



GREEN MARK CASE STUDY



Red Kite Learning

Organisation background

Red Kite Learning is a social enterprise that believes in equipping people with the knowledge and skills to fulfil their potential. We provide advice, training and support to unemployed people in and around London to assist them in finding sustainable employment or a route in to further training.

Why Green Mark?

We became aware of Green Mark through our involvement with London Environment Centre's sustainability seminars, funded by the LSC. It attracted us because it was focussed on achievable targets for small businesses, and it was clear what was required in order to achieve it.

Significant changes

- Introduction of recycling systems for paper, glass, metal, plastic, batteries and toner cartridges.
- Implementation of an energy 'switch-off' campaign.
- Staff education on waste saving measures and a new sustainable development section included on the staff extranet.
- Switch to more ecological suppliers for stationery, couriering and printing.
- Monitoring of electricity and gas use to ensure drop in usage.
- Old IT equipment donated to organisation that will refurbish and donate it to low-income families.

Advantages of Green Mark

We have noticed a drop in costs in a number of areas. Our energy bills have fallen as we are using less electricity and gas and our waste bills have fallen, as it is 40% cheaper to recycle waste than to dispose of it normally. By encouraging reuse of old materials such as packaging and envelopes we have reduced our dependence on new products. In addition, by being one of the first organisations of its type to gain the Green Mark, Red Kite Learning is able to demonstrate that it is a forward thinking organisation, and as such is more likely to gain funding to deliver more of our work in the future. We believe we have pre-empted requirements that will be put upon us in the future, and by acting now we have reduced the impact of any changes in requirements put upon us. We also believe that we have made ourselves a more attractive place to work as a result of becoming more sustainable, as increasingly staff expect their employers to care about environmental issues.

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