



Devon Wildlife Trust



STAFF MANUAL
September 2015

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Statement of intent

In September 2014, Devon Wildlife Trust (DWT) became the first Wildlife Trust in the United Kingdom to achieve the ISO14001 standard for Environmental Management.

This Environmental Management System (EMS) is now the guiding principle in all decisions relating to how the organisation controls monitors and improves its environmental impact. In particular it focuses on the areas of environmental aspect (those detrimental by-products of everyday operation), setting environmental objectives, control procedures for environmental emergencies and the monitoring of environmental legislation. To date, one area which has not been covered in great detail is the issue of sustainable procurement.

DWT is committed to ensuring that sustainability is embedded throughout every level of the organisation. A major step in realising this commitment is to ensure that sustainability and ethicality are considered when procuring goods or services. In broad terms DWT's main aims and objectives are as follows:

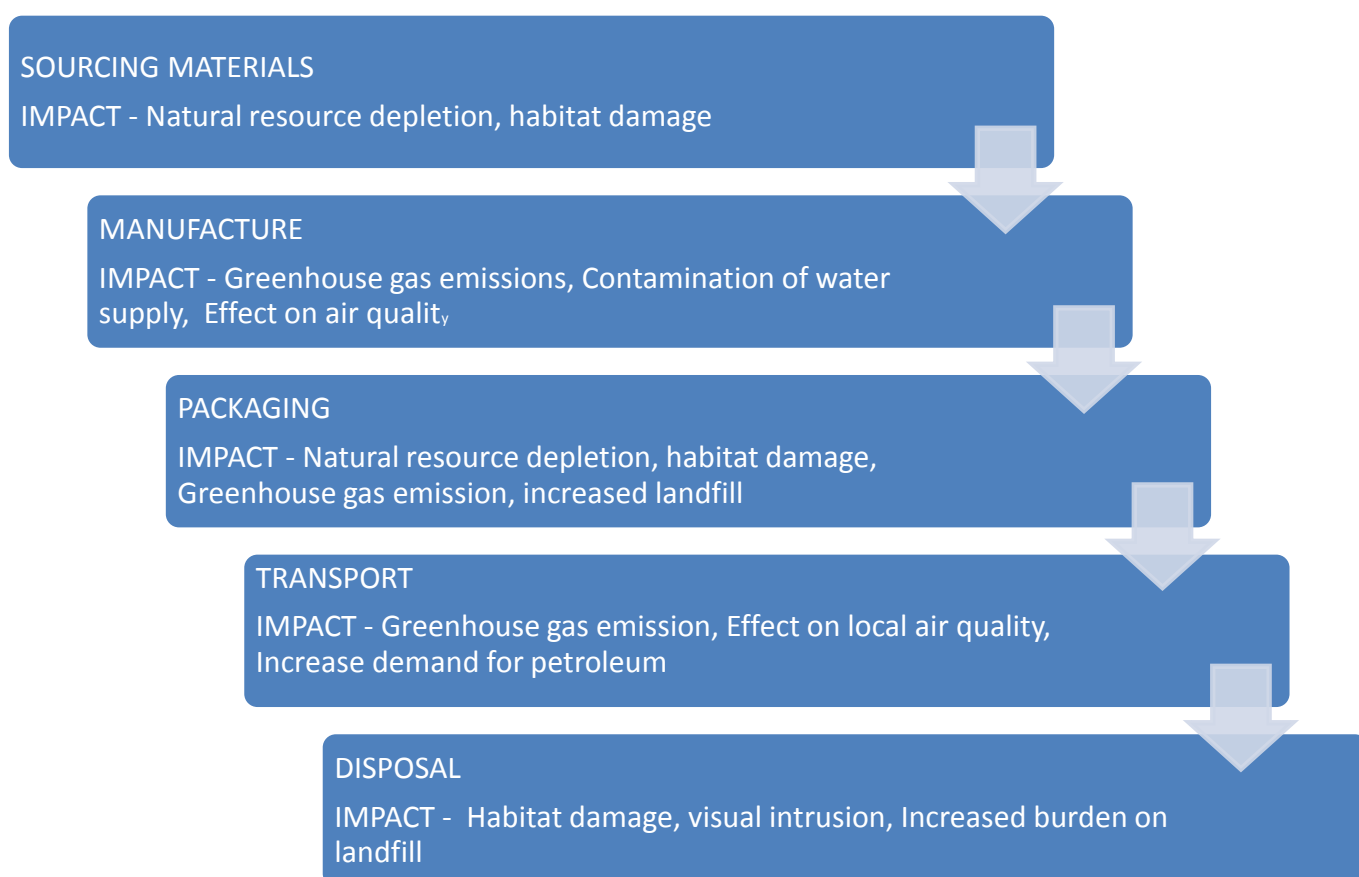
- To minimise our environmental impact through careful and considerate selection of goods and services
- To promote and advocate the benefits of selecting sustainable products and services
- To maintain a strong stance on the use of harmful substances, processes or actions
- To consider the social and ethical impact of a product or service
- To support local products and services wherever possible
- To encourage suppliers to adopt practices which minimise their environmental impact

These guidelines will focus DWT's future directions into three distinct areas – What we do, what our suppliers do and what our stakeholders could do to ensure that sustainability is present in their purchasing choices.

What are we trying to achieve?

DWT's Environmental Management System (EMS) exists to put controls in place which minimise the environmental harm caused by the day to day running of any business or organisation. Whilst these controls focus primarily on reducing impacts from emissions, pollution and activities; they need to be supplemented by a new set of controls covering perhaps the widest area of impact – the products that we buy.

In EMS terms, a holistic approach is required when implementing a process to govern purchasing decisions. It is not enough just to consider what a product is made of and so the decision needs to be based on a lifecycle assessment. Although this will differ depending on the product being considered, a basic assessment would be as follows:



Of course, it would be impossible to completely eliminate all of these impacts when selecting a product but the aim should be to try to make a purchase which removes as many as possible. There is no “*one size fits all*” approach and for some purchases it will be difficult to apply and of the principles shown above. However by working this thinking into purchasing wherever possible, we can collectively make a real difference.

Putting it into practice – steps to making a more sustainable purchase

The purposes of these guidelines are not to restrict buyers to certain products or suppliers. Instead the aim is to present the buyer with information and tools which can be used to make an informed decision. Some companies and products are clearly not compatible with DWT's goals and aims but this does not mean that they must never be used in any circumstances, merely that alternatives should be sought on moral or ethical grounds and if there is no viable option they could still be used as a last resort.

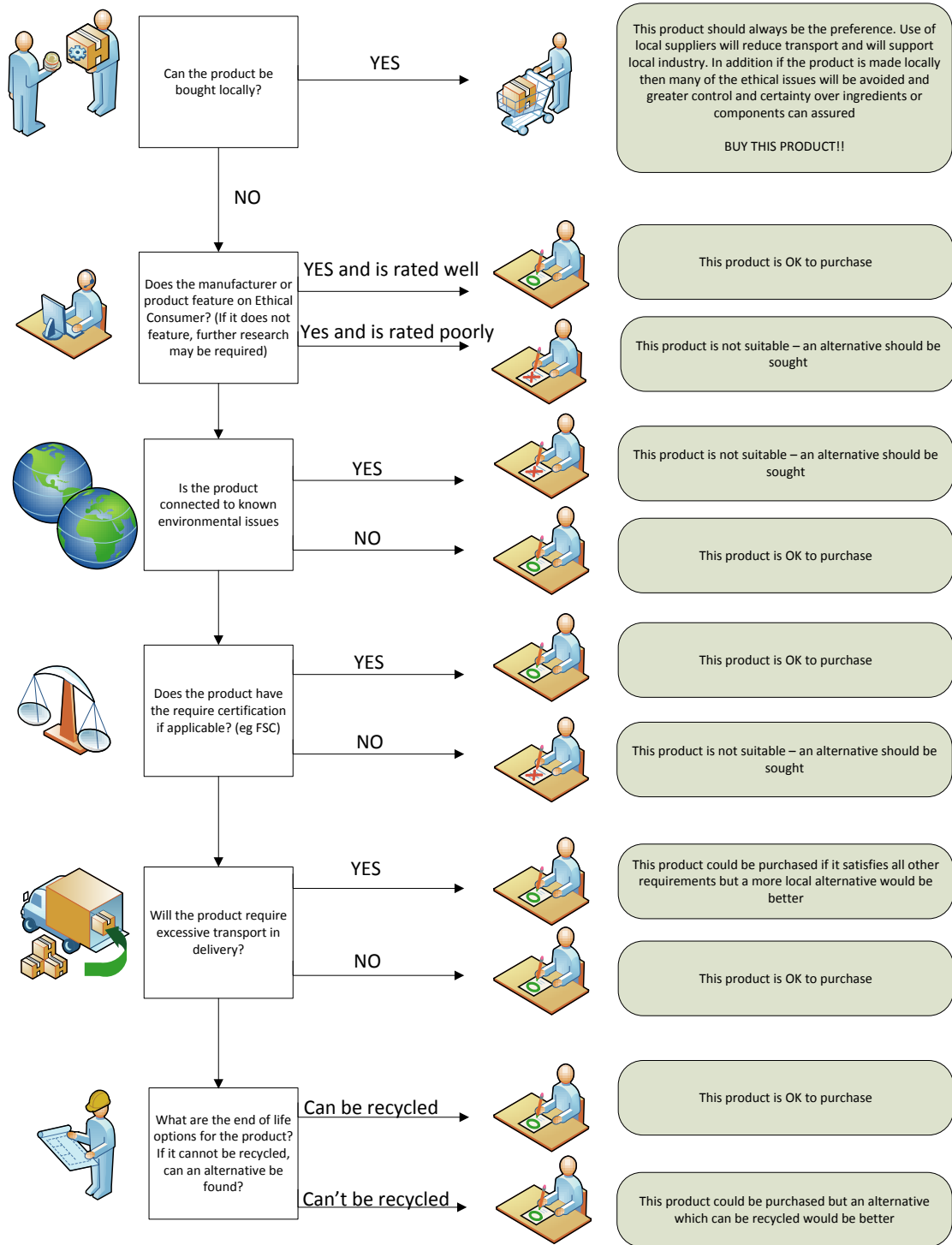
In practice, making a purchasing decision can be broken down to several easy to follow steps and centre on the following principle:

- **Do you really need to buy the product at all?** Do you have to buy new or does the product already exist within the organisation? Could it be borrowed instead of bought?

If the product really does have to be bought then the following steps should apply:

- **Buy locally wherever possible.** Local can either mean distributed from a local supplier or manufactured locally. A local distributor may have had the products they sell brought in from elsewhere but at least buying from them restricts the amount of miles that this product has travelled. Better still is a product made locally as this is likely to have less associated transport, be made using local ingredients and be sourced sustainably.
- **Check the credentials of the manufacturer or product.** See later in this report for guidance using Ethical Consumer to assist with this
- **Check whether the manufacturer or product is associated with known environmental issues**
- **Check whether the product requires certification.** A number of sustainable products require certain standards or certification (such as FSC timber). If the product you are considering requires this, make sure that your purchasing choice does actually have the certification.
- **Does the product require excessive transport in delivery?** If you can't buy locally, look for the closest option. Far better to buy a product from Bristol than from Glasgow! Amazon is often the first choice for many, but do some research and see if the product can be found slightly closer to home.
- **End of life options.** Can the product be recycled when it is no longer needed? If not try and find an alternative that can

DWT STEPS TO MAKING A SUSTAINABLE PURCHASE



Global Issues

There are a number of global environmental issues on which DWT is choosing to make a stand. The reasoning behind these issues and the manner in which they affect purchasing choices can be found here [..\Ethical and Environmental suppliers\Sustainable procurement v2.pdf](#)

These issues are summarised below:

Issue	Reasoning	Affecting
Tar Sands	Destruction of habitats and cultures, global warming, Pollution of water, land and air, links to rises in cancers	Purchasing Fuel
Deforestation	Destruction of habitats	Purchasing paper & timber
Palm Oil	Destruction of habitats, pollution of air, species extinction, human rights violations	Purchasing food products
Sustainable Fishing	Species extinction, human rights violations	Purchasing Tuna

For any purchase which falls within these areas (or you suspect may fall into these areas) the more detailed guidelines in the link above must be read and complied with.

Ethical Consumer

Ethical Consumer is a not for profit Multi-Stakeholder Cooperative founded in Manchester in 1989. It is widely recognised as one of the leading voices in the global ethical movement and provides research and consultancy for some of the world's leading organisations including:

- Café Direct
- WWF
- The Guardian
- Amnesty International
- Mediciens Sans Frontieres
- Natural History Museum
- Oxfam
- Friends of the Earth

Ethical Consumer also runs the world's most sophisticated ethical rating system of over 40,000 products, brands and companies which are updated in real time.

This database should be used by anyone wanting to conduct in depth research on a product that they are considering purchasing. It will not cover all areas but will be especially useful in researching electrical goods, cleaning products, maintenance products and food.

Log in details are as follows:

Web address: <http://www.ethicalconsumer.org/>

User Name: shodgkiss

Password: 3cxf4h7s

Greenwash

When considering a purchase, don't be fooled by claims of "Being Green" – things are not always what they seem. Greenwashing is a term applied to those making unfounded or misleading claims about the environmental credentials of a product or service. These claims are often vague such as "Environmentally Friendly" without actually being demonstrable. The American marketing firm "TerraChoice" has researched this issue exhaustively and has evaluated over 1,000 products for their environmental claims. Based on this research they have come up with what they term "The seven sins of Greenwashing" and should be used checklist when making a decision on whether to buy a product:

SEVEN THE ~~SIX~~ SINS OF GREENWASHING™



Green-wash (grèn'wôsh', -wôsh') – *verb*: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.

SIN OF THE HIDDEN TRADE-OFF

A claim suggesting that a product is 'green' based on a narrow set of attributes without attention to other important environmental issues.

Example: Paper is not necessarily environmentally preferable just because it comes from a sustainably-harvested forest. Other important environmental issues in the paper-making process, such as greenhouse gas emissions, or chlorine use in bleaching may be equally important.



SIN OF IRRELEVANCE

An environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products.

Example: CFC-free. This is a frequent claim despite the fact that CFCs are banned by law.



SIN OF NO PROOF

An environmental claim that cannot be substantiated by easily accessible supporting information or by a reliable third-party certification.

Example: Facial tissues or toilet tissue products that claim various percentages of post-consumer recycled content without providing evidence.



SIN OF FIBBING

Environmental claims that are simply false.

Example: Products falsely claiming to be Energy Star certified or registered.



SIN VAGUENESS

A claim that is so poorly defined or broad that its real meaning is likely to be misunderstood by the consumer.

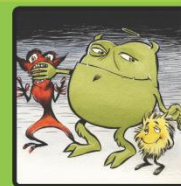
Example: 'All-natural'. Arsenic, uranium, mercury, and formaldehyde are all naturally occurring, and poisonous. 'All natural' isn't necessarily green.



SIN OF LESSER OF TWO EVILS

A claim that may be true within the product category, but that risks distracting the consumer from the greater environmental impacts of the category as a whole.

Example: Organic cigarettes and fuel-efficient sport-utility vehicles.



SIN OF WORSHIPPING FALSE LABELS

A product that, through either words or images, gives the impression of a third-party endorsement where no such endorsement actually exists; fake labels, in other words.

Example: Manufacturers who add their own label to a product with images and statements such as, 'this product fights global warming'.



WWW.SINsofGREENWASHING.ORG

terrachoice
environmental marketing

Finally

Sustainable Purchasing is now integral to the running of our successful EMS. Each year we are audited to ensure we are complying with the constraints of the ISO14001 standard and this process of consideration in purchasing now forms part of this. DWT requires that every member of staff does their bit when it comes to making a sustainable purchase (or at least considering their options) and so hopefully these guidelines are easy to follow.

However, if you have any questions or concerns about any product you are considering, please speak to Stuart who will be happy to assist