)
- Fridge Thermometer
- Mobile Phone Shutdown Plug

To collect the points ensure that you have an eco-gadget in use in your premises.

Points 2

60. Other Recycling (Oils, Metals etc.)

There are recycling amenities that now have the capability to deal with all manner of waste. When you have waste oils, whether cooking or automotive, they can be recycled. Certain types of metals can be reused or recycled.

To collect the points ensure that all materials that can be reused or recycled are sent to the correct amenity. Other recyclable materials can be included in this subject (discretion to the consultant)

Points 2

Travel

61. Access to Public Transport Information for Staff

Giving staff access to public transport information could encourage them to use public transport. This information can be provided by using the transport company's leaflets, displaying the contact telephone number for timetable enquires, or providing internet access for staff to access the information online.

To collect the point provide your staff with public transport information or an opportunity to access that information.

Points 1

62. Travel Policy

If you have not got a travel policy, if it's relevant, it would be beneficial to make one. Our consultants would be able to help you with this but it should include guidelines for increasing MPG of your business vehicles, Car Share Schemes, Buying Policy, etc. By implementing a travel policy you could dramatically reduce your travel costs in a short space of time.

To collect the points you must have written and implemented a travel policy.

Points 2

63. Cycle Storage

By providing storage facilities for employees and service user's cycles, it will encourage them to use their bicycles for journeys to and from your organisations premises.

To collect the points provide a form of secure bicycle storage which can be accessed by staff and service users.

Points 3

64. Incentives to Reduce Staff Travel

These criteria can have a wide range of eligible schemes. As an example you may have implemented a scheme where if an employee exceeds their cars expected MPG figure they would get a bonus, voucher or an extra day off.

To collect the points you need to be able to show what incentives are in place for employees to reduce their travel

Points 3

65. Efficient Driver Training Undertaken

Providing your staff with training on how to efficiently drive a vehicle could be a cost effective way to reduce your fuel costs.

To collect the points ensure half of your staff has undertaken an efficient driver training programme.

Points 4

66. Business Vehicles Environmental Friendly

When purchasing new business vehicles always ensure you buy the most environmentally friendly vehicle as you can. When buying vehicles look for the EU alphabet ratings or the vehicles, grams of CO2 emissions per kilometre figure. Vehicles are also rated in Miles per Gallon (MPG) but the average varies greatly dependant on vehicle type.

To collect the points ensure that all your business vehicles have grams of CO2 per kilometre of below 120 g/km. Alternatively you can show evidence of a 5% reduction in company mileage.

Points 5

Misc.

67. Carbon Footprint

Measuring the impact of your activities is called a Carbon Footprint. We have a tool which calculates your carbon footprint in monetary and carbon figures.

To collect the points complete and be able to show your carbon footprint using the carbon footprint tool. (to receive the toolkit please email andrewr@crea.co.uk)

Points 4

68. Wildlife Habitats

This section is very space and business nature dependant. If the situation allows you can manage a certain area to be encouraging for wildlife to occupy.

To collect the points show that efforts have been made to encourage wildlife to your specified area.

Points 4

69. Member of a Conservation Group

You can be a member of a conservation group like Friends of the Lake District, WWF, Cumbria Wildlife Trust, Nurture Lakeland, etc. To name just a few.

To collect the points you need to be able to show some documentation which clearly displays that you are a member/participant of the group.

Points 4

70. Member of a Local Community Group

You can be a member of a local community group which is involved in activities to improve the local area.

To collect the points show some documentation that proves you are a member of a local community group.

Points 4

71. Tree Planting Programme

To offset your unavoidable carbon emissions you can take part in a tree planting programme. This does not need to be at your own premises.

To collect the points show evidence of being part of a programme where trees are planted.

Points 5

72. Innovation

Innovation section is provided for anything that you are doing which falls outside the box. Please highlight anything you think would fall into this category to your consultant during the audit. Points available range between 1 and 10 and are awarded on the opinion of the consultant. If you disagree with the decision you can contact Andrew Reed by emailing andrewr@crea.co.uk

To collect the point's, new innovations need to be used on your premises or have something different happening on your premises which contributes to reducing you carbon footprint. Guidance can be obtained at your audit from your consultant.

Points 1 to 10

If you require any clarification please contact us

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