

Standard Bearer profile: Easibind International Ltd



Easibind International Ltd.



Mr. Harry Skidmore Chief Executive

Organisation name:
Easibind International Ltd

Certificate boundary:
All UK operations

Education:
33 years in Business.

Career highlights:
Awarded MBE in 2006 for Services to Industry, Prince of Wales Business Environment Programme (BEP) Network Member, building a Successful Independent Business with 100 employees, developing Innovation and Technology Partnerships with UK Universities Business, Champion for CBI and Regional Development Agencies.

Why did you apply for the Carbon Trust Standard?

I supported the Carbon Trust from the beginning with my involvement with ACBE (Advisory Committee for Business and The Environment). Since then we have achieved EC EMAS, ISO 14001, FSC Chain of Custody and committed to public reporting and measuring our environmental performance. Supply Chain Management is key to reducing carbon emissions, minimising waste and demonstrating Best Practice.

How is the Standard benefiting your organisation?

As a small and medium sized enterprise (SME) the Carbon Trust Standard is raising our profile to support larger businesses through their supply chain. This allows us to be proactive with environmental initiatives such as our Closed Loop Take Back and Recycling Scheme. The Environment Agency has established a Quality Protocol to exempt Closed Loop Schemes from Waste Recovery Schemes. This offers business a cost effective option to reduce landfill.

How are you promoting your achievement?

We are working through our distribution channels to improve awareness of our Less Is More Campaign. By encouraging companies to reduce packaging at the point of sale, stationery and promotional materials. Through efficient design and advanced materials we are supporting the Carbon Trust Standard. Retail intervention challenges the status quo of inefficient carbon products.

What feedback have customers and staff given?

Awareness has been well received, and everyone is encouraging the initiatives and steps we have taken. Specifically, existing Carbon Trust Standard Bearers are able to understand the principles and are starting to implement action plans to reduce by design intervention. Staff have responded very well and are supporting the company 100%.

What advice would you give others considering the Standard?

Take steps now to monitor, measure and report your energy efficiency levels. Link your Environmental Management Standards (EMS) with a robust audit process such as EC EMAS or ISO 14001. Undertake an Energy Efficiency Review and establish key targets to reduce cost and reduce CO₂ consumption.

What are the key projects you have in place to help achieve recertification?

An internal energy management team formed to identify all aspects of energy usage and implement methods of energy/carbon reduction. Within our EMAS policies we have made commitments to reduce, reuse and recycle thus reducing waste to landfill.

What savings have you made to date?

We have reduced our carbon emissions from 1134 tonnes in 2003 to 752 tonnes in 2008.

How will carbon impact the future of your organisation?

Easibind policy is to seek continual environmental improvement in all its activities. We recognise future legislation will have a large impact on all businesses and we take the view that good environmental policies and strategies are key to a successful business now and in the future.

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Join the Standard Bearers: www.carbontruststandard.com

