

News...

More walking and cycling for all

You may remember us talking in our last newsletter about the **Sustrans Connect2** bid for the People's Millions. Well, they won! This is great news for Sustrans and for the whole country. This £50m award will help implement the Connect2 project. Connect2 aims to transform local travel, by making it easier to walk and cycle for local journeys. This will enable us to reach the places we want to get to in a way that benefits the health of ourselves and the environment.

Leonardo DiCaprio!

This Spring sees the DVD launch of Leo's 11th Hour. The film, produced and narrated by DiCaprio explores how earth is now at the 11th Hour, 11.59 in fact. Through discussions with experts such as Steven Hawking, the film covers how we live, how we impact the earth's ecosystems, and what we can do to change its course.



As much or as little as you want!

This issue we wanted to talk a little about all the different elements that make up event organisation. From venue sourcing to invitations, event technology right through to staffing on the day, and evaluation of the event.

Green Light can offer all of these elements within one straightforward package.

However, we don't believe in selling our clients what they don't need or could easily handle themselves. We therefore also offer all of these elements as stand-alone services. For instance we could just handle creation of an conference website and delegate registrations for you. Or, we can source, design and produce event graphics for your exhibition stand. We can even just find an appropriate venue for your event and leave everything else to you!

You name it, we can handle it. No matter the size or involvement our service is always 100% professional and efficient.

Call Green Light Events for:

- **management and staffing**
- **venue finding**
- **delegate registration and handling**
- **database management**
- **event technology**
- **promotion and publicity**
- **web design**
- **event graphics and literature**
- **delegate feedback and evaluation**

For more information, or to request a quotation or proposal, please call Esta or Sam on **01242 695096** or email info@greenlightevents.co.uk

Spotlight on local business... setting the standard for environmental trading

Three Counties Gourmet is a local food producer based in Ledbury. They make a range of artisan mustards, sauces, chutneys and dressings, and their products are handmade using traditional methods in a rural environment. This small company intends to grow fast enough over the next four years to supply the Olympic Games in 2012 and their carbon footprint is a key focus. We spoke to Managing Director, Delia Swift, to find out how she is facing the challenges that such growth may bring.

Tell us about your carbon footprint - "It is pretty low, the small things we do all add up.

All our **printing materials** are **recyclable** and do not cause damage to wildlife or soil structure in the process, we choose a printer who uses vegetable inks and recycles printing plates. They actually cost less than my previous suppliers; and the service and quality is excellent. I use **local products** when in season but have to be practical and use transported produce out-of-season to ensure customers continuity of product. I'm supplementing my core range with seasonal products so I can be true to this ethos. Another consideration is in trying to **cut waste** in the business. This is not always easy, particularly with perishable produce and printed material, so I am now ordering lower quantities of brochures and implementing simple production planning to avoid this.

I only turn heating on when we need it and make sure the computer is always shut down at night (or when I am leaving my desk for longer than three hours) rather than on standby. It's not just about wasting or **saving energy and resources** - at the end of the day it's also costs the business to buy that extra wasted energy. Time management helps to lower **transportation emissions** - by combining other business trips with deliveries, I save time and fuel. I also ensure that I don't accelerate as fast or brake so much. It doesn't mean I drive slowly, just less erratically. If all companies across the UK encouraged their sales force to do this, I am sure it would have a massive impact. Finally, there are manufacturing **waste and packaging issues**. We recycle all waste from production processes, try not to send anything to landfill, and compost all organic waste - i.e. vegetable and fruit peelings as well as tea bags and coffee from staff drinks - into our garden."

What messages would you have for other businesses looking to lower their carbon footprint?

"Don't try to save the world overnight and don't try to be perfect. Think simply about what your activities entail and what practical things you could implement next week without incurring huge expense. I think the most important thing is to try to make it central to your planning and one of the first issues to be considered in the planning process. This really is not as difficult as it sounds and can save you money."

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