

Produced for:
Sustainability West Midlands

Sustainability West Midlands **Sustainability Performance Report**

April 2021 - March 2023

Author:
Sustainability West Midlands

Version:
Final Report

Date:
April 2023

Report information

Title: Sustainability West Midlands Sustainability Performance Report: April 2021 - March 2023

Version: Final

Customer: Sustainability West Midlands

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About Sustainability West Midlands

SWM was established in 2002 as an independent, not-for-profit company and is the sustainability adviser for the leaders of the West Midlands.

Our vision is that the West Midlands is leading in contributing to the national target of net zero greenhouse gas emissions by 2050 whilst addressing health inequality and driving inclusive growth. We monitor the [West Midlands Sustainability 2030 Roadmap](#) which acts as a framework that all organisations based or operating in the region can use to help them make changes to their activities in the knowledge that they will contribute to wider regional ambition.

SWM's support our [members](#) and other local stakeholders in the public, private and third sectors to implement these changes by enabling them to demonstrate innovation and leadership and provide opportunities to collaborate and celebrate success.

www.sustainabilitywestmidlands.org.uk

Registered company No.04390508

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1 Introduction

Sustainability West Midlands (SWM) provides advice and guidance to public and private sector organisations on how to act and operate more sustainability, in line with the core themes of our [2030 Roadmap](#). As a result, we want to demonstrate that, as an organisation, we practice what we preach and do our bit to contribute to sustainability aims and objectives. Due to SWM being a micro-enterprise, we are not required to produce a report into our organisation's sustainability, but we have reported voluntarily to demonstrate good practice and identify ways to reduce our impact on the environment.

We have achieved this in two ways: firstly, by calculating our carbon emissions related to business travel in the financial years 2021/22 and 2022/23 and comparing them to the emissions of previous years; secondly, by conveying the actions and behaviours of team members that affect their own environmental and social impact.

In previous environmental impact reports, SWM have also recorded the carbon emissions that have been created due to office energy use. However, this has become increasingly difficult to monitor in a meaningful way, and so will not form part of this report. The justification for this decision is that since the arrival of the COVID-19 pandemic, SWM staff have been working at home considerably more and, even though restrictions started to lift in April 2021, most team members work at home approximately 50-90% of the time. It is therefore very challenging to work out what the actual work-related carbon footprint is, given the sporadic patterns and locations of work, along with part-time hours.

Furthermore, in 2021 SWM moved offices to the [STEAMhouse Building](#) at Millennium Point, Birmingham. This is a very large building with many energy-intensive activities taking place, in which SWM only rents out one six-person desk. As a small team in a building of thousands, the challenges of apportioning how much energy use SWM are accountable for, combined with the fact that staff are often working at home, means that identifying the carbon footprint from working in the office is logistically challenging and that its collation would not allow for meaningful analysis. The office lights and heating, for example, would be switched on whether SWM staff were in the office or not.

Also, this report does not include data for waste or water use, which have been excluded due to the small physical scale of SWM, and therefore comparably small waste and water use, which would also be challenging to monitor in a meaningful way.

Considering these changing circumstances and a dearth of meaningful data, this report will alter the format of previous years, and seek to determine how SWM staff have an impact on the environment outside of their normal working practices. This will be represented as a profile on each member of the SWM team in Section 3.

2 Business travel emissions

Business travel emissions analysis

Travel emissions are calculated from expenses claims. Claims list the mode of transport used, the estimated distance and the cost of travel.

The Department of the Environment, Food and Rural Affairs (DEFRA) manages an online tool which allows organisations to calculate greenhouse gas (GHG) emissions for transport per kilometre travelled.¹ This tool accounts for all GHGs and uses a standardised measure of 'equivalent kilograms of CO₂' (kgCO₂e).² Using information from the travel expense claims, this tool allows for estimates of emissions from each business travel journey made. Transport is categorised according to the mode of transport used (car/taxi, rail, bus, cycling and air).³

Table 1: Travel breakdown for 2021/22 by distance, emissions and cost

Type of Journey	Estimated Distance (km)	CO ₂ Emissions (kgCO ₂ e)	Total Cost
Bus	0	-	-
Car and Taxi	586.4	101.7	£221.39
Cycle	9.7	0	£1.20
Train	898.0	31.9	£185.75
TOTAL	1,494.1	133.6	£408.34

Table 2: Travel breakdown for 2022/23 by distance, emissions and cost

Type of Journey	Estimated Distance (km)	CO ₂ Emissions (kgCO ₂ e)	Total Cost
Bus	233.3	22.5	£76.90
Car and Taxi	1987.9	372.8	£627.84
Cycle	123.1	0	£15.30
Train	785.0	27.9	£157.97
TOTAL	3,129.4	423.12	£878.01

¹ <https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

² CO₂e accounts for all GHGs and not just CO₂. Although CO₂ is a major greenhouse gas, it is not the only one. Others, while often emitted in smaller amounts, may have a larger impact. For instance, methane has a 'greenhouse effect' 25 times larger than CO₂, so 1kg of methane would be equivalent to 25 kg of CO₂- i.e. 25kgCO₂e.

³ DEFRA, "Guidance on how to measure and report your greenhouse gas emissions" <https://bit.ly/3ALp6JD> page 13.

Table 3: Travel breakdown for 2021/22 by proportion of distance, emissions and cost for each travel mode

Type of Journey	Proportion of Distance (%)	Proportion of CO ₂ Emissions (%)	Proportion of Cost (%)
Bus	0	0	0
Car and Taxi	39.3	76.1	54.2
Cycle	0.7	0.0	0.3
Train	60.1	23.9	45.5

Table 4: Travel breakdown for 2022/23 by proportion of distance, emissions and cost for each travel mode

Type of Journey	Proportion of Distance (%)	Proportion of CO ₂ Emissions (%)	Proportion of Cost (%)
Bus	7.5	5.3	8.8
Car and Taxi	63.5	88.1	71.5
Cycle	3.9	0	1.7
Train	25.1	6.6	18.0

Figure 1: Distance travelled by each mode of transport from 2011/12-2022/3

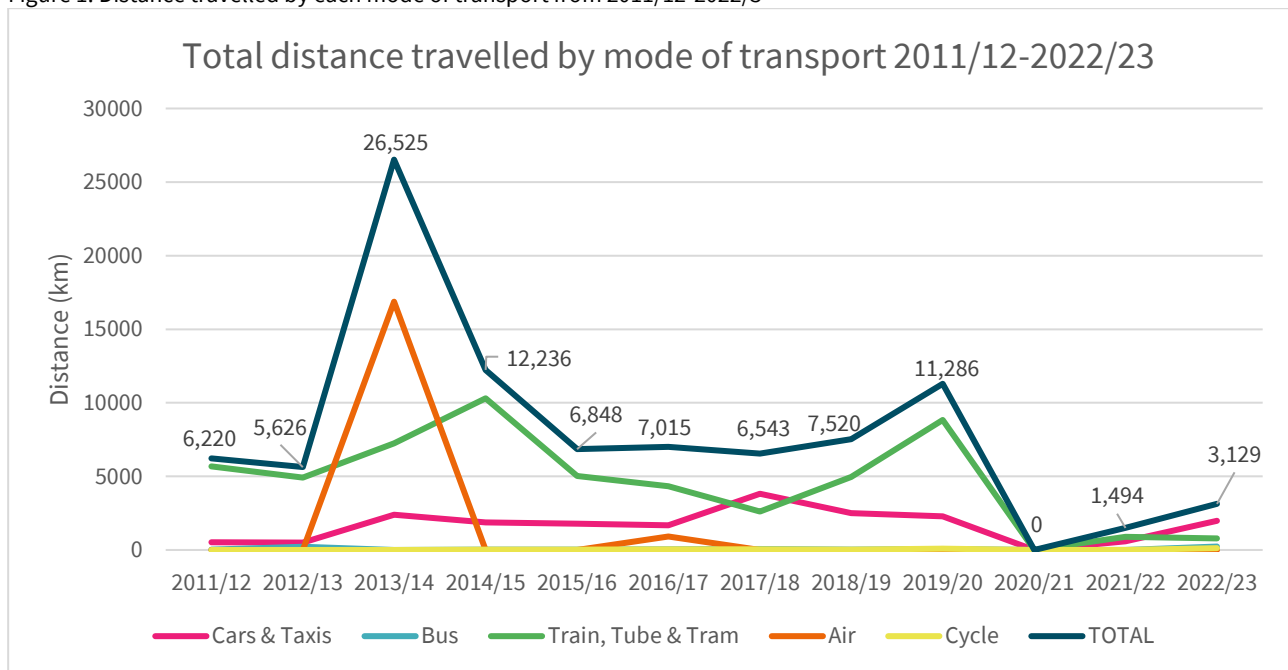


Figure 2: Emissions from each mode of transport from 2011/12-2022/23

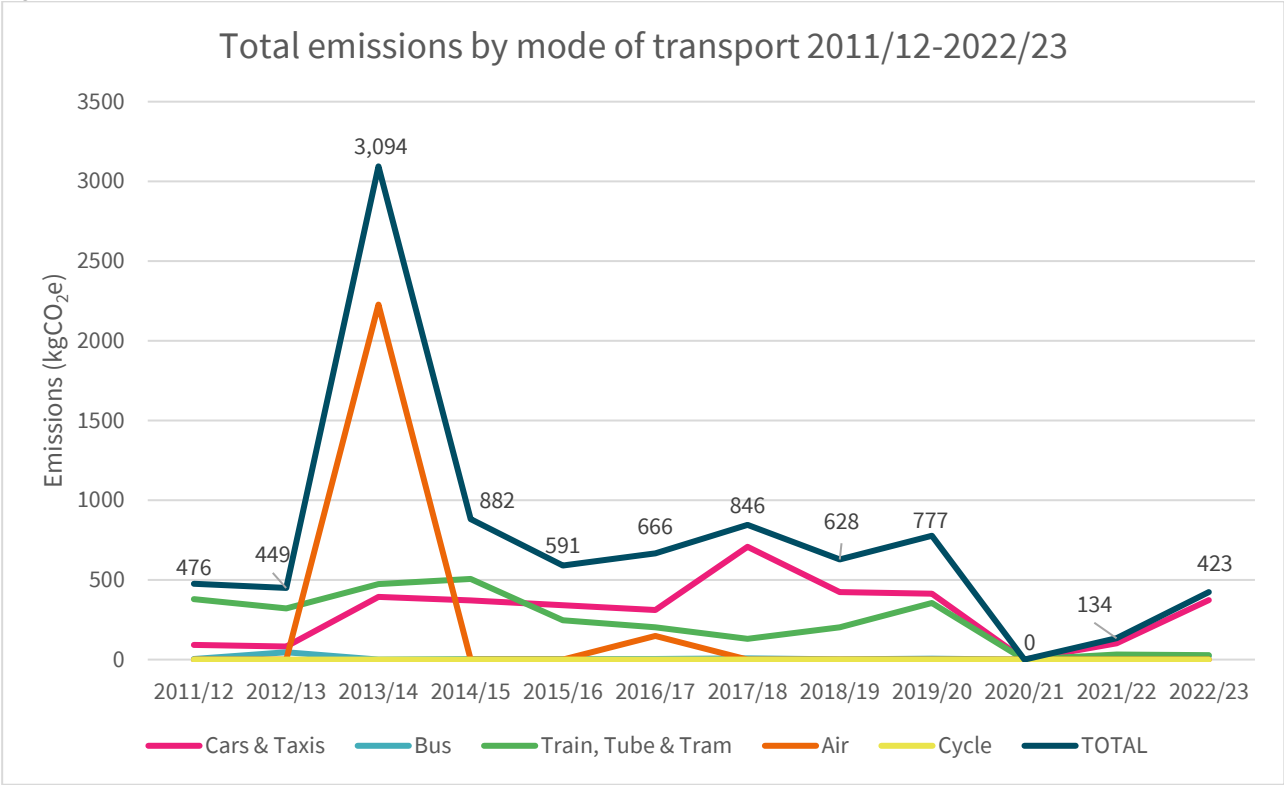


Figure 3: Proportion of emissions by mode of travel for 2021/22

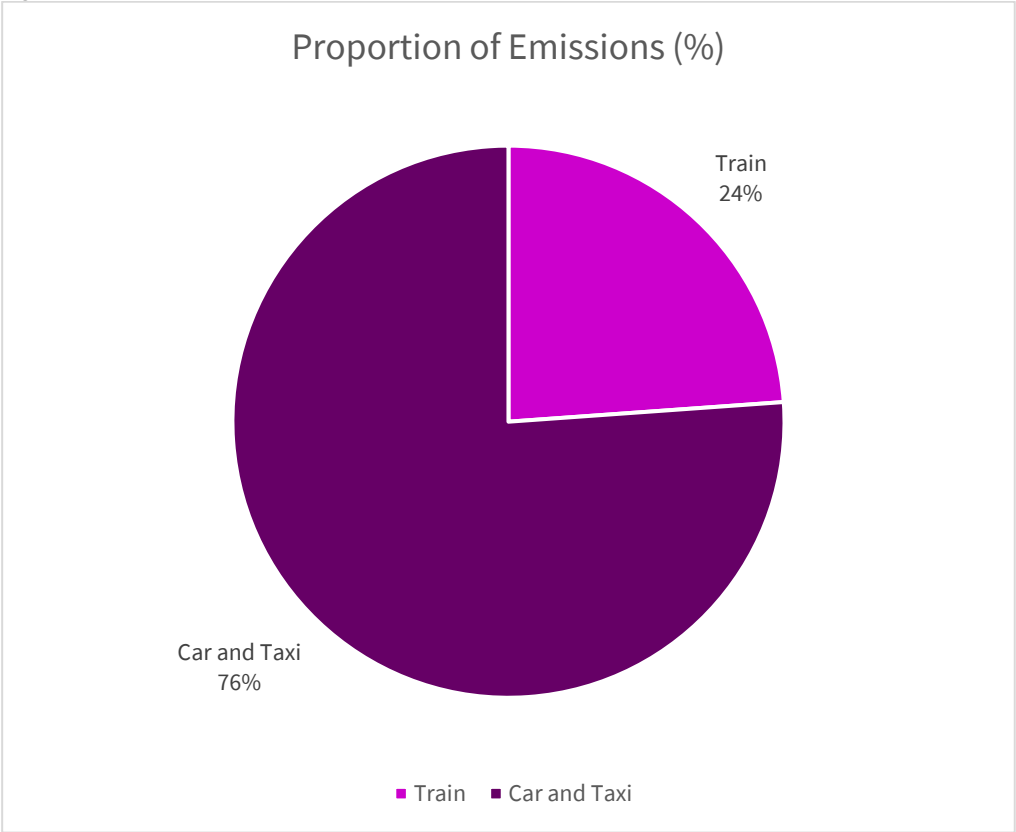
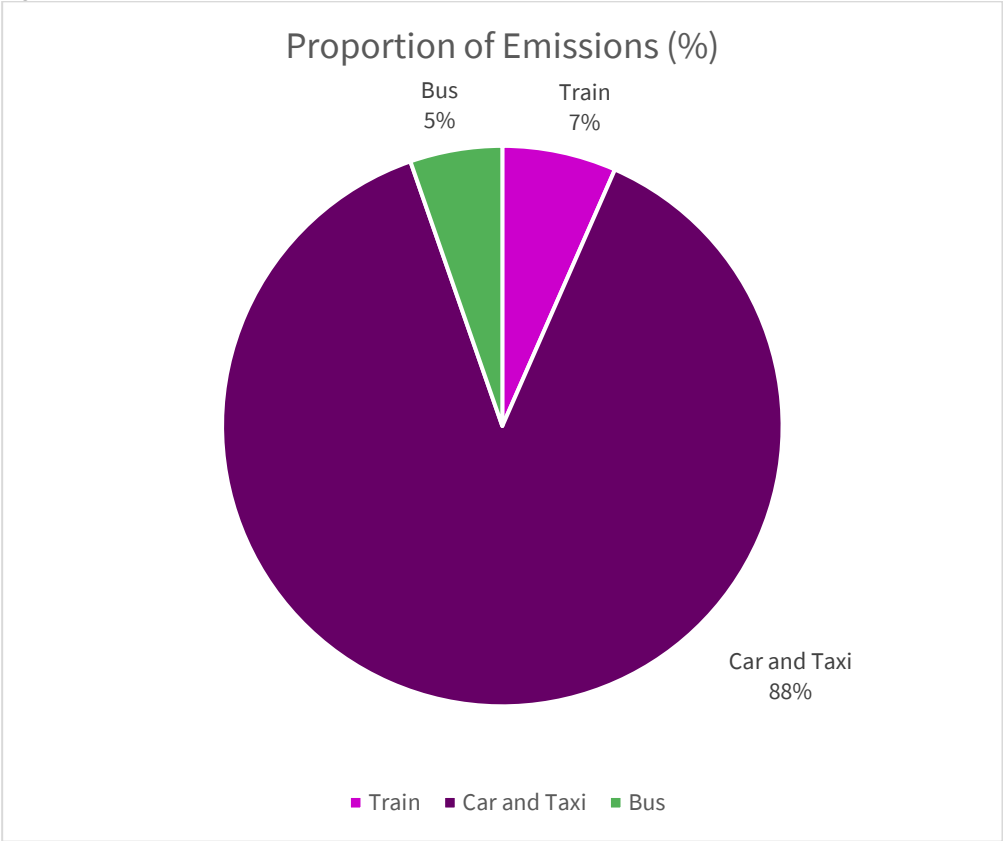


Figure 4: Proportion of emissions by mode of travel for 2022/23



Key findings

1. There was no business-related travel in 2020/21 due to the impact of COVID-19, and this also influenced the distance travelled across the whole of 2021-23. As such it is difficult to make meaningful comparisons of these years with preceding years. It remains to be seen how long this reduction in travel will last, but a shift to remote working and virtual conferencing appears to be having a lasting effect.
2. GHG emissions from business travel have noticeably reduced, from 777kgCO₂e in 2019/20 to 134kgCO₂e in 2021/22, although it is gradually increasing back up to 423kgCO₂e in 2022/23. This is largely explained by the change in working patterns after COVID-19, as previously mentioned. The increase in travel in 2022/23 is in line with the re-emergence of a greater number of in-person events taking place.
3. The ratio of business travel by car or taxi compared with the business travel by other modes has increased from 53:47 in 2019/20 to 76:24 in 2021/22 and 88:12 in 2022/23. Possible explanations for this shift include:
 - That a higher proportion of business travel is now undertaken for in-person exhibitions and trade shows, which require stands and equipment that are easier to take by car.
 - The poor reliability of train services due to recent strikes and a slow post-pandemic recovery.
 - A greater tendency to avoid enclosed public spaces such as trains and buses after the arrival of COVID-19.

However, as the total distance travelled was generally quite low in the last few years, there is at present a lack of statistical significance between the data; further analysis will continue in future years to determine any longer-term trends. All data are captured in an Excel spreadsheet and the raw data tables that were used to derive the above analysis are available on request.

3 Team member profiles

To further demonstrate our commitment to sustainability, and in the absence of other meaningful data (e.g. that would enable us to assess our office-based emissions) to monitor our environmental impact, for this report we have produced a series of team profiles that showcases SWM staff commitment to sustainability outside of our day jobs. This includes staff members that have both left and joined the organisation during the period 2021-23. These profiles commence on the next page.

Anna Bright, Chief Executive

Role at SWM

Anna joined SWM in April 2013. Her role is to lead SWM in line with its mission and vision and to secure the internal and external resources necessary to achieve this. Anna manages day-to-day operations and leads on finance, risk, HR and business development. She also develops and leads on implementation of their strategic plan. She also manages projects and supports their delivery.



Main example of positive environmental impact

Anna walks and cycles wherever possible, despite owning her own campervan. Anna decided to start commuting by bike at the time she started working at SWM but was initially nervous about the busy roads of Birmingham. She asked her dad, an experienced cyclist, to help plan a good route and to do a practice run on a quiet day to overcome this perception. When Anna travels by campervan, she endeavours to share journeys with others to reduce the emissions per person of each journey.

Other examples of positive environmental impact

- Wherever possible, Anna does not buy new. She will always turn to charity shops and online platforms like [eBay](#) and [Vinted](#) before shops to buy what she needs. Anna ran a vintage flea market in Kings Heath for a few years to allow others to sell their second-hand goods.
- Anna is a keen salvager of unwanted furniture and other discarded items and it is not unusual to find abandoned objects turning up revamped and repurposed in her home and garden. Her children are all too familiar with trips to the Tyseley [Community Reuse Centre](#) looking for hidden treasures.
- At home, Anna composts all fruit and vegetable waste in two composting bins in her back garden. The bins were subsidised by Birmingham City Council and so were not expensive. Due to Anna's 'casual' management of the bins, they are a good home for wildlife including ants and bumblebees.
- Anna enjoys volunteering as a means of supporting her local community. She has been a Trustee for the [Birmingham and Black Country Wildlife Trust](#) since 2018. She also helped to run a local playgroup in Kings Heath for several years.

Personal challenges

Anna loves travelling to faraway places but is concerned about the negative impact of air travel. She hopes that innovation in aviation fuels and carbon offsetting will allow her to explore distant places in the future but with minimal impact.

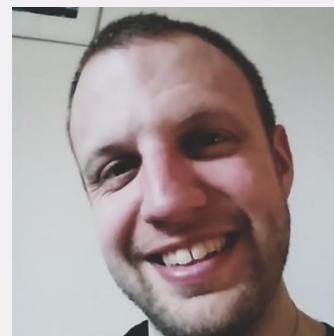
Personal plans to improve environmental impact

Anna has plans to improve her garden to be a more wildlife friendly space in Birmingham. She plans to plant fruit trees, leave more areas to go wild, and provide food and habitats for local wildlife including insects and small mammals.

Alan Carr, Senior Sustainability Adviser

Role at SWM

Alan joined SWM in January 2014. It is his role to advise and support local authorities, businesses, community groups and other organisations across the West Midlands and help expand the portfolio of SWM's existing successes.



Main example of positive environmental impact

Alan does not drive as a conscious choice, even though it would be convenient to do so because of increasingly unreliable public transport connections to the office and other locations that he has to visit for work, such as attending events. Stafford, where he lived until recently, is a town with a declining public transport system due to cuts in recent years and it does not benefit from investment in public transport provision or innovative schemes such as trams or low emission buses found in the West Midlands conurbation.

Other examples of positive environmental impact:

- Alan aims to reduce waste sent to landfill and incineration and contribute as much as possible to a circular economy. He keeps storage containers of packaging material and waste (e.g. crisp packets, batteries, toothpaste tubes, tetrapaks etc) that are not collected by his local kerbside recycling service and delivers them to a specialist recycling centre. He also utilises [Currys' electrical waste recycling service](#).
- In 2022, for the first time, he allowed the lawn in his back garden to grow wild. The long grass and growth of wildflowers and shrubs has provided a habitat for wildlife and has encouraged biodiversity in his locality.
- In the winter, Alan sets his thermostat to a low temperature to reduce gas usage. To compensate for this he takes other measures such as wearing more clothing. He also schedules the central heating to turn on and off at strategic times to reduce heat waste.

Personal challenges

Until a recent move, Alan's house was built in the 1890s with Victorian building methods and materials. As such, it has poor quality heat insulation, meaning that he had a high dependence on gas heating during winter, despite the high financial cost and negative environmental impact this has. Alan implemented various mitigation methods such as adding more insulation to the loft space and installing brand new A-rated windows. However, his dependence on gas-powered central heating remained a personal challenge to his sustainability goals, with the only solution to spend a large sum on switching to a viable renewable energy source or solid wall insulation, none of which were feasible options for him at the time.

Personal plans to improve environmental impact

Alan plans to be a more conscious consumer of groceries. By shopping around for items with recyclable packaging, he can further reduce waste. Similarly, he can purchase products with more transparent and sustainable supply chains, rather than always resorting to the most convenient option.

Dr Beck Collins, Senior Sustainability Adviser

Role at SWM

Beck joined SWM in April 2022. Her role is to advise and support local authorities, businesses, community groups and other organisations across the West Midlands to improve their sustainability practice. She manages and delivers projects and research, facilitates stakeholder engagement and writes reports and strategies. She is also working to ensure that all of SWM's activities contribute to their Roadmap priorities, and that the West Midlands is leading in contributing to the national target of net zero emissions by 2050, while reducing health inequality and driving inclusive growth.



Main example of positive environmental impact

Beck does not drive, so her journeys are all by bike, public transport or, on rare occasion, carpool. Beck travels to the office by bike, but initially had concerns about doing so due to a lack of confidence and road awareness. As such, she reached out to [BikeRight!](#), who gave her some training and even went with her to help plan and decide on her best route to work.

Her family does have a car which her husband uses sparingly, but they are planning to make a formal arrangement with some friends to make it a pool car between their two households. This would enable their friends to take their car off the road.

Other examples of positive environmental impact

- Beck and her husband use reusable nappies for their children almost all the time. This massively cuts down on their non-recyclable household waste.
- Beck's family have been casually cultivating a wildflower meadow with over 20 types of plants in their garden. Most of this comes up to at least waist height. This area of biodiversity provides a rich habitat for many types of wildlife including pollinators.
- In 2011, Beck co-founded and co-ran [Community Energy Birmingham](#) (CEB), a community energy co-operative, as director and secretary for eight years in a voluntary capacity. CEB has installed 100kW of PV on community buildings. Special consideration was given to making this accessible to people without many savings. This has made a positive impact on carbon emissions and people's energy costs and remains one of Beck's proudest achievements.

Personal challenges

Beck would like to retrofit her house with external wall insulation with good draught exclusion, solar shading over the windows, air source heat pumps and/or renewable energy sources such as photovoltaic panels. These plans are not affordable for her at this time, but she is looking into [Green Mortgages](#) which may be able to help with these costs.

Personal plans to improve environmental impact

As a parent of young children, it can be difficult for Beck to find time for extra activities. However, she aims to start volunteering with the Friends of the Haunch Brook Pathways, her local green space, to help keep the woods at the bottom of Billesley Common beautiful. This is an activity that she can do with her kids.

Julie Pope, Stakeholder & Engagement Manager

Role at SWM

Jules joined SWM in May 2018 and acts as an essential conduit between the SWM team and their rising portfolio of stakeholders. She manages and develops their cross-sector membership portfolio, which is crucial for the organisation to help shape their priorities and events, but also to support members' ambitions in adapting to climate change and embarking on their net zero journeys.



Main example of positive environmental impact

Jules has always been passionate about reducing waste in all parts of her life. Since childhood, she has been conscious of eliminating food waste and reducing energy consumption. This has become a deeply ingrained ethos which she has passed on to her daughter. Jules is particularly proud of this since sustainability is all about making a better future and there is no better way to do this than instilling good behaviours and attitudes in the next generation.

Other examples of positive environmental impact

- Jules is part of a community arts group called [Make Good Arts](#), which helps and inspires people of all ages to make art using upcycled and reclaimed materials.
- Jules has been giving blood since the age of 21 and is on the organ donor and blood cancer register. She has recently given blood for the 40th time.
- In the last year, Jules has started growing more vegetables at home. Not only is this a great way to cut down on the carbon footprint of her groceries, but it also helps her to eat healthily and increases her wellbeing through the rewarding nature of growing plants at home.

Personal challenges

Jules' main barrier to living more sustainably is reducing car usage. This will involve more planning, like trying to incorporate more errands into a single trip. She carpools whenever possible to reduce emissions per head of each journey. Due to the area that she lives in and being a single mum, it is very important to her to have access to the car. Hopefully in the future, she will be able to switch to an electric or hybrid vehicle as the market grows.

Personal plans to improve environmental impact

It is Jules' intention to cut down on eating meat and move towards a flexitarian diet. This is a more recent decision, but something she is determined to do. In addition, Jules has always spoken out to friends, family and colleagues on issues of equality, diversity and inclusion (EDI), including accessibility. She intends to double down on these messages and embed them into her professional life to help normalise the conversation on these topics, promote positive change and make sure this is always part of the sustainability agenda.

Nathaniel Weaver, Project Officer

Role at SWM

Nat joined SWM in April 2021 and left the organisation in December 2022. He was a key member of the project team during the period that this report covers. His role was to lead the delivery of projects that cover a range of key sustainability related aspects, such as conducting sustainability and resilience reviews, providing net zero consultations to businesses, annual monitoring of sustainability action plans, conducting research into good practice and guidance, and stakeholder engagement.

Main example of positive environmental impact

Nat's flat is supplied by renewable energy which is [Renewable Energy Guarantees of Origin \(REGO\)](#) certified. The heating system is electrical and supplied from the same source. This means that his heating and electricity all come from zero carbon sources and, therefore, do not contribute to climate change.

Other examples of positive environmental impact

- Nat utilises active and public transport for every journey rather than using a car. He prefers these methods as they allow for multi-tasking and mindfulness on journeys instead of the focus and stress involved in driving.
- Nat has recently changed his diet to reduce consumption from higher-impact sources. For example, he has substituted beef (red meat) for turkey (white meat) and tuna for sardines.
- Nat steers away from fast fashion and other casual purchases, choosing to lead a low consumption lifestyle. He prefers to use second-hand shops and to reuse items when necessary.

Personal challenges

After completing a carbon footprint analysis recently, due to his use of low carbon transport, low usage of electric and heating and minimalist spending habits, Nat concluded that his main source of emissions/ environmental impact is going out and socialising, particularly due to the emissions from producing and distributing beer.

Personal plans to improve environmental impact

It is Nat's intention to further reduce his consumption of animal products by going vegetarian in 2023. He is also planning to start drinking half pints when he goes out.



Morgan Roberts, Project Officer

Role at SWM

Morgan joined SWM in March 2023. Her role involves supporting research, reporting and the delivery of projects. The main topics covered so far include Net Zero innovation and climate change adaptation.

Main example of positive environmental impact

Morgan has made a conscious effort to hold any money in the most sustainable places possible. This means financial institutions that avoid investing in environmentally and socially damaging practices such as fossil fuels, tobacco and arms, and that actively invest in things like green tech and grassroot initiatives. This includes banking with one of the top scoring environmental and ethical banks and investing in the highest scoring pension and ISA on 'Ethical Consumer.'

Other examples of positive environmental impact

- Morgan has been vegetarian for over three years and has had a significantly decreased dairy and egg intake for the last year.
- Morgan only rarely gives or receives gifts with friends and family. If they do, it will be something regifted, home-made, or a donation to a charity. Morgan has donated to a charity for her mother's birthday for a few years running now, including a local young carers charity and [Crisis](#).
- Morgan tries to be strict with all consumer trends. She ensures oat milk, washing up liquid and other items are delivered in glass bottles that then go back to the milkman. She also buys clothes second hand or purchases sturdy, long-lasting items from sustainable stores such as [YesFriends](#).

Personal challenges

Morgan would like to use less water, electricity and gas. However, renting and moving around often at such an early career stage means she does not have as much control over the quality of the house and how efficient it is. Her current garden is also mostly paved over, meaning she cannot have as much space for wildlife and pollinator-friendly plants as she would like.

Personal plans to improve environmental impact

The next place Morgan moves to, from September, will likely be a more permanent residence, meaning she has resolved to invest some time and money into a more resource-efficient home. She is also always working to cut down dairy intake and find more ways to lead a sustainable lifestyle.



Shabnum Hudda, Office Manager

Role at SWM

Shabnum joined SWM in February 2022. Her role encompasses office management, administration, bookkeeping, company and stakeholder liaison, customer services and debt collection among other things.



Main example of positive environmental impact

Shabnum has reduced her car journeys in recent months, catching the train to work and using public transport and walking whenever possible. She drives a hybrid car, so when she does make a car journey, she tries to be conscious of using the electric charge rather than petrol. Not only is this more sustainable but it helps to reduce fuel bills. She is trying to make fewer trips to buy groceries by planning ahead and shopping more strategically. This not only helps to cut down on car journeys, but also saves time and fuel.

Other examples of positive environmental impact

- Shabnum is trying to tackle water wastage in her household by reducing the amount used for washing up, brushing teeth and taking showers. She is encouraging her kids to use reusable water bottles whilst out and about, with any water left over at the end of the day being used for watering plants, filling the kettle or washing up, rather than being tipped away.
- Last year, Shabnum replaced all the windows in her home because it was obvious that the house was leaking a lot of heat. This had a big initial cost, but it has been an effective way to keep the house warmer and reduce gas usage and household bills.
- In the past, Shabnum tended to use clingfilm for food storage, but has in the last few years shifted towards the use of reusable glass containers and Tupperware to reduce the amount of single-use plastic being used.
- Shabnum has been trying to be a more conscious consumer of clothing. She is reusing and recycling as much as possible and passing on unwanted items to family and friends. She intends to source more second-hand clothes and look out for more durable items to buy less over time.

Personal challenges

Shabnum would like to install an air source heat pump in her home to replace the gas boiler, but this would come at a significant cost. A knock-on effect of this is that more electricity would be used, which is becoming more expensive all the time. She would like to invest in methods of generating electricity at home as well, such as photovoltaic panels, but these also come with a high price tag.

Personal plans to improve environmental impact

It is Shabnum's intention to go further with recycling household waste. For example, there are certain items that are not accepted in her kerbside collection, such as crisp packets, carrier bags and other food packaging, but she would like to find specialist services near her that will handle these. She also wants to start composting more biodegradable waste, as well as capturing rainwater to use in the garden.

Chris Todd, Stakeholder & Engagement Officer

Role at SWM

Chris joined SWM in May 2022. He is responsible for posting news, events and other communications on the SWM website, updating the LinkedIn and Twitter channels, and compiling and distributing the monthly SWM newsletter. He also provides support for other team members including for events and projects.

Main example of positive environmental impact

Chris has been steadily reducing the meat in his diet, making good use of lentils, beans and meat substitutes such as Quorn™.

Other examples of positive environmental impact

- Chris tries to be a responsible shopper and aims to avoid unnecessary packaging. He also bears in mind seasonality and food miles when purchasing.
- He has furnished his house with second-hand furniture and rarely makes substantial new purchases, e.g. updating his phone or other tech, or buys frivolous 'throw-away' products. He also donates to charity shops and recycles as much as he can.
- When Chris moved to his current home, he switched to an energy supplier that guaranteed electricity that was from 100% renewable sources and gas that was 100% carbon offset.

Personal challenges

A good way of reducing household energy use and reducing waste is to buy food in bulk and cook large batches. This also has the benefit of saving time and usually being a healthier option than resorting to fast food. As he is currently living alone, and has recently had an erratic schedule, Chris is finding it difficult to make these efficiencies, but it is something he is hoping to work on by becoming more organised and holding down a more consistent and sustainable lifestyle.

Personal plans to improve environmental impact

Chris would like to improve his cooking habits as stated above and to further insulate his house, particularly his front door.



Amanda Campbell, Associate

Role at SWM

Amanda joined SWM in late 2021. She brings her deep understanding of corporate communications to help SWM and its members to improve how they tell their sustainability story to the stakeholders that matter, from employees to investors to customers. Amanda also provides leadership coaching on an individual or team basis to support organisations as they create and implement their sustainability strategy.



Main example of positive environmental impact

At home, Amanda gardens organically, composts all fruit and veg, grows her own vegetables and is redesigning her garden to be wildlife friendly. She has had particular success in attracting more varieties of birds to her garden, which is also home to hedgehogs.

Other examples of positive environmental impact

- Amanda tries to be a conscious consumer, using LOAF (Local, Organic, Animal Friendly, Friendly Traded) to guide what the family buy, supporting local and British brands, minimising online shopping and asking the question 'do we really need it?'
- Amanda buys 100% renewable energy and keeps the thermostat low, encouraging the family to wear more layers. She only puts the heating on at key points in the day, which when doing so provides maximum benefit but at minimal cost and energy usage.
- She enjoys volunteering to encourage others to explore more sustainable living, and recently led a 'pop-up' course at her local church, the first of its kind, to help attendees think about how they could make practical changes and share best practice to live more sustainably.

Personal challenges

Amanda lives in a rural village with no public transport, shops or conveniences which means she relies on the car much more than she would like.

Personal plans to improve environmental impact

Amanda has recently carried out a Family Stewardship Survey to identify which areas the family can focus on to improve their impact.

Andy Whyle, Associate

Role at SWM

Andy joined SWM in 2021, but he had already been active as a SWM member for over 10 years. In 2010 he was one of SWM's inaugural 'Top 50 Green Leaders' and was also recognised with a Green Leader award in 2017. His role is to support team members on delivering projects, promotion, webinars and events.



Main example of positive environmental impact

After travelling daily and globally on corporate business trips for over 30 years, Andy now rarely uses his car for business, instead working from home and mainly online. He still advises clients, presents and lectures globally, but without the guilt of carbon miles!

Other examples of positive environmental impact

- Andy spends his spare time voluntarily supporting institutions and community-based organisations with his sustainability experience and leadership. He is a member of the Institute of Environmental Management and Assessment's [Circular Economy Network](#) and [Policy & Practice Committee](#), leads [Telford Business Board](#)'s Sustainability Group, advises Telford Climate Action Partnership and has supported [Shropshire Wildlife Trust](#) with business engagement on conservation.
- Puppy Power! His little Australian Cattle Dog friend 'Keli' loves dog agility and lots of walks, meaning Andy uses the car even less and saves those carbon miles.

Personal challenges

As a (loosely termed) musician for most of his life, Andy has brought thousands of monthly publications over the years to (vainly) improve playing his guitar, keyboard, computer sound engineering and anything else that took his fancy (ocarina anyone?) These 'physical' publications have cost an incredible amount of accumulated money over the years and are periodically sent for recycling due to the amount of room they take up, losing all the knowledge that he had bought them for in the first place!

Personal plans to improve environmental impact

Andy is now switching to digital publications. They cost far less and do not physically exist, so save money, space and environmental impact. He is also looking to make the switch to an electric vehicle in future to reduce the impact of the little travel he does.

4 Recommendations

1. Business travel emissions should continue to be monitored each year to check for trends. The drop in emissions from years prior to the pandemic is favourable and is likely to persist as working patterns have shifted and more meetings are taking place online.
2. SWM's commuting travel footprint will have also reduced significantly since the pandemic commenced. While measuring emissions from the commute is out of the scope of this report and, by its very nature, quite challenging, we are confident that emissions from this source will have reduced sharply between 2019 and 2022-23, owing to most staff now working at home between 50 and 90% of the time. This flexible working approach should continue post-pandemic to maintain emissions reductions that have resulted from this change in working patterns.
3. By moving to [STEAMhouse](#) in May 2022, SWM has sought to further reduce its already light use of office energy consumption. Staff members already seek to minimise office waste, printer output etc. and do not have individual control over heating and lighting. However, SWM could engage with the building and estate managers to help identify any opportunities for improvement, possibly including the implementation of an energy analytics platform that could help to differentiate and measure the usage of individual businesses on site.
4. In their non-work lives, staff members generally 'walk the walk' but there are a few recurring themes which present challenges. Staff meetings could occasionally include short 'master classes'/'surgeries' from staff which would help other staff members, e.g. DIY retrofitting advice tailored to the situations of those present, bike maintenance, gardening and cooking tips etc.
5. SWM should continue to publish short profiles of their team members' sustainability endeavours to encourage and share good practice on a personal level, and to engage stakeholders with relatable information that shows the 'human face' of the individuals that form the organisation. This could also be part of the induction process for new staff.

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