



WORLD ENVIRONMENT DAY | 05 JUNE

Green Economy: Does it include you?

GREEN DAY

Having implemented formal management systems it is essential to maintain them. Once all of the obvious improvements have been made, some smaller companies struggle with how to promote awareness of the system in new and interesting ways. There are often global or national events which can be used as a means of giving new focus to the importance of a company's own systems – World Environment Day is an example of one that can provide a welcome boost.

World Environment Day is organised by the United Nations Environment Programme (UNEP). It has taken place on 5 June annually since 1972 and has a different theme every year. Last year's theme was 'Forests: Nature at your service', so it is easy to see how landscapers could have used that topic to promote awareness of the benefits of the trees they were planting or maintaining.

THE GREEN ECONOMY: DOES IT INCLUDE YOU?

This year's theme of 'Green Economy: Does it include you?' (visit <http://www.unep.org/wed/> for full details) recognises that the current global financial crisis reinforces the need to work sustainably. UNEP defines a green economy as being "one that results in improved human well-being and social equity while significantly reducing environmental risks and ecological sacrifices."

When thinking about the wide range of landscaping businesses that exist, it is clear that many landscapers are making a valuable

contribution to the green economy. Some of the benefits that immediately spring to mind are:

- Planting for biodiversity.
- Plants release oxygen into the atmosphere, and are therefore essential to life on Earth.
- Landscaping solutions can help to alleviate flood risk; using permeable membranes instead of hard surfaces, or from installing green roofs.
- Using trees to prevent soil erosion.
- Sourcing timber-based products (such as decking) from woods and forests that have been sustainably managed.
- Construction of new habitats for the conservation of fauna.

No doubt this is the tip of the iceberg, and you can probably think of many more valuable ways in which landscapers provide green benefits. Let us know about other examples that you think should be on this list.

Global or national events such as World Environment Day can be used as a means of giving new focus to the importance of a company's formal management systems, says **Jodie Read**

SHOUT OUT ABOUT IT!

If you recognise any of the topics above as being something that you provide, or indeed if you can think of any others, make the most of World Environment Day to share this information with staff and customers alike.

If you have a formal Environmental Management System that meets the requirements of ISO 14001, check that you have given yourselves the recognition for the positive contributions that your services provide to the environment, rather than purely focusing on detrimental impacts such as fuel consumption or waste generation.

Knowing that World Environment Day is an annual occurrence, why not start planning now for next year's campaign too?

ABOUT JODIE READ



Jodie Read is the Managing Director of Penarth Management Limited; a company which specialises in the provision compliance consultancy and training for quality, environmental, health and safety management. She and her colleagues assist companies to implement and maintain management systems, such as ISO9001 (Quality), ISO14001 (Environmental) or OHSAS18001 (Health and Safety).

The company is an affiliate member of the British Association of Landscape Industries (BALI) and Jodie is one of only a few approved ROLO health and safety trainers in the country and has always been passionate about environmental issues. If readers have any queries regarding ISO9001 and how to derive real value from the Standard, they are welcome to contact Jodie via e-mail: jodie@penarth.co.uk or by telephone on 029 2070 3328.