

CASE STUDY: GREEN COMPLIANCE

BACKGROUND

Green Compliance is a water hygiene, treatment and management business, part of the Minimise Group employing 150, with a £9m+ turnover across five UK offices. The majority of the business stems from the FM departments of major contractors. Other customers include key players in the hotel, leisure, education and distribution markets.

Mike Kennedy, Sales and Marketing Director heads up sustainability for the business, and leads a sustainability working group which looks at developing sustainability metrics and driving progress through the School. Mike was appointed as sustainability lead in 2013, and is supported by a working group consisting of HSE Manager, Contract Manager, Bid Manager and a CEO who has a passion for the environment.

Due to the very nature of their business, Green Compliance recognises the need to address the sustainability agenda if they wish to remain competitive in future markets. Prior to joining the School the company had some good basic policies and procedures in place, but the School has helped the business review and refine these policies, with considerable impact to date.



INITIAL ENGAGEMENT

Green Compliance first heard about the School through their customers within the FM division of Skanska. Having been recommended the School, they joined and undertook a self assessment straight away, and later attended three supplier days in Cardiff, Nottingham and Sheffield.

SELF-ASSESSMENT & ACTION PLAN

In early 2014 it was decided that Green Compliance would complete the first self-assessment through the School. Mike was responsible for undertaking the assessment, drawing on the knowledge and experience within other parts of the business. The resulting Action Plan was shared with the team, with responsibilities for relevant actions being allocated accordingly.

Mike found the process simple and user friendly, although struggled in selecting the trade categories on the registration form as there was not an immediate fit for their business.

Nevertheless Mike has found the self-assessment of benefit to the business and plans to re-assess on a quarterly basis. As recommended in various action plans, Mike attended training workshops on Sustainable Procurement, Making the School work for your Business and SEATS, the impact of which are detailed below. Mike also completed two of the e-learning modules and commented that they were good quality, excellent content and easy to use.

IMPACT

As a result of engaging in the School Green Compliance has:

- ✓ **Formalised a working group to look at sustainability for the business.** A working group was in existence prior to joining the School, but the School has helped to formalise this group, providing more of a structure and focus. This group in turn has helped drive further the culture of sustainability across the wider organisation.
- ✓ **Used the School's resource hub to review and benchmark existing policies and procedures against best practice** recommended through the School, and has started to make changes in the way the business operates with a view to understanding how to best embed sustainability throughout the organisation.
- ✓ **Updated and refined their Sustainable Procurement Policy** using the advice and resources shared at a School workshop. Green Compliance has also started to ask key suppliers questions about their own sustainable procurement policies.
- ✓ **Created a cycle to work scheme** as a result of networking and sharing best practice ideas with other suppliers and main contractors at a School Supplier Day.
- ✓ Agreed and started the process of **research into the use of hybrid and electric vehicles for their fleet.**

- ✓ **Started to cascade information about the School through their supply chain** and asks all suppliers if they are signed up to the School and whether they would like to find out more.
- ✓ **Promoted use of the e-learning modules within the business** – key individuals from throughout the team have been tasked with choosing at least one e-learning module to watch and share learnings with the wider group.
- ✓ **Explored new approaches to the marketing of their products based on outcomes**, with a view to becoming more competitive.
- ✓ **Been recognised by key clients as being active members of the School.**
- ✓ **Actively promoted its engagement in the School and its ‘Silver’ status** via internal media channels and external press releases, and is keen to deliver presentations about the School.

BENEFITS

Mechanism to monitor and benchmark continuous improvement in this area. Mike sees the School as a tool to ‘sanity check’ existing activities, and to help provide a structure and focus for future developments.

Client recognition / client retention – Skanska and Bouygues have recognised Green Compliance’s commitment to the School as a result of their ‘Silver’ membership. They understood that it is not a tick box exercise and that the company is genuinely committed to developing competence in this area.

Access to reliable and good quality resources – Green Compliance is impressed by the depth of information and data available, and trusts the School to provide access to resources that are important to their key customers.

Networking opportunities – attendance at Supplier Days and training courses has provided valuable opportunities to meet like minded businesses and discuss and debate existing and future challenges.

“Our business has really benefitted from our engagement in the School from networking, to sharing best practise and access to high quality resources. Most importantly it has given us a practical way to focus engagement in our own sustainability journey across our team.”

Richard Hodgson, Chief Operating Officer

LESSONS LEARNED

Small businesses can **implement change quickly and effectively** providing that there is senior level buy in and engagement, supported by staff with responsibility for driving change.

It is important to always **reflect on and review existing practices and understand how these can be improved.**

Addressing sustainability is not about reaching an end goal; it is about delivering continuous improvement.

THE FUTURE

In order for Green Compliance to remain engaged in the School it is important to:

- ✓ Continue to ensure the School has senior level buy in from contractor and client partners.
- ✓ Continue to provide opportunities for School members to meet senior decision makers from the School’s partner organisations at events.
- ✓ Consider running Director / Senior level forums for ‘Gold’ or ‘Silver’ members to help promote shared learning and facilitate networking
- ✓ Enhance social media engagement.
- ✓ Launch the FM School in January as planned.
- ✓ Consider facilitating expert forums, tapping into the expertise of existing members, particularly in relation to water and sustainable procurement.
- ✓ Secure more client partners.
- ✓ Facilitate more large events like Supplier days, but for existing members.

