

PREVISTA LIMITED

COMPANY BACKGROUND

Prevista is an independent London based company promoting innovation, excellence and achievement in three public policy areas: social, economic and cultural development.

We work in partnership with many public sector organisations such as Enterprise Agencies, Local Authorities, Business Links, Colleges and Universities as well as private training providers to deliver our services.

We have extensive service and industry knowledge and provide services in four key areas:

- Skills and brokerage
- Business support
- Research and development
- Programmes and partnerships.

WHY GREEN MARK?

As sustainability continues to take on an increasingly significant role in our personal and working lives, Prevista wanted to make sustainability an integral part of our organisation.

In doing so, we wanted something that would not just be a plaque on the wall, but rather something that would stretch us and really ensure we were serious about sustainability.

Prevista went for Green Mark because it is a widely recognised, rigorous accreditation that is a clear sign of an organisation's commitment to environmental and social sustainability. In addition to this we feel it will improve our image and brand, will help with tendering opportunities by meeting procurement requirements and will help improve our business environmental performance.

WHAT YOU HAVE DONE TO GET GREEN MARK?

To get Green Mark, Prevista appointed a green champion to coordinate the goal of Green Mark accreditation; someone who would be a figurehead for sustainability in our organisation and get us enthused about becoming a sustainable business.

Andrew MacPhee, our green champion, organised an initial environmental audit with The London Environment Centre which laid out our accomplishments thus far and what we needed to achieve.

Over the course of the next year, the green champion gained executive buy-in from our directors, and worked closely with the quality division to set up clear evidence of the changes we were making to become more sustainable.

These changes included:

- Revising and republishing our environmental policy
- Encouraging more economical printing, such as double-sided and the use of scrap paper
- Switching to a taxi firm which uses hybrid vehicles
- Using a "local loop" paper recycling firm
- Creating a program which shuts off unused computers after a certain time
- Instituting a "lights-out" policy and encouraging people to turn off unused lights

- Starting a news spot in our weekly internal newsletter about sustainability
- And many, many more.

WHAT IS THE MOST SIGNIFICANT CHANGE YOU HAVE MADE?

The most significant change we have made is in the actual attitude of the company: a year and a half ago, sustainability was only really an issue with a few people. Now however, everyone in our organisation, as well as partners and clients, know that sustainability forms a critical part of our commitment to regeneration. This includes setting targets for reducing consumption such as reducing paper usage by 10% next year.

WHAT BENEFITS YOU HAVE GAINED OR ARE ANTICIPATING AS A RESULT OF GREEN MARK?

We are anticipating a number of our costs, such as for energy consumption and paper purchasing, will go down as a direct result of the changes we have made for Green Mark. In addition, there is improved staff moral and improved chances of winning work as a result of the Green Mark recognition.

James Clements Smith
Managing Director