

Ambulance + Transfers Ltd:

Demonstrating Environmental Objectives

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Section 4 – Sustainability / Q12:

Describe how you plan to demonstrate your organisation's environmental objectives and how environmental performance is enhanced for its significant environmental aspects.

Ambulance + Transfers Ltd. (ATL) remains committed to achieving its environmental objectives and to the continual improvement of its environmental performance in doing so. Supporting this commitment is our belief that a sound environmental policy requires a strong, internal and external communication strategy. We articulate our objectives by demonstrating how we meet them. Therefore, to implement such a strategy, we will maintain the following measures to maximise a public awareness of both ATL's environmental policy and its objectives:

Media:

ATL website content

- Online marketing team ensure a clear declaration of environmental objectives
- We articulate a clear definition of ISO environmental accreditations
- We maintain a full citation of environmental achievements
- We maintain a full citation of environmental charity partnerships
- Online marketing continues with regular blog/vlog posts and social media activity profiling ATL's environmental policy and practice, with particular attention to case studies
- We provide full access to our annual environmental report

Public Relations

- ATL host press releases to relevant industry publications for the promotion of our environmental achievements
- We out-source sector-specific blogging to promote objectives and performance

- We undertake the formation of partnerships with relevant environmental charities including the *British Ecological Society*, the *Energy Saving Trust* and the *Campaign to Protect Rural England*.
- ATL marketing department will explore the potentials of *influencer marketing* as it evolves its social media presence. This will incorporate reputable names in the automotive/transport industry with more specific focus on technological innovations

Branding Guidelines:

- The ATL marketing and design team will undertake a full corporate ID review to finalise and integrate all up-to-date accreditation/certification graphics into online presence, including internal and external communication templates
- This is to include all packaging designs that will be updated at outsourced suppliers
- All transport vehicle livery designs will be outsourced to undergo all necessary modifications that reflect these accreditations
- Similarly, all relevant employee uniforms will undergo superficial modifications reflecting all current environmental accreditations

Employee Training/Input:

- ATL will introduce upgraded employee training modules in all aspects of its environmental policy, and will include specific tutorials on our environmental management manual
- We will implement periodic training and review sessions with personnel to maintain awareness of and commitment to the meeting of environmental objectives.
- We continue to encourage employee input for the improvement of efficiency in environmental performance
- The election of an environmental 'champion' will be held to further support employee awareness and motivation

Contractors/Partnerships:

- An annual environmental report is issued to all stakeholders

- Training sessions are provided by ATL to outline business procedures and to highlight environmental issues and objectives
- ATL will facilitate a formal process for signed-document acknowledgement of information/training received by all external parties

Central to ATL's strategy has been the graduation to an **ISO 14001 Environmental Management System** (EMS) from our previous **ISO 9001** framework, a transition that has necessitated a clearer, more structured approach to our methodology.

As part of this renewed approach, ATL has also adopted the **PDCA** cycle (or 'Deming cycle') to establish a more robust and quantifiable procedure through which to address all significant environmental aspects identified. In doing so, ATL can tangibly define its progress towards the meeting of its objectives.

Furthermore, we have chosen to incorporate the **PAS2050** standard for the ongoing assessment of our vehicles' emissions; a standard through which we gain valuable insights into how further reductions to these emissions can be made. The foot-printing exercises integral to this process provide us with a baseline against which to measure such future reductions, whilst helping to identify further opportunities across all business operations.

As a result, the past twelve months have afforded some impressive achievements: a 15% reduction in on-site, consumable waste, a 4.7% reduction in carbon emissions, a 20% increase in recycled paper items and a 5% overall reduction in electricity consumption across all departments.

To conclude, in undertaking the enhancement of our environmental management system through the ISO 14001 accreditation, ATL enhances its environmental performance.

Finally, the ISO 14001 EMS features a register-of-legislation for indexing all relevant laws and codes concerning business activities, one which includes notifications of any *imminent* legislation related thereto. This creates a capacity for prompt adaptation to changes in compliance regulation, thus providing stakeholders with a supreme confidence in the credibility of their partnership with Ambulance + Transfers Ltd.