


Communicating environmental sustainability

(in a 'cut the green crap' era)



Liz Male MBE
Liz Male Consulting Ltd
 lizmale

Make a house a sustainable home

with the low carbon alternative to traditional gas or oil burners.

Installing an award-winning air source heat pump can dramatically reduce a home's annual fuel bills and its CO₂ emissions, as well as helping to comply with the Code for Sustainable Homes.



Telephone **01707 278666**
email **heating@**



OUT OF TIME!

It is estimated that one tonne of steel rusts every 90 seconds across the world.

This means that for every two tonnes of steel produced worldwide, one is directly to replace another lost through corrosion. This level of wastage has huge implications – both in terms of cost, and the environment.

Galvanizing is the best option to stop this wastage – its Resource Efficient, Recyclable, Long Life, Sustainable and Cost Efficient.





Green Claims Guidance

How to make a good environmental claim

- ✓ **CLEAR**
- ✓ **ACCURATE**
- ✓ **SUBSTANTIATED**

Building trust and confidence in environmental communications

February 2011



www.defra.gov.uk

ASA ✓




February 2012 Navigating sustainability in the built environment

Report from the UK-GBC Green Building Guidance Task Group

CAMPAIGN FOR A SUSTAINABLE BUILT ENVIRONMENT

GET RID OF THE GREEN CRAP



By KEVIN SCHOFIELD

DAVID Cameron has made a huge U-turn on one policy by ordering aides to "get rid of all the green crap" pushing up families' energy costs. His demand comes over the charges which will £112 to bills — now averaging £1,400 a year. Just three years ago the PM pledged to lead "the green revolution".



UK scraps zero carbon homes plan

Treasury axes plans to make new homes carbon neutral from 2016, drawing widespread criticism from housebuilders and environmentalists

News › UK › UK Politics

Government to scrap 53 green rules

Brexit would free UK from 'spirit-crushing' green directives, says minister



The Rt Hon

Greg Clark MP

Secretary of State for
Business, Energy and
Industrial Strategy



HM Government



CAUTION



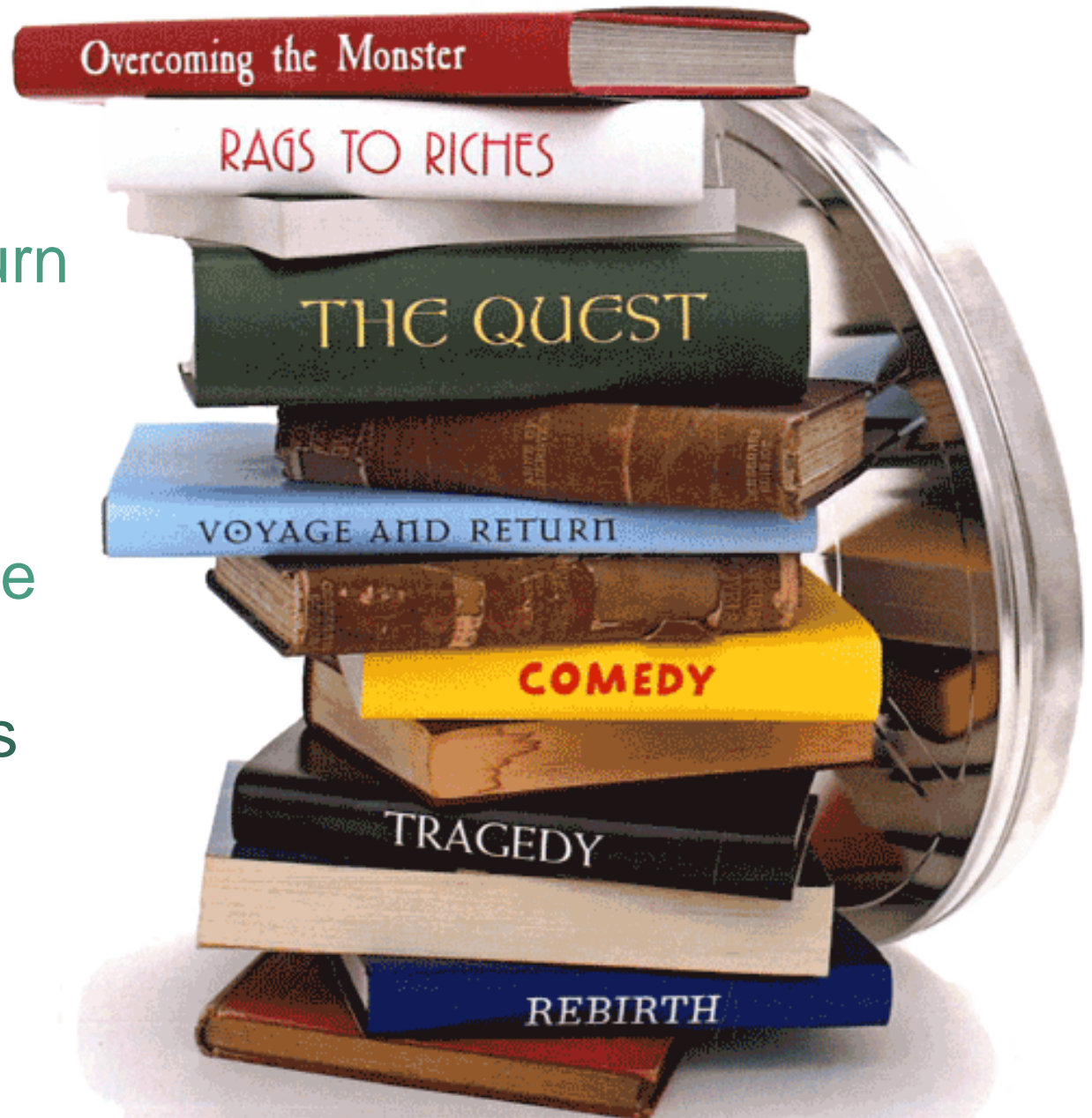
**WET
FLOOR**





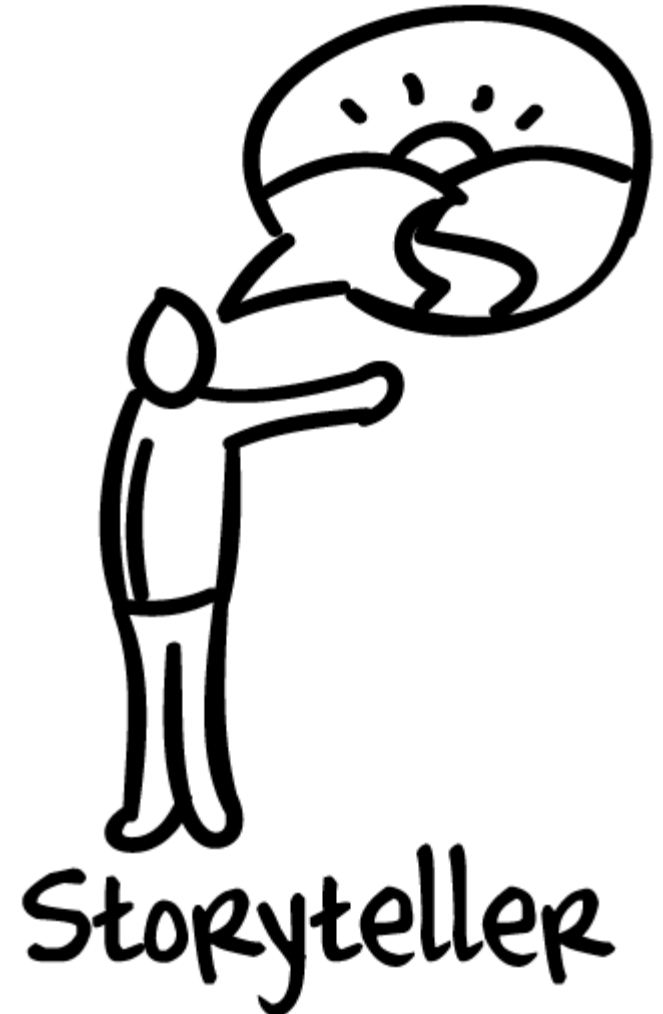
WHAT'S
YOUR
STORY?

- The Quest
- Voyage & Return
- Rebirth
- Comedy
- Tragedy
- Overcoming the Monster
- Rags to Riches



Try it now...

- Who's the hero?
- Villain?
- Dispatcher?
- (Magical) helper?
- Princess (or prize)?
- Donor?
- False hero?





SUSTAINABILITY A Journey of Continuous Improvement

"As a family company, the desire to leave something for the next generation is an ever-present and overriding business objective."
 Founder & Owner Sir George Fistonich

VINEYARDS

30% of overseas owned vineyards are organically managed.

Environmental
Financial
Social & Community

DID YOU KNOW?

That we're using around 500 sheep to graze the vine rows over the winter at our Joseph Sole Vineyard in Hawkes Bay.

The sheep control grass growth and provide natural fertiliser. They return in summer for leaf plucking.

Natural fertiliser from our worm farms
Healthy Soil & Water
No Synthetic Pesticides & Herbicides

WINERIES

Heat Recovery
We recover waste heat from the refrigeration plant and store it for use in the wine-making process.

Natural Lighting
Our wineries are designed to use natural light as a source of daytime illumination.

Recycling
Approx. 70% of the packaging used for a bottle of Pinova Pin wine is made from recycled materials.

WAREHOUSE

Night Air Cooling
We're importing cool night air into our warehouse, turning the wine into giant "chilly packs" to maintain optimum temperatures, even during the summer heat.

SALES
Low Emissions Car Fleet

GOLD FOR GOING GREEN

Supreme Winner Sustainable Business Network Awards 2012
 Supreme Winner Green Ribbon Awards 2012
 Sustainability Champion Falcon Hatch (Executive Director) Sustainable Business Network Awards 2010

CERTIFICATIONS

CERTIFIED ORGANIC No. 4700
 G.A.M.A.R.
 ISO 14001

SOCIAL & COMMUNITY

- Equal opportunity employer since 1980s
- Supporter of multi-employment, cadet schemes
- Support for heritage preservation

11% Reduction in greenhouse gases since 2010.

www.villamaria.co.nz/sustainability



The Story of a
Green Building

 A large play button icon is centered on a grey rounded square. To the left, a stylized white building graphic is partially visible. The overall design is clean and modern, with a focus on green building themes.



WELCOME TO
MANCHESTER
A
TRANSITIONED TOWN

SIZZLE

The new
climate
message







PASSIVHAUS

The easy way to lose weight and get a six pack

Thank you



building knowledge



lizmale