

BUSINESSES CAN MAKE A DIFFERENCE TO MAKE “GREEN THE NEW BLACK”

As Richard Branson and Al Gore launched their competition to find an innovative method to significantly reduce carbon emissions, the head of a leading environmental professional institute says we can all make a difference towards carbon reduction through our activities in the workplace.

The IEMA (Institute of Environmental Management and Assessment), based in Lincoln, is the UK's largest membership body dedicated to the promotion of sustainable development and to the development of environmental professionals with over 10,750 members worldwide.

Russell Foster, the Chief Executive of the IEMA, says that all companies can contribute to sustainability by adopting an effective environmental management scheme (EMS), irrespective of their size or turnover, to effectively reduce its own carbon footprint and environmental impact. Therefore, individual businesses can then aim towards obtaining official environmental acknowledgment.

The IEMA's own Acorn Scheme exists to help businesses of all sizes to attain ISO 14001 (certification in recognition that companies are actively reducing their negative impact on the environment) or the European Eco-Management and Audit Scheme (EMAS).

Russell Foster says “We should all be acting responsibly in this crucial area, using our environmental awareness to educate those that are struggling to see what a difference their actions can make.”

“I believe with more focus, particularly from government and industry leaders, great strides can be made, even before the end of this decade. With all this talk of carbon reduction, carbon footprinting, carbon offsets and carbon pricing, green must surely be the new black!”

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