



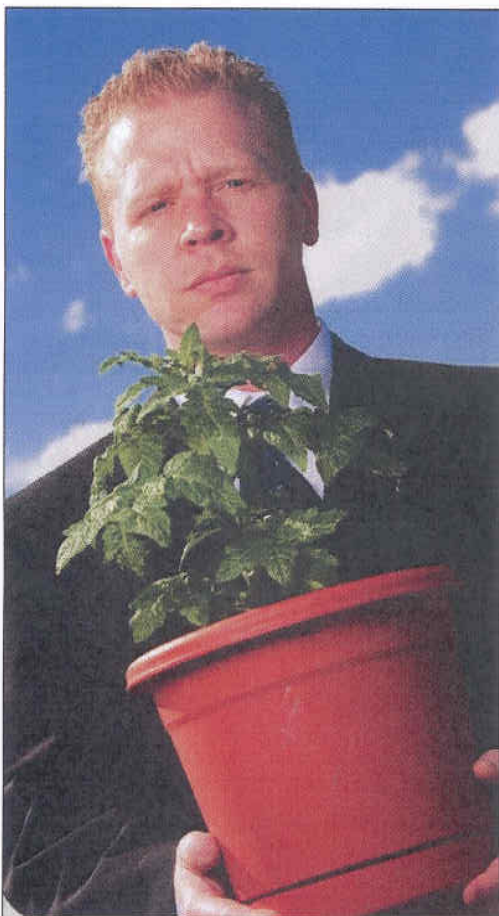
Alex Carmichael – BSIA

When we talk about being “green” and whether a security supplier needs to be portrayed as environmentally friendly, the European Environmental Directives should immediately spring to mind. Considering their aims, and the fact that they have been enacted in the UK, gives a clear indication of our industry’s ongoing commitment to the environment.

The European Environmental Directives aim to reduce the amount of waste generated and by replacing or reusing hazardous materials used in products by finding non toxic alternatives and by improved manufacturing methods. These Directives will also encourage the reuse and recycling of materials and improve the final disposal, making landfill the last resort.

According to statistics published by the European Environment Agency, the EU produces 1.3 billion tonnes of waste per year, of which 40 million tonnes are hazardous. A staggering total of 65% of this waste is either burnt or goes into landfill, which can cause harmful pollutant effects to the air by the release of CO2 and methane gases as well as having pollutant effects to the water and soil as chemicals and pesticides leak into the earth and the groundwater.

In this time of economic austerity, best practice and corporate social responsibility are high on the corporate agenda, and suppliers of security and business continuity solutions should be promoting the benefits of both to clients. With the introduction of more and more government legislation surrounding the effects of



Green at any cost?

Is it important for security/business continuity suppliers to be portrayed as environmentally friendly or do you think that being seen to be ‘green’ is really just a marketing gimmick in our sector that can be put on the back burner while there is less money around?

business on the environment, clients will increasingly look for suppliers who actively seek to reduce the effect their business activities have on the environment.

This can often present real business opportunities for security and business continuity suppliers, as many clients will not necessarily have their own environmental policy in place, or indeed fully understand their obligations under current environmental regulations. Therefore, engaging with clients at an early stage in this process and highlighting ways in which suppliers can help them reduce their environmental footprint will make a supplier’s service even more valuable to their customer. Many security companies already have such measures in place, with security officers tasked with turning off lights, switching off computer screens as part of their daily patrol, small measures that can have a significant impact on their clients’ utility bills.

In order to avoid compromising security, suppliers should make an effort to understand the environmental policies of each client. For example, consider the disposal of confidential information on both paper and computer discs. Where is waste stored? Is hazardous waste mixed with normal waste? Does it pose a fire hazard? And so on. By understanding such key environmental issues, the security supplier can provide added value to the client and demonstrate tangible cost-saving opportunities along the way.

The amount of environmental legislation will grow as more restrictions are placed on both individuals and business with regards to how they use energy and how they dispose of waste products. The security industry as a supplier of services is well placed to help its clients in meeting the requirements of such legislation, while using the ‘green’ agenda to provide real added value to clients.



Richard Bailey – Advance Security

The suggestion that security suppliers who take environmental issues seriously do so for marketing gains is becoming outdated. While companies could once get away with ‘greenwashing’ their products and services, the public has grown wise to such unfounded claims. Similarly, in our industry, simply talking the talk is no longer acceptable. Security providers must be prepared to show they are wholly committed to the eco cause. Evidence of a proactive environmental stance now carries a lot of weight when it comes to the tendering process. Clients are consciously seeking suppliers that are demonstrably supportive of protecting the environment and wider CSR principles, and in this respect achieving and what’s more keeping the relevant accreditations is fast becoming a requirement. Another emerging trend is that clients are turning to →

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their security suppliers to take the lead, or at least have an active role, in reducing the environmental impact of their security provision. At Advance we're very proud of the fact that we've retained the ISO14001 Environmental Management Standard following two successive audits and – in truth – surprised by the significant impact simple measures such as introducing paper usage policies and using tele and video conferencing facilities to keep mileage at a minimum has had on our operations from an environmental perspective – with no additional cost to the business. It goes without saying that introducing these initiatives resulted in a reduced carbon footprint within the first year. What's been more surprising, however, is the fact that while we aimed to maintain these lowered levels we have actually managed to further reduce our emissions year-on-year in tandem with growing the business. As an upshot of this, our clients are now coming to us to apply the lessons we learned in leading our own organisation on a more environmentally efficient path to help them too benefit from a greener way of working.

Indeed, the industry's focus is no longer entirely fiscal. Clients are open to collaboration when it comes to trying to establish the best possible security provision with the least cost to the environment. In many cases we've set up project teams where client and Advance representatives regularly meet to discuss environmental points. Whether it's investing in electrical or low emission vehicles, introducing staff suggestion schemes or encouraging procurement to become more inquisitive about suppliers' environmental policies, having an open forum helps keep the issue front of mind and more importantly makes sure there's a task team to take any viable ideas forward.

Though clients are clearly starting to sing from the same hymn sheet the onus is now on us to move this sentiment further down the supply chain. Not many

uniform or IT suppliers, for instance, could produce ISO14001 certification. In the same way that client expectation has to some extent propelled an environmental awakening among our professional peers, we must now apply the same pressures on our suppliers and in turn our suppliers' suppliers to make sure we're all working towards the same goal. All stakeholders across the security business must be able to substantiate their sustainability claims - otherwise we're unwittingly giving those cynics that dismiss green issues as a marketing gimmick a legitimate leg to stand on. I know I've said it before but accreditation, accreditation will ultimately win-out. Being 'seen to be green' simply doesn't cut it. The proof is in the pudding - or at least on the British Standards certificate.



Lorna Andersen – BSI

The easy answer to this question is that it all depends on the purchasing company's environmental and social ethos.

Nowadays, many organisations are “green-savvy”, looking towards their supply chains to ensure their suppliers and partners “green contribution” meets their own green policies and objectives. The key is “sustainability” and as BCM practitioners we should applaud this, even when the spotlight turns to us. As a service, business continuity management (BCM) either through external consultancy, tools or software and even an internal BC team is now under scrutiny to ensure organisational green values and beliefs are being upheld. Indeed for some organisations, their carbon footprint or ethical sourcing policies may be as important to its success as its bottom line. Don't forget, some organisations' brand and reputations are inextricably linked to their approach to procurement.

The act of being “green” is really about building a responsible, resilient and sustainable community, so it should come to no surprise that BCM service providers



may also be asked to prove their "green credentials" before being short-listed for new work. "Sustainable procurement" is fast becoming the key practice to purchasing products and services that reflect the economical, environmental and social philosophy of the purchasing organisation. Purchased products and services account for more than 60% of the average company's spend (Degraeve, Z and Roodhooft, F (June 2001) "A smarter way to buy" Harvard Business Review) so if a supply chain's environmental and social footprint equals or exceeds the purchasing organisation's, the business' resulting exposure to supplier activities becomes untenable – as does its vulnerability to adverse environmental and social impacts caused by its suppliers, BCM suppliers included.

Looking at it from a risk perspective, any organisation who adopts a sustainable procurement approach may for example reap rewards such as strengthened brand, enhanced reputation, improved community and stakeholder relationships, minimised legal implications, minimised risk of supply discontinuity through active metric based performance management and even, in some cases reduced insurance premiums, converting theory into real cash savings in this hard economic climate. The proactive organisation understands that aligning its corporate objectives with sustainable purchasing may actually enhance its customer approval and ultimately may help win new business and markets. Therefore, BCM suppliers may increasingly find their green credentials under scrutiny, and as such those who can tick the "green boxes" may actually find themselves market leaders. Can you as a BCM supplier afford to put your green intentions on the back burner, if your competitors don't?



Peter French – SSR Personnel

The supplier, who ignores the green procurement code, does so at their peril.

Regardless of how your margins are being depressed, environmental responsibility has to be taken up by all parties. For many clients their environmental traction will only be through their suppliers.

In an outsourced agreement brand name clients might not be able to "go green" but for the innovative partner going green is an opportunity. Whilst waste and energy might be a focus to deliver green credentials, there are areas that suppliers can benefit themselves economically, whilst helping clients to reduce carbon emissions. Delivery of a service can show real benefits through hybrid vehicles, product sourcing, recycling into product, water sourcing and delivery miles. In the next few years cycle energy, the number of carbon units to turn waste to product, will have to be of greater interest but in the near term turning throwaways into decorative or actual use will remain catching to the purchaser.

After being so wasteful in our consumption it is chastening to know that we have a role to save the planet, whilst saving money. Ten years ago automated light sensors in infrequently used areas to be deployed would have elected the comment from your installer "take years to get that cost back". Now as we experience high energy costs and alarmist calls that "blackouts are here in five years" or that "the Russians will turn off the taps" new challenges but with new technologies. This is our hope for the future, if only if we can keep up.....



Martin Woollam – Carlisle Security

In my view it is not important to be portrayed as green, it is important to be and act green!! I think it is fair to say that we face real issues where the environment is concerned and we all need to play our part or at the very least evaluate our impact on the planet.

Just recently we have conducted a full review of our fleet and as a result we have made some significant changes. Why? Because we want to look good? No. Because we want our clients to see we are being environmentally friendly? No. Because it makes good business sense.

A fleet review may seem a relatively harmless process but at the end of it we had managed to reduce our CO2 emissions by 20%. Mainly by sending back vehicles that we didn't really need or swapping to more environmentally friendly engines for high mileage vehicles.

Therefore we have saved money by reviewing such simple items and looking at things from an environmental perspective. This means that rather than putting it on the back burner while there is less money around we have saved money in the short term and invested in a greener fleet for medium to longer-term benefits – thus creating money if you like.

God knows our industry generates enough paper to sink a battleship thus I feel it is our duty to look how we perform and operate. The use of technology and digital storage methods too is on our agenda to embrace over the next 12 months to reduce paper wastage and increase efficiency for front line personnel. How much time do we waste filling in paperwork, filing and posting etc? It needn't be that way.

I actually think that "Green" or "Environmentally Friendly" should become part of our daily lives. It challenges our views and methods of service delivery, which surely is a good thing. If it makes things safer and more economically viable then even better.

Stripping away the media visions of Swampy, tree hugging et al, we can make a difference, we can contribute to improving the environment and it doesn't have to cost the Earth!!!



Tony Makosinski – Honeywell

An environmentally friendly service is no longer a gimmick, rather it is an essential asset for a security supplier. Carbon footprint is an increasingly important issue for businesses everywhere with 'green' targets being imposed on them week-in-week-out from local authorities and in some cases their own management team. In this context, anything an installer can do to help their customer be greener is a real unique selling point.

This issue is particularly relevant in the public sector where organisations typically have more aggressive green targets as the government pushes to meet ambitious EU carbon reduction goals. For installers looking to drive down the carbon footprint of their offering, emerging remote servicing and routine inspection technology are key areas of investment to investigate.

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