

Engaging the Process Chain – Business Practice (Production and Services)

- Help Hampshire's business communities improve their existing **business practices** and processes to maximise resource efficiency and minimise wastage.

There are increasing numbers of sustainable businesses in Hampshire and through the Material Resources Strategy there is an opportunity to increase this number and reduce Hampshire's environmental impact.

Adopting sustainable business practices in the manufacturing, production and assembly process can result in financial savings for the business, mainly through developing more efficient processes which reduce water and energy consumption, raw materials use and reduced cost of waste disposal. Increased awareness of these savings and the environmental impact of production techniques has driven changes in some processes. Adopting sustainable business practices can also be good for employees and local communities as more efficient production processes have beneficial impacts on human health and the local environment. Employees also feel a greater commitment to a socially and environmentally responsible company, which increases productivity.

Legislation has forced business to improve their processes and reduce their impact on the environment, however action by business beyond that which is required by legislation is limited. Business need to be encouraged to think about their resource use and the environmental impact of their business practices.

Opportunities for change in Hampshire have been identified as:

Raising Awareness

A lot of work has already been done in Hampshire to change the attitudes of businesses. However this work needs to be built upon and partnerships developed to ensure the manufacture, production and assembly of more sustainable goods and services in Hampshire.

- › Utilise existing business networks and opportunities. For example; the Sustainable Business Awards, business to business learning events, waste minimisation and lean manufacturing promotions.
- › Raise awareness about resource efficiency by developing new contacts within major change agents and professional bodies such as those representing Civil, Structural and Mechanical Engineering and Waste Management.
- › Impact manufacturing related resource use in Hampshire by identifying major opportunities and targeting action.

Formal Education & Training

Sustainable production and assembly techniques are currently not a standard element in many training programmes for business, and not an integrated element of many relevant college and university courses. Current courses tend to perpetuate the current standards and procedures, if practices are to change the universities in Hampshire and the South-east Region need to be encouraged to add sustainability into their courses.

- › Identify and exploit opportunities to influence existing courses and training programmes, such as those in Business Management, Architecture, Construction etc., to include sustainability issues.
- › Identify any examples of local good practice and promote.

Market Development

To develop the market for recycled and secondary materials, more information about recycled materials (including where to purchase them and their performance and usage specifications) is required, to build trust. WRAP are leading on market development nationally, however there is a need to focus on local needs and markets.

- › Identify target material resource sectors where impact is greatest and ensure research and development is undertaken to capture reliable data on the performance and specifications of recycle for each application, enabling organisations to confidently use it in their design and production processes.
- › Trial new materials and products to enable products to gain credibility and trust in the market place by expand existing programmes.
- › Ensure best practice and research and development is shared across the country to the benefit of business in Hampshire
- › Maximise the use of secondary materials by liaising with industry specific partners and exploit opportunities to amend industry standards.

Influencing

Government plays a central role in influencing businesses to become more sustainable. It has three roles; to create an integrated legislative and fiscal framework, lead by example, and facilitate and disseminate best practice.

- › Work with business to identify barriers to sustainability and influence government to overcome them.
- › Engage with Government to help them recognise that the long term supply and management/disposal of materials is just as important an issue the provision of energy (electricity) and fuels and raise the profile of materials supply.
- › Influence government to provide funding for market evaluation, scoping studies and the promotion of manufacturing processes.
- › Challenge the government to ensure that its Sustainable Development Strategy is implemented, reported on and creates change.

The Local Authorities role in enabling others to take action in relation to sustainable development is important. However, leading by example is equally important and Local Authorities in Hampshire need to adopt sustainable business practices and environmental management systems and promote this achievement to others in Hampshire.

- › Local Authorities to develop and implement sustainable business practices, sustainable supply chain management and green procurement strategies across their organisations.
- › Promote Environmental Impact Assessments and Strategic Environmental Assessments and their relevance in planning and policy processes.

Business is the key audience in relation to the production of products and services and stimulating change is a long term project. Therefore it is important to focus efforts on the major business groups in Hampshire; service sector, tourism sector, manufacturing, small and medium sized businesses and construction, in conjunction with existing work, as outlined below.

▪ Service Sector

The service sector has been identified as an area where action is required in terms of waste minimisation and the development of sustainable production practices. This will go beyond the borders of Hampshire; however Hampshire could facilitate the

progression of the use biodegradable packaging and encourage the composting/alternative processing of food waste.

- Identify common ground to create wholesale change in the service sector by identifying opportunities to develop partnerships with organisations such as the British Retail Consortium (BRC).

▪ **Tourism Sector**

Tourism is one of Hampshire's major generators of wealth and employment and therefore has a great impact on Hampshire economy, environment and society. This sector should be encouraged to change their business practices.

- Identify and engage with the tourist industry and relevant bodies in Hampshire to discuss possible sustainability initiatives for the tourism sector; developing 'Green' Schemes such as those found in the Isle of Wight and Scotland.

▪ **Small and Medium Sized Enterprises (SME's)**

Small and Medium Sized Enterprises make up a large proportion of businesses in Hampshire and therefore are a key audience. SME's are also extremely difficult to influence and engage with as they are often extremely busy and extremely focused organisations.

- Engage with existing SME support organisations to deliver messages relating to maximising resource efficiency and minimising waste.

▪ **Manufacturing**

Manufacturing and production based industries are often major consumers of raw materials, therefore if maximum resource efficiency is to be achieved these types of business in Hampshire need to be identified and targeted for action.

- Identify who manufactures and produces products in Hampshire and influence their resource use.
- Build on existing networks and organisational bodies to share best practice amongst resource intensive businesses.

▪ **Construction**

The construction industry is a major consumer of raw materials in Hampshire, it is estimated that the total construction, demolition and excavation waste is about 1.5 million tonnes per year. A number of materials can potentially be recycled from this waste stream, including: aggregates; soil; wood; plastic; metals; paper and card. For more information see the Construction and Demolition Waste Resource Paper.

- Increase both the quantity and quality of recycled aggregates in Hampshire by engaging with relevant construction bodies in Hampshire.

Maximising Material Recovery

Feedback from SME's indicates that recycling is a problem for them due to the lack of affordable collection systems available. The unauthorised use by businesses of Household Waste Recycling Centres (HWRC's) and household bottle banks has been causing concern from both businesses and district councils. Recycling is often the starting point for a business to get involved in sustainable development issues and so recycling schemes should be instigated for businesses in Hampshire.

- Encourage the use of commercial waste collections and bring systems on industrial estates.