

As part of BESST's management review for 2013 the Steering Group members elected to hold an event which reflected the needs of members who are beginning the journey to sustainability.

As a result, a Back-2-Basics event was held at the Green Tourism gold award winning Valley Hotel in

Ironbridge, with steering group members presenting the activities that their organisations had employed when they began, and the lessons gleaned from there areas of environmental expertise.

Andy Whyte, BESST Chair / Ricoh Products chaired the event and welcomed the speakers.



### **Moving up the Waste Hierarchy** – Manel Roura (Lyreco)

Showing how Lyreco had identified waste streams and applied recycle and re-use opportunities, improving resource efficiency and saving costs.



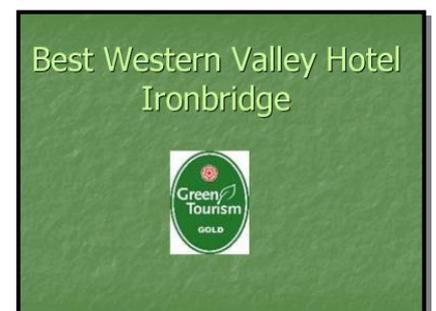
### **Environmental Legislation** - Paul Nelms (Epwin Group)

Explaining where to start on the difficult subject of compliance, identifying common legislation, helpful websites and how to keep a register of regulations.



### **Green Tourism** - Sally Pridding (Best Western)

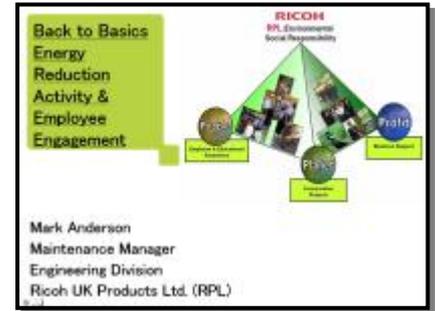
Sally presented the reasons for "going green" from the tourism and small business aspects, with quick win tips, areas to focus on and stressing the need to develop an achievable action plan.





### Energy & Employee Engagement – Mark Anderson (Ricoh)

Mark presented Ricoh’s approach to CO2 reduction, emphasising the financial benefits that have been achieved and linking this to return on investment. He then explained the importance of employee engagement from both the company and employee perspectives, with each understanding the role that must be played in a business excellence orientated organisation.



### Telford Energy Savers –

Iain Wheeler (Telford & Wrekin) & Helen Jones (Carrilion) Iain gave an explanation of the partnership that T&W were forming with Carillion (Telford Energy Savers) to develop the commercial facing aspects of the Green Deal expected at the end of 2013.



### Water management and Sustainable urban Drainage Systems (SuDS) survey

Pete Lambert (Shropshire Wildlife Trust) & Monika Hornikova (University of Wolverhampton) announced the launch of the survey to BESST members examining the feasibility of retrofitting Sustainable urban Drainage Systems in Telford, as part of the Telford Urban Catchment Restoration project. Members were invited to take part in the survey, with Halesfield Industrial estate being the focus due to the Madebrook (which runs underneath and on to the River Severn) being identified as a failing catchment under the Water Framework Directive.

This event was the first time that the proceedings were added to a twitter feed (with the help of Telford & Wrekin’s Charlotte Baker) as part of the steering group’s move to improve communications.

All of the presentations delivered at the event can be viewed in the download library

For further information on any of the environmental topics discussed please contact the BESST Co-ordinator **Jaclyn Kitson** on 01952 567578 or email [jaclyn.kitson@telford.gov.uk](mailto:jaclyn.kitson@telford.gov.uk)