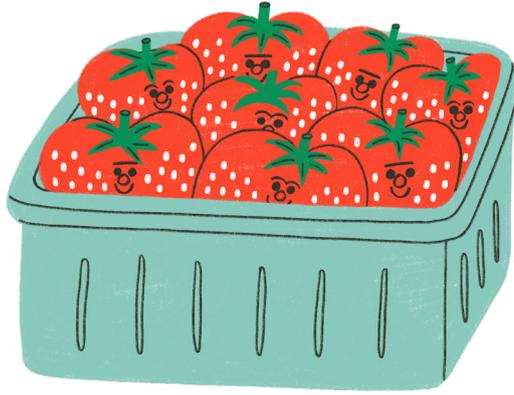


glee



A Greener Future for Garden Retail



Contents

EV charging	3
The future of sustainability	5
Case study: Barton Grange	11
A tax on plastic packaging – everything you need to know	15
Responsible sourcing and a transparent supply chain	18
Glee consumer research project	21
Sustainability – your ‘need to know’	25

EV charging



Every journey we see more and more electric vehicles on the road. The futuristic design and green tabbed registration plates make our road network look more like an outtake from Tron than ever. Now, with the 2030 deadline for the ban on petrol and diesel cars fast approaching the need to support EV driving customers is one aspect that is leaving garden retailer scratching their heads, asking “when is the right time to install EV charging facilities?”

Garden centres are heavily dependent on car users, so providing EV charging stations in their car parks – especially for those with spaces for hundreds of vehicles – appears to some to be an obvious opportunity, both to provide a customer service and to create a potential new revenue stream.

However, the mood is that little clear information is readily available, with many retailers worried that costly installs will quickly become outdated technology. But on the other hand recognise that providing EV charging points will not only aid customer access but will also work towards sustainable goals and helping to reduce environmental degradation.

Leading trade publication, Garden Trade News, recently undertook some research amongst leading UK garden retailers to find out more about the appetite for EV charging stations, the feedback to which was disappointingly low, perhaps an indicator that EV charging is not yet a top priority for most. Meanwhile, it would seem there is a growing need for more information from suppliers to add clarity in what is still a fledgling marketplace and make it easier for garden centres to decide whether to become adopters at this early stage.

Those that have already jumped on the EV bandwagon include Dobbies, who has pledged to install charging hubs in 30 of its 68 stores in a deal with

GRIDSERVE, while the Blue Diamond Group has recently signed a deal with MER to install more than 300 EV charge points across its 39 stores.

Bents Home and Garden in Warrington installed a Tesla charging station two years ago. Talking about this, Matthew Bent said: “Overall, our experience has been really positive. It started very slow when we installed them with very few people using them. With the increase in the number of electric cars we find they are occupied around 40-50% of the time, but it’s like buses, no one on and then you have a queue of people waiting.”

He says that it’s difficult to know for sure now whether EV charging benefits the business but tends to think it will in the long run. “It is a ‘nice to have’ but going forward, having a network of charging points the customers can use while they wait will be seen as a key service which garden centres should offer. As an electric car driver, I know how hard it is to find and use charging points at the moment.” Taking the long view, Bents plans to install more charging points in the next 12 months.

For those retailers still unsure, we have caught up with Scott Bishop, Head of EV at Alpitronic, experts in EV charging and consumer electronic innovation since 2009. Here’s Scott tells us more about the benefits of EV and hopes to address some key concerns.

Increase dwell time

When looking at EV charging there are a number of obviously beneficial reasons to add them to your store's offering. For instance, most customers at a garden centre will have driven to get there and this includes EV drivers. By having facilities to support the charging of their vehicle you will not only earn brownie points but more importantly you can increase dwell time.

Dwell time is the time required to charge, or part charge the vehicle. Garden centres are already well placed to ensure customers stay onsite for longer than they normally would in other retail environments. From browsing the many different departments, enjoying a lunch or coffee with friends, garden retail already offers significant dwell time; time where customers will not become bored or disconcerted with the wait time. With EV charging it is possible to see a natural extension to this dwell time as customers look to maximise their charge time. The best part – increase dwell time equals increased revenue as customers spend more whilst they wait – an extra coffee here, or that impulse buy they just couldn't resist.

...there is also a grassroots movement towards greater environmental awareness and environmentally positive actions.

The Future of Sustainability

Generate revenue

In addition to driving up the average basket spend garden retailers also have the opportunity to generate additional revenue by working with charging point operator (CPO).

In simple terms, garden centres can provide land onsite where a CPO will do all the hard work, including installation and maintenance. The CPO then pays the 'landowner' ground rent, helping to increase annual turnover of the garden centre.

Each CPO will work with a retailer to identify their individual needs, including average dwell time, saturation of EV in the locality and also which charging station would work best for your customer demographic ([slow, fast or rapid](#)), as well as taking into account other charging points within the local road network. In addition, CPO's will also look at existing infrastructure to ensure that the addition of a charger will not put too much pressure on the grid.

Scott summarised by saying: "Adding an EV solution to your retail mix doesn't have to be overwhelming. By working with established partners and adopting a scaled-up approach you are able to stay ahead of the latest developments without having to invest huge sums. The shift towards electric vehicles is inevitable as the importance of sustainable solutions continues to take centre stage. With so much at risk environmentally, there has never been a better time to place your stake in the ground and make your intentions clear. With EV retailers are offered multiple benefits; benefits for their top line, for their customers and the environment."

Useful resources:

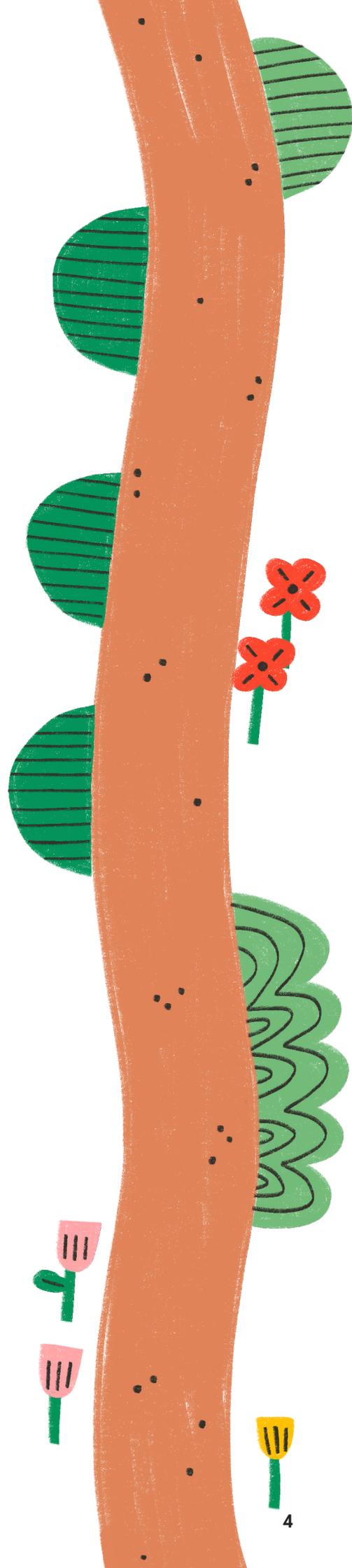
Alpitroni

ZapMap

The EV Network

GeniePoint

Osprey



The future of sustainability

Working with consumers towards a common goal



Sustainability can no longer be considered a momentarily hot or passing ‘trend’. It represents a seismic lifestyle shift, which not only affects the socio-economic fabric of life in the developed world, but also the political sphere at both a global level and at the heart of local communities.

That life on Earth is changing at an almost overwhelmingly rapid pace is very evident. Not only are global institutions such as the UN, WHO and WEF prioritising a corporate reset towards ESG (Environment, Sustainable, Governance) goals, which are directing the way we do business in the UK and beyond, but there is also a grassroots movement towards greater environmental awareness and environmentally positive actions.

As Hannah Craggs, Head of Subscription at TrendBible says: “It’s no longer enough to be sustainable. We must be regenerative. This is the movement sweeping across design disciplines to completely overhaul the way we perceive, build, and create.”

“ It’s no longer enough to be sustainable. We must be regenerative. ”

Hannah Craggs
Head of Subscription at TrendBible

As we regroup and move forwards from the incredibly challenging days of the pandemic we walk headlong into the equally urgent and even more awesome challenge: How to live and work in a far more sustainable way. Now is the time when we must focus on the huge significance of sustainability, the environment and climate change. As Ms Craggs points out. "It's time to go beyond sustainability and beyond circularity. It's no longer about buzzwords – instead it's time to investigate and invest in regenerative design.

"Businesses must educate and inspire customers on a radical new journey back into Mother Nature's never-ending circular plan – for everything."

Winning consumer trust

As the effects of climate change and ecologically devastating practices of the past – and present – become ever-more apparent, increasing numbers of consumers are experiencing grief at the damage that has been done to our planet and everything that lives and grows here: From humans and other mammals right down to plants, insects and the tiniest of sealife.

The loss and devastation of formerly pristine environments such as rainforests and coral reefs, freshwater rivers and peatlands, is a source of collective grief, which is greatly impacting the way in which consumers shop. More and more people are demanding reassurance about the sound provenance of products and the materials that are used to make them.

As consumers start to care more, they are also becoming more sceptical about the true intentions of businesses when it comes to environmental issues, becoming ever-more inquisitive about the ethics, values and behaviours behind products and services. If an item is not made from recycled or recyclable materials, then why not, they wonder; does the maker not care about the environment enough to bother? Have those cheap cotton clothes been produced using slave labour? Do beauty products contain damaging palm oil or damaging chemicals? Have foods being produced in a way that causes unnecessary pain and suffering to animals?

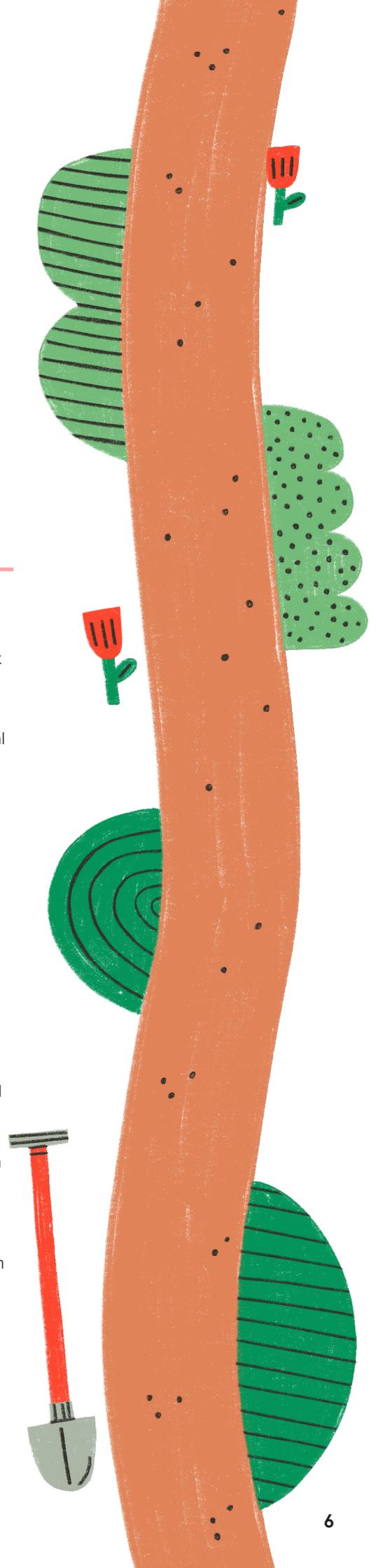
At the corporate side of the equation Glee exhibitors have, for some time, been engaging with the sustainable requirements demanded of them at government level. Some of the requirements which most impact our industry include: the need to reduce the amount of plastic used in packaging; the move towards peat-free growing media; the reduction of harmful chemicals in pesticides and herbicides; water and energy-saving solutions and the introduction of recycled and recyclable materials into new home, gift and gardening products.

As the questions proliferate and deepen, consumers across all demographics are turning to peer group recommendations as they seek the most genuinely eco-conscious brands and best-practice behaviours from the companies they engage with. The massive prevalence of social media now means that all consumers are potentially influencers and those with the largest followings exercise considerable power to make or break brands.

The new expectation that businesses must 'do no harm' can, however, be an inexact science, depending on individual consumer consciousness. In whatever way that mandate is interpreted, company owners cannot afford to ignore matters of sustainability or attempt to fool consumers by greenwashing their operations. Transparency and honesty in business practices and communications are seen as essential by consumers and will be vigorously called-out where they are lacking.

For the consumer who is in a position to prioritise environmental concerns, sustainable design and production is not a mere trend but a way of life. For many it is a way of life that is essential for the survival of the human race and some of those are willing to significantly disrupt the rest of society – and especially businesses – until everyone adopts the same ecologically zealous mindset.

It isn't just consumers who've become more demanding. The



former Governor of the Bank of England, Mark Carney, has warned that firms which ignore the climate crisis risk bankruptcy, explaining that global financiers are influencing public opinion in order to minimise their own risk when choosing where to invest. "Companies and industries

that are not moving towards zero carbon emissions," he said, risk being punished and ultimately "cancelled", to coin a popular phrase. "The global transition needed to tackle the climate crisis," says Carney, "could result in an abrupt financial collapse."

...companies and individuals who do not choose to shift their behaviours in a more sustainable direction will – sooner or later – be forced to change.

The Future of Sustainability

Made in Britain

When it comes to sound provenance, consumers are turning in their droves to British-made items, from locally produced food and drinks to handmade furniture and crafts, with multiple social media groups and sourcing sites devoted to promoting British manufacturing.

As well as being a hit with patriotic consumers who want to support businesses they personally know and trust, locally made products are already a sustainable solution because they do not require costly haulage across often great distances.

With an eye on the sustainable angle, Made in Britain CEO, John Pearce, wrote in his [opinion piece](#), The road ahead for British manufacturing – five fundamental shifts for 2023:

"A particular focus needs to be put on the green transition and its impacts on the competitiveness of our industries... Simply outsourcing the dirty parts of manufacturing processes to other countries will neither help British industry nor the environmental goals of a cleaner planet. We think that special fiscal measures could be introduced to reward green investing, helping to accelerate the green transformation of businesses of all sizes to a more circular, waste-zero economic model."

"The government has moved their British-made procurement target from 5% up to 50% and we want to help them move that needle even further with proximity and quality our absolute priorities. We want to see the

government assess the total product miles across all public procurement to encourage British tax paid pounds to be paid to local British suppliers and manufacturers".

Whilst it is a certainty that British consumers want to buy more British goods, there is still confusion over provenance which retailers can help to resolve by clearly labelling items that have been locally sourced. The Made in Britain 'Buying British' survey shows that 80% of consumers would like to buy more domestically-produced products.

Sir Tim Smit, founder of the Eden Project, has the clear view that the desire to buy local produce will be a big driver of consumerism in the years to come. In an interview with [The Telegraph](#)¹ he commented: "I think within 20 years we're going to see a very large social change towards a muscular localism. The pandemic has demonstrated to an awful lot of people that they've got great disquiet of being vulnerable to things that are outside of their control... You're going to see people saying, "we want to be able to grow what we need to eat within 30 miles of where we are and we can."

Garden centres can adopt leadership positions in this robust quest for not just sustainability but self-sufficiency, helping to develop and support circular local economies where the small-scale growing of organic food is seen as a lifestyle essential.



¹ Interview by Harry de Quetteville, 6 November 2022

New products for a new generation

It is the formulation and creation of products that will meet the wants and needs of environmentally-conscious consumers that occupies the minds of researchers, designers and developers everywhere.

This has had an incredibly positive impact on the gardening industry, driving innovation and helping to bring about a new generation of environmentally sound products that are rapidly becoming best in class, scooping up awards, flying off garden centre shelves and winning support across all forms of media.

Retailers have long been conscious of the fact that consumers love a product with a great story and one of the many strengths of sustainably created articles is that they so often have wonderfully positive back-stories, helping to deliver messages of hope to those who utilise them.

Young environmentally-conscious influencers are often the first consumers to discover these hero products and bring them to the consciousness of wider markets. They often have the power to generate huge followings amongst the younger generations of grow-your-own and houseplant parents, who are avid for information about best growing practices and horticultural advice in general. Any kind of sustainable lifestyle 'hack' is sure to generate a flurry of 'likes' from these enthusiastic and engaged consumers, who generally turn to social media for guidance rather than books, radio or television.

Dubbed the 'Conscious Consumer' by trend specialists TrendBible, these new environmentalist eco champions are "seeking a zero-waste lifestyle and will always be conscious of both their own

health and that of the planet", says Trend Consultant Rebekah Hutchinson. Equally, they are keen to exert their sustainably-focused influence across all consumer markets, be that food or clothing, transport or energy, garden, home or giftware. They are also the driving force behind macro trends TrendBible has identified, including the 'Wasteless Home' and 'Restore & Rewild'.

It therefore stands to reason that companies and brands that meet with the approval and capture the imagination of these powerful influencers, have an opportunity to benefit from invaluable product promotion and trusted peer group endorsement. On the other hand, those who fall foul of this environmental ethos run the risk of being named and shamed – even cancelled – via mass-market platforms.

These savvy new environmentalists are passionate – even zealous – and often very knowledgeable about particular aspects of their chosen subject. One example is advocacy NGO, Young Environmentalists Programme, whose "strategic campaigns come as a direct response to the need for partnerships between governments and civil society organisations, local authorities, the private sector, the research community, schools, colleges, parliamentarians, professional organisations, youth and women groups, in order to achieve sustainable urban/rural development".

Then there is Eco Resolution; a platform which, amongst its other activities, highlights the work of new environmentalists, such as Naomi Flores, Jefferson Estela and Ati Gunnawi Viviam Misslin Villafaña Izquierdo (see below).

Peat-Free Roundtable Discussion



Part 1



What about non-environmentalist consumers?

So how does all this filter down to everyday consumers, who might not necessarily agree with new environmentalist goals of eating less meat and dairy, driving less cars or reducing consumption of single use plastics?

Whilst the rocketing costs of energy and drought-induced water shortages are of genuine concern to many UK citizens, there are still a lot of people out there who don't bother to recycle, love to eat a steak and would rather not go out if they have to catch the bus or train instead of using their car. These people still have money to spend on garden and household goods, which puts the onus on suppliers and buyers to deliver them with products they need and will find desirable, which also fulfil the goal of all-round sustainability.

As we enter an era of buying less but buying better, consumers will be willing to spend a few extra pounds on something that can keep using for longer over time.

Single use plastics in particular are considered harmful by the majority of consumers, who don't just want to see plastics recycled, they want to see plastic production stopped. This is no longer a debate but a consensus conclusion and there is every indication that plastics don't just harm the environment but they also harm shop sales. Try replacing plastic-based products such as seed potting trays with sustainable alternatives and see how customers respond.

The leaps and strides that have been made over recent years in the field of sustainable product innovation has resulted in excellent alternatives to plastics, including a material made from fish scale and other forms of packaging that are biodegradable or even edible. Other companies have not quite removed plastic from the equation entirely but are at least removing it from the ocean by producing excellent quality gardening, homewares and gift items made from salvaged marine plastics.

From every perspective, the gardening industry should lead the way when it comes to educating consumers on the one hand and meeting sustainable expectations on the other, and yet many are

still languishing in the old world of corrosive chemical pesticides, peat-filled sacks of Earth, black plastic pots and cheap throwaway goods that have been carted halfway around the world before arriving on their shop shelves.

These sceptical 'old schoolers' stand in stark contrast with retail businesses which have already made amazing headway along the road to sustainability, even if Net Zero is somewhere down the line from where they currently stand.

Whenever a manufacturer or retailer objects that an eco-friendly solution is either too expensive or actually impossible to find or make, a pioneering new entrant to the industry is ready to prove them wrong. But all is not lost from the 'old school' vanguard. Far from it! The opportunities are there for the taking and you'll be amazed how soon you, too, can become a sustainability champion for your local community.

It is not commonly known that Scotland has become one of the most [nature-depleted](#) countries in the world, which is generating a strong local desire for **rewilding** in the UK's northernmost regions, supported by 77% of Scots according to a YouGov poll, although there is still resistance from those who have legitimate concerns about how this might impact existing farming practices. Garden centres in Scotland can get involved at the gentle side of this debate by encouraging wildflower planting that will bring more of those all-important **pollinators** to local areas.

Meanwhile in the Pennines and other areas where **peat bogs** are native, garden centres can build on strong local pride and interest in their natural heritage by supporting peat-free growing media and sharing information – be that online or instore – about these amazing natural resources that now need our protection.

You can also get the ball rolling by following some of the new environmentalists on social media to see how their blue sky sustainable thinking, courage and determination might inspire you.



New Environmentalists



Ella and Amy Meek
[@kidsagainstplastic](#)

British sisters fighting against plastic pollution and waste in the UK. They started Kids Against Plastic in 2016 at the ages of 10 and 12 and have since picked up more than 100,000 pieces of single-use plastic litter all across the country.



Qiyun Woo
[@theweirdandwild](#)

Singaporean environmental activist and artist who uses unique illustrations to raise awareness of complex climate issues and sustainability-related causes. From circular economy and sustainable finance to environmental policies and ecology.



Jefferson Estela
[@japestela](#)

A climate activist from the Philippines who has been working with Youth Strike 4 Climate Philippines, pushing for the declaration of a climate emergency in his country. He is also part of the National Inquiry on Climate Change as a community reviewer, and is the Southeast Asia and Pacific Co-Coordinator for the Loss and Damage Youth Coalition.



Nyombi Morris
[@mnyomb1](#)

Passionate about the environment after discovering that his native Uganda is highly vulnerable to extreme climate events and the floods which displaced his family are linked to climate change. Aside from planting trees and tackling plastic waste, he campaigns for free speech in his kingdom.



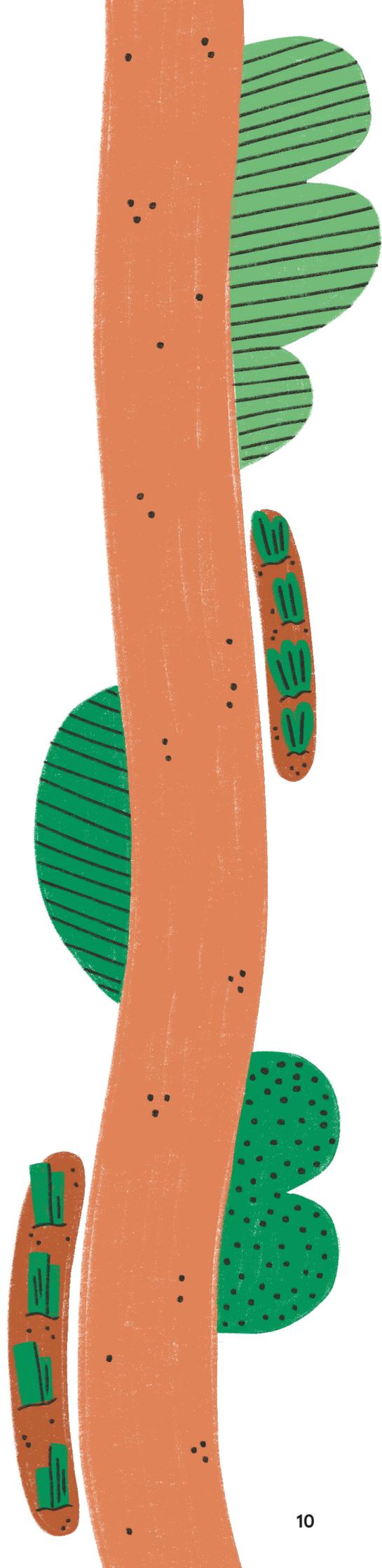
Licypriya Kangujam
[@licypriyakangujam](#)

Began advocating for local and global climate action at the age of six, by protesting outside the Indian parliament with a specific set of demands, including air pollution laws.



Autumn Peltier
[@autumn.peltier](#)

Fights for clean drinking water for First Nation communities in Canada and around the globe and advocates for the universal right to clean drinking water.



Barton Grange

Garden centres don't get much greener than Barton Grange. An independent, family-run business to the core and officially opened by HRH Princess Anne, Barton Grange has had a solid green ethos from the outset and strives to be environmentally friendly in every possible way.



Owned and run by the Topping family, the garden centre is part of the Barton Grange Group, which also includes two large plant nurseries, a marina on the Lancaster Canal and more recently, The Flower Bowl Entertainment Centre, which is a vibrant leisure complex offering premium entertainment, dining and leisure facilities.

With Geothermal Energy systems, borehole water supply and rainwater harvesting, a huge solar power array,

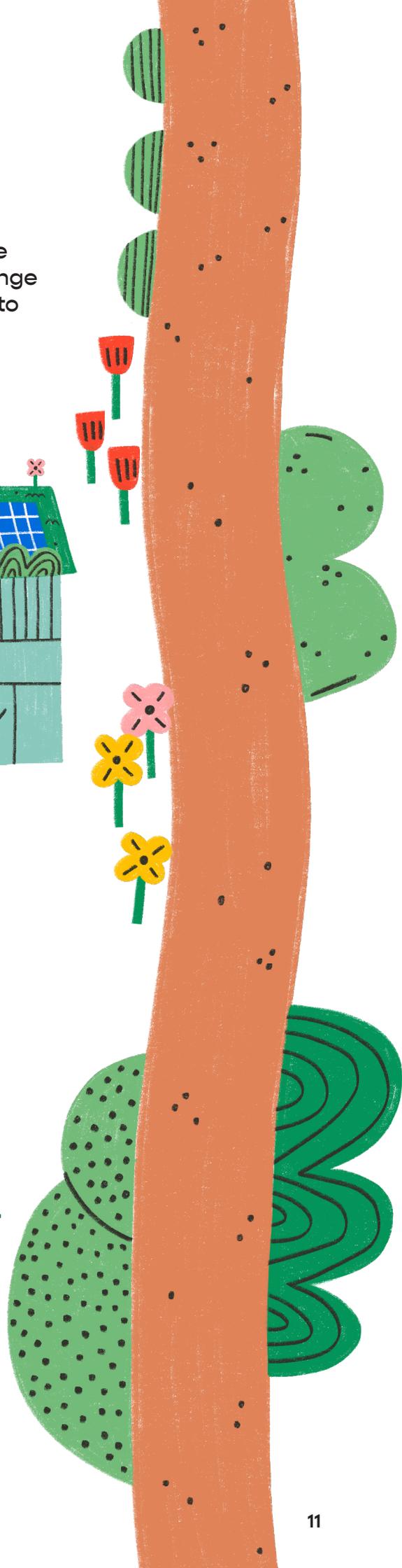
reclaimed refrigeration system, LED lighting, closely monitored product miles, onsite composting and a recycling system that would put many town councils to shame, the approach to doing business here is sustainable from every angle.

Glee met with Facilities Manager, Katy McIntyre, who has been with Barton Grange since the foundation of its present site at Garstang, Lancashire, in 2008, for a greater insight into how sustainability is done.

Water harvesting

The rainwater harvesting system was created from the outset as part of the groundworks in 2008, so it's part of the actual build. This is something that the owner, Guy Topping, wanted to do and he project managed the build. I worked with him very closely on this and other original features which contributes to the sustainable running of the business.

Rainwater is taken off the roof and into the tank, which pumps it through an intense filtration system before being used to flush the toilets and so on. Whilst this is a very effective system for much of the year, by summer the water tank was empty, so with hindsight we would have built it bigger. However, I don't think it would be possible to build a tank that



is big enough to deliver ALL the water requirements of Barton Grange, even though we have a very large site with a lot of available land to work with. I don't think that any garden centre could build one big enough.

You would also be very hard pressed to build one retrospectively because of the amount of pipe work that's needed. This is really the sort of thing you have to factor in from the very beginning of a building project, so I think it's only viable for new site construction.

In terms of cost, this comes with the initial outlay and filtration, which is a lot of money. You also need to be aware that the pipes need cleaning every six weeks or so as they easily get blocked with leaf debris and sand in our case as we're quite close to the sea. You can't just expect to run rainwater off the roof and hey presto, it's ready to use. The toilets would be blocked in no time if we did that.

Even though it is costly in terms of both time and money, for us it is balanced out by the sustainability

factor and the green credentials it brings. Nevertheless, in very hot, dry weather, we still need to revert back to mains supply.

I should also say that we irrigate a lot at Barton Grange – probably more than many other sites – because the owners want those plants to look absolutely perfect. We irrigate everything for an hour each morning and also at night. All the plants here are watered daily.

The bore hole is also something you'd really want to be putting in at the start. This brings up water from 50m underground, which is then triple filtered to give us deliciously pure drinking water. Bore holes are, in theory, something that anyone can construct – whether a household or a business – but you have to bear in mind that if you pull out more than 20 cubic metres of water you're going to need a license. This might sound like a lot but it certainly wouldn't fulfil all of our water requirements. For drinking water it's perfect, but it would be far too expensive to irrigate the plants using this system.



Solar solutions

We have a 1400-unit array at Barton Grange which covers about three fifths of the total roof area and was a £350,000 investment at that time. That's a lot of money but we've seen a return on investment since then, so it was worth it. It's a good system but do we have some problems with inverters (these are the devices that convert direct current electricity generated by the solar panel into alternate current) failing in difficult to reach places. These cost £2000 each.

Even with all this and a good, fixed-rate, we still pay around £1,000 a

month on electricity. The solar array probably saves us another £500 a month as well as payback from E.ON. It would be unlikely for a business to fulfil all of its energy requirements through solar power alone, with the current technology, at least. That said, you would still see an instant benefit and the modern systems are also more efficient, telling you exactly which panels are faulty and saving a lot of time in the process.

You still have to bear in mind that solar panels start deteriorating after 12-13 years. They won't be useless by that



point but there'll be a decline and you do have to keep them maintained for them to function at their optimum level. We get ours cleaned every year – bird muck is a big problem! – and that costs another £1,500, it's a full two day job for an array of this size. People don't necessarily know they need cleaning so that's definitely something to keep in mind.

We also generate a little bit of heat from our fridges in the farm shop,

Slinkie by name

We pull even more heat from outdoors via our 'slinkie' system of geothermal pipes. These pipes are set horizontally beneath the ground and the heat generated is pulled into two massive exchanges and transferred to vessels which goes into the underfloor heating throughout our retail areas.

This gives you a starting point of 7 degrees which comes from the ground and lifts the overall base temperature. It's a very stable system as the ground outside at a certain depth has a static temperature which never changes; I'd say that this is our single most sustainable measure and it doesn't take an awful lot of maintenance, although you do need to use a certain amount of chemicals in the system.

The other sustainable features take a lot more maintenance, which is

which helps to boost the temperature. This gives us an effective pre-heat vessel which isn't too expensive and is quite commonly used in large fridge systems. This was also part of our initial install and we've certainly seen the benefit over the years. We have a 400kg system which generates a lot of heat that would otherwise be wasted.



Katie McIntyre with Plant Area Manager, Will Clark

complicated by the fact that the parts need importing and sometimes you have to wait weeks for them. We keep those parts in stock but not everyone can afford to keep £1,000 parts in storage.

Again though, this is something you need to build in at the start rather than trying to figure out retrospectively.

Achieving green goals

There is no one quick fix. You really need to think things through and plan ahead, ideally with the help of expert consultants in this area. Even with all our planning and consultants, though, we didn't fully understand how to future-proof certain systems when we installed the solar array, for example.

Now all the problems come in the hardest to reach places, which are the inverters positioned in retail bays. If these go wrong (and it's always these ones that do) we need a team of four men to come in overnight with lifts and all kinds of other equipment to do a full engineering job.

Peat-Free Roundtable Discussion



Part 2

In general, unless you start from scratch with a definite decision to go green and build in green infrastructure, it's not really possible to go off grid. Even if you DO all this it's almost impossible to go fully off grid. You still need a failsafe mechanism to keep the tills running, for example, and to make sure your IT systems are fully secure. We rely very much on our security to keep things properly running and can't risk a system breakdown for whatever reason.

The other thing you need to bear in mind about 'going green', is you can't really do just one part, you need to do all the parts for things to work as they should. It takes time, patience and knowledge to make it work and even with all our planning, preparation

and resources we had quite a few teething problems with the systems we implemented.

The best place to start would be to do your recycling properly and work up from there. This doesn't require infrastructure or a big investment, but it is an affordable, easy to achieve, stable measure that has an immediate positive impact. It also gets people into the habit of thinking in a more sustainable way whilst they're removing harmful plastics from their immediate environment.

Another thing you can do easily is come away from blue paper roll, which contains some plastic, and onto brown, which is totally biodegradable and can even go into the compost.

Local sourcing

We source as much as possible locally, especially food products. Then we make everything on site, the cakes, pies, etc.

Sorting out rubbish

About four years ago we challenged ourselves to break down the different waste streams and we now have a very good set-up for recycling. This system is headed up by David Allcock in the warehouse, who organises the whole thing. We do this with the help of our waste removal contractors, Biffa and Preston Plastics, who between them take away six different sorts of plastic, cardboard, tins, white paper, coloured paper, crisp packets and so on.

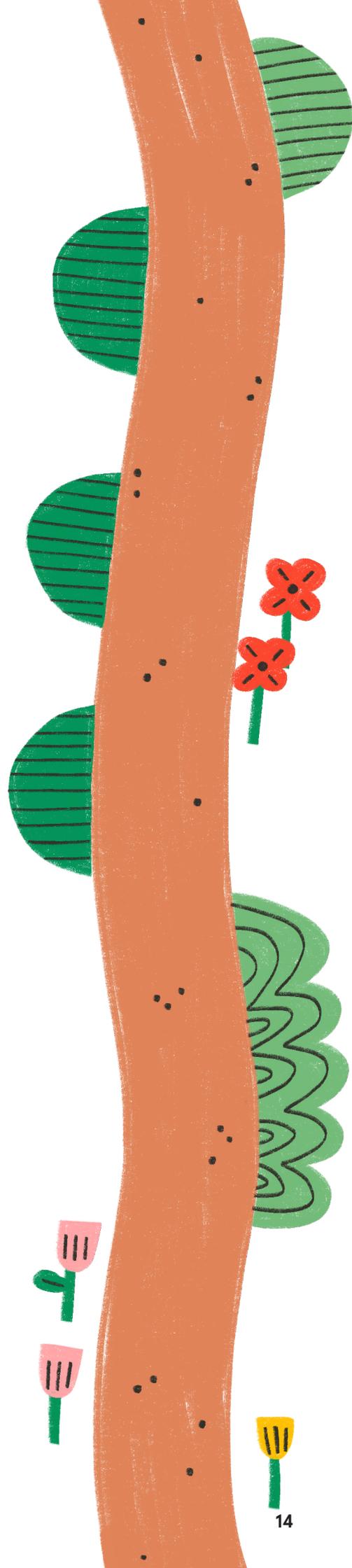
The recycling is done in staff areas and from the cafes and restaurant. We don't allow bins on the shop floor, though, as that would mess up the system. The one thing you can't recycle is polystyrene, it's terrible stuff and the buying team are doing all they can to eliminate it completely. Things like black flowerpots we can, however, recycle, as Preston Plastics will take those away for us.

We have a large restaurant/café area and put a lot of effort into recycling food waste. Chef spends a great deal of time scraping plates because we can't put ANY fat at all down the drains, including the cream from half eaten cakes. The food waste that is scraped goes into food bins to be removed by a local company called Re-Food, which processes all that into green

energy. Anyone with a café could utilise this system to help with their own sustainable effort, however small. The bins needed are also small, only 240, so it's a viable system for any size of business.

18 months ago or so we invested in a brilliant composting system called Rocket and a dewatering system which feeds food waste into that. Non fatty food is chopped, put into a centrifuge to remove the water and eventually this will become wonderful compost once it's gone through the Rocket. This system is brilliant when it's all working as it should but it can be problematic if you don't realise how important it is to ensure no fat is put in there.

The Rocket is a big system that would be too expensive for a small business to put in place, but it's conceivable that a few small businesses might club together or work as a team, perhaps headed up by someone at the town council. For most people this type of thing really needs to be a community effort, as it takes up time, space and money for no real return on investment. It is, however, very rewarding and there are clear environmental benefits if you do want to make that effort.



levy they have to pay through the PRN (Packaging Recovery Note) scheme.

In the coming years, the regulations will be extended to incentivise even more sustainable product and packaging design, increase re-use and significantly increase collection and recycling rates. There will be four core initiatives, one of which - the Plastic Packaging Tax - has already come into force, costing suppliers an extra £200 per tonne on any plastic packaging that contains less than 30% recycled content. The second part of the plan will be the introduction of deposit return schemes designed primarily for drinks packaging. The so called 'closed loop' systems mean that drinks bottles will be collected through a separate waste stream and recycled into new drinks bottles. Thirdly, great news for frustrated consumers who struggle with the inconsistencies of kerbside waste collections and recycling - all local authorities will have to provide the same basic set of collection and recycling, both for households and businesses.

But it's the fourth element of the plan that is set to have the most significant impact on the manufacturers, importers, wholesalers, and retailers of garden products. Under the new scheme, the full net cost of the entire chain of recovery, sorting, reprocessing and disposal of waste packaging will be collected from obligated companies.

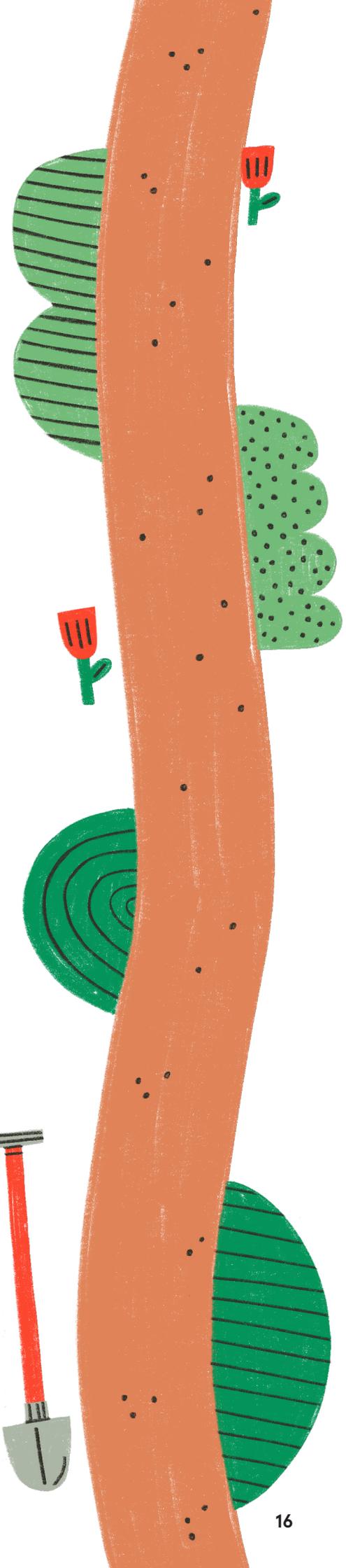
Estimates of the current recycling scheme costs range from £230 - £300m, shared across the entire supply chain. The full cost of collecting, recovering, sorting, and recycling or disposing of all packaging in the UK (currently met from local taxpayers and councils) is estimated to be much higher - close to £1.7billion.

The soon to be introduced Extended Producer Regulations (EPR) will recover the remainder of these costs from businesses as well as paying for a new administration body to oversee the whole process.

A major change under the new regulation will see all the costs for household (post-consumer) waste packaging fall entirely on the brand owner or importer. This means that most garden product suppliers will be expected to bear the full costs of both schemes which are estimated to be between 10x and 30x current PRN costs alone. Other supply links in the chain don't escape, however, with all business having an obligation to report all their packaging data and continuing to pay the existing PRNs on commercial and industrial packaging waste.

It's early days and the implementation of the new scheme is already running behind schedule. Originally planned for 2023, the most recent consultation response from government lays out a phased introduction beginning in 2024. The immediate concern for business is that the levy placed on obligated companies will be based on the historic sales of product packaging which means that all businesses need to make sure they're collecting the relevant data from January 2023. Whatever happens, it's clear that the bill is going to be significant.

So, what can businesses do to try and manage the costs and plan for the future? Firstly, because the levy calculations will be based on tonnage, reducing the overall weight of packaging in the supply chain will ultimately lower a business's cost. Where practical, this might mean reducing the thickness of board, using a thinner film, or removing secondary packaging entirely. There



Peat-Free Roundtable Discussion



Part 3

may be opportunities to minimise transit packaging where materials like stretch pallet wrap can contribute extra weight and therefore push up costs significantly. Because the new scheme is focused on recovering the direct cost of disposal or recycling, it's logical that packaging that is easy (and cheaper) to recycle and has a value to the post-consumer waste supply chain will attract a lower levy under the new scheme. This means that through a process of 'modulated fees', set to be introduced in 2025, some packaging materials will be charged less per tonne than others. Whilst the modulated fees in the new scheme have yet to be finalised, it's clear that they will provide strong financial incentives for using packaging that is easy to recycle through domestic kerbside collections. Packaging that is less easy to recycle will be likely to attract much higher fees. So, it makes sense to remove the worst offending materials entirely and as soon as possible! Expanded polystyrene, foil laminates, plastic swing tags and carbon black plastics are just a few of the materials that could all be very costly under the new scheme.

As well as making plans to reduce overall packaging weight and removing non-recyclable materials from product packaging, businesses also need to begin the process of collecting

detailed packaging data. This means understanding and recording the precise weight of different materials in product packaging - primary, secondary and transit packaging, including the pallet!

And small businesses won't escape. Companies with a turnover as low as £1m and handling just 25 tonnes of packaging will be required to register and report all the packaging they place on the market, although they won't have a levy bill to pay until they go over the £2m threshold. No business, however small, escapes the obligation to include appropriate recycling advice on packaging by the deadline of March 2026 (March 2027 in the case of plastic films and flexibles).

So, from this year, the financial and administrative burdens for business associated with packaging waste are set to increase significantly. The new systems are all designed to drive further efficiencies, reduce waste and radically improve recycling rates. Businesses who don't take heed of the changes and act now will be the ones who pay a much larger proportion of the bill for improving our overall packaging recycling rates. The incentives to improve packaging sustainability in garden products - both financial and administrative - are about to get a whole lot more significant!

Resource

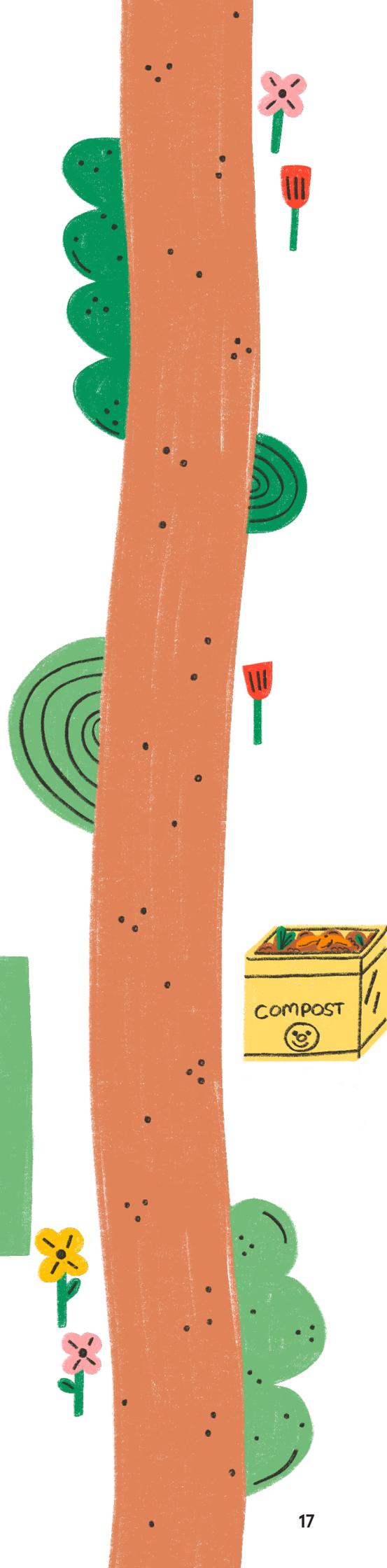


Jane Lawler

has worked closely with leading trade association, GIMA, to support its manufacturing members to understand the new regulations. Helpful information can be found at:

gima.org.uk/epr/

gima.org.uk/plastic-packaging-pledge/



Responsible sourcing and a transparent supply chain

Transparency is the aim of the game going forward, as consumers have increasing expectations that retailers and brands should be able to detail the provenance and journey of products they want to buy. An item's green 'credentials' will only go so far if the process to bring it to your shelf doesn't marry up with its eco claims or if you aren't able to provide the answers ethical consumers want. So, how do you arm yourself with the knowledge your customers are hungry for? How can you make sure you are doing the best you can as a responsible retailer and what questions should you be asking your suppliers?

What's changed?

Of course, you need to still think about newness when reviewing your ranges but the latest wonder product is only going to impress modern consumers so much before they start asking questions. It's no longer all about the latest innovation; consumers are buying into a whole package now – from the sustainable and ethical way goods are made, to the reduction in product miles travelled to reach your retail store and the knowledge that the product and its packaging can be responsibly disposed of or recycled at the end of its life.

Ethical consumerism – a term you may or may not be familiar with – has been described as a type of activism, where shoppers vote with their money. Lead by millennials and Gen Z, this movement mirrors the activism in other aspects of their life. Not only are these groups consuming goods – actively seeking out those items that benefit the planet and its inhabitants – but, implicitly they are also consuming the process used to produce them.

In turn, they are demanding more from suppliers and retailers, specifically asking for greater transparency in the supply chain and more collaboration between companies in order to address issues.

Fortunately, there are some suppliers who recognise this shift in shopper expectations and are doing their best to make such information widely available to customers and their retail customers. This, obviously, makes your job as a retailer easier but it is also up to you to make the right choices in who you choose to buy from, if serving the needs of ethical consumers is important to you.

If you are not in a position to give greater weight to greener alternatives in your product offering, there are still ways you can make sure you are working with suppliers who take their responsibility as a producer seriously and are doing everything in their power to minimise waste and operate ethically.



What are the benefits?

Greater transparency in the supply chain isn't a new phenomenon. In fact, more than a decade ago, the [Harvard Business Review](#) reported that consumers "are demanding details about the systems and sources that deliver the goods. They worry about quality, safety, ethics, and environmental impact". The report concluded: "The fact that consumers care about ethics and authenticity is indisputable: Provenance is already a big deal—and getting bigger."

Historically, businesses have shied away from revealing too much about their sourcing or supply chain for fear of sharing information with their competition and losing their edge. Equally, it can be time- and resource-intensive to collate and share this data, which puts people off. However, the fact is that there are far more benefits to being open about these processes now.

The first benefit is **customer confidence**. The willingness and ability to divulge information about your practises and the products you sell will stand you in good stead with today's consumer. These shoppers exercise their right to know where their products are coming from and how they are made, which means that, before they part with any money, they will want to be sure of a product's quality, safety, its delivery on any 'green promises' and if it is in keeping with their own values.

If you and your supply partners can work together to make information about production practices, safety standards and supply chain ethics readily available, customers will feel more informed and empowered about the purchasing decisions they make.

It is also likely to mean repeat business and foster **loyalty** for both your business and the brand in question, so that consumers choose you

over and above other retail outlets and products that don't provide information about provenance. We all know the value of customer retention, particularly considering the effort and cost required to attract new shoppers in the current climate, which is why garnering trust is so important.

Garden centres work hard to earn the trust of their customer base when it comes to offering advice and quality products. Enthusiastic customers, happy with the service provided, will always shout about your business, whether that's through online reviews, word of mouth or positive social media engagement. The story is the same with sustainability and ethical sourcing.

Another significant benefit is that this move will, ultimately, result in **stronger partnerships**. Building trust is not reserved simply for your customer base. Offering transparency in your supply chain and sharing that information internally in your business can help to create a culture of trust throughout your organisation.

It will also help you to attract like-minded partners and enable you to communicate openly, forging better relationships and driving improvement. The theory is that, if suppliers know that transparency and honesty are rewarded within your business, they will be more likely to resolve production issues with you directly rather than keeping you out of the loop.

Finally, supply chain transparency can give you a **competitive edge**, as your business and the brands you work with will be seen as leading the way in the industry through responsible action. For those selling online, by improving the transparency of their supply chain, retailers would also be able to enhance customer's omni-channel experience, with services like real-time inventory visibility.

Garden centres can adopt leadership positions in this robust quest for not just sustainability but self-sufficiency...

The Future of Sustainability



What questions should I be asking?

The key, as with anything, is partnering and working with like-minded suppliers. If you have already set out goals internally on what you would like to achieve as a business in terms of sustainability and providing greater transparency, then it is important to identify manufacturers and suppliers that are on the same page as you and will strive to help you achieve those goals.

You might be practising green purchasing as a business, which sees you pro-actively prioritise sustainable and environmentally-friendly ranges and organisations above others, and which is likely to make presenting a transparent and traceable supply chain to eco-savvy inquisitive shoppers a lot easier.

Companies who pride themselves on their sustainable business model and products will have this information ready at their fingertips, so it's up to you how you choose to communicate this to your customer base. You could opt to highlight product stories and journeys in store, maximise potential on social media with featured posts, or ensure your team are up to speed with the specifics, so they can answer questions or point customers in the right direction for key information.

If you aren't necessarily practising green purchasing as a strategy but want to ensure you are buying responsibly, there are discussions you can have with suppliers to cover key points.

Don't be afraid to ask questions about:

- The sourcing of materials (how they are sourced and their impact on the environment)
- Manufacturing processes
- Energy efficiency and waste reduction
- The distribution of goods and how they are transported
- The usage and disposal of products and their packaging
- The company's policy on modern slavery and human rights.

It might seem a lot but you're not putting your suppliers out by asking these questions. These issues should already be on companies' radars, and they will be making moves behind the scenes that you probably aren't aware of and hadn't thought to ask about before. Things like building total life cycle awareness into product design and packaging is fast becoming best practice now but your supplier may not have had a conversation with you about it.

Lastly, don't forget to ask for evidence to back up what you're being told. Frequent greenwashing by companies who make false green claims and purport to adhere to certain standards, when they don't, can catch people out. Remember this is all about transparency and traceability, so you're looking for reliable information that you can confidently share with consumers.

What support is out there?

The Government offers a practical guide for transparency in supply chains – particularly geared towards eradicating modern slavery [here](#)

The Growing Media Association has developed a Responsible Sourcing Scheme for growing media, which scores products in the market based on key criteria. The scheme measures everything from the point of origin to the bagging of the product, with the information and scores available for retailers and consumers to view on the [Responsible Sourcing website](#). There is also a breakdown of the scoring process, to be completely clear as to how it is calculated.

It would also be worthwhile to engage in discussions with trade associations, like the HTA, GIMA and the GCA to see what other support is available.



Glee consumer research project



In November 2022 Glee conducted a consumer research project in partnership with **Grow Your Own Magazine**, which asked readers to complete an in-depth survey into their views and understanding of sustainability in gardening and garden centres.

There were a total of 329 respondents to the survey, with an excellent response rate to most of the questions. 9.7% of the 288 who answered this question said they visited a garden centre every week, 41.2% every month, 46% 3-4 times a year and 3.1% said they never visited a garden centre.

Readers of *Grow Your Own Magazine* can be seen as broadly representative of the 'core' British gardening community and traditional allotment holders. These consumer groups are typically concerned about matters of sustainability, which they approach with a 'make-do-and-mend' mentality, choosing to recycle, reuse and repurpose wherever possible, scornful of gimmicky products and highly sceptical about what they perceive as greenwashing.

When asked what they perceive the term 'sustainability' to mean, respondents gave answers that ranged from very general - "Kind to the environment", "no digging", "non-polluting", "recycling" and "something that is reusable and long lasting" - to far lengthier and more detailed, showing different levels of engagement with the issue.

Asked how much sustainability impacted their buying decisions, survey respondents returned an average rating of 7.1 (out of 10), whilst an average of 6.8 was given to the question of how much sustainability impacts the amount they are prepared to spend on gardening products.

Greenwashing vs Grassroots initiatives

The survey was split between harsh criticism and more positive feedback. For example, one respondent complained that garden centres: "Import plants grown in huge energy guzzling factories. Plants are sold in plastic pots in peat and if you try and buy more sustainable options you are charged a premium. There's little attempt to educate about alternatives to peat, to pesticides."

Another adopted a more positive form of criticism, saying: "Garden centres are ideally placed to educate people on sustainable practices, e.g., composting, alternatives to chemical fertilisers, and to show people how to truly grow their own."

The suspicion that many companies and brands are greenwashing for profit rather than pursuing a truly sustainable ethos ran throughout the survey as a noticeable undercurrent. Companies will find it increasingly difficult to greenwash as time goes on and consumers become even wiser to such tactics. Greenwashing is considered highly negative – deceitful, in fact – and is very off-putting to consumers.

In their criticism of greenwashing, one respondent complained about: "The process and ethics to protect the future of biodiversity. The goals are usually meaningless or nonsense and hardly ever kept or the data altered. (Like trees planted when paying into a scheme with dozens of other companies instead of protecting the land itself etc)".

The flipside of this is that consumers are likely to give a thumbs up to projects and ideas which they perceive as being genuinely green, especially when implemented at a grassroots level which they see making a positive impact on their local communities and environment.

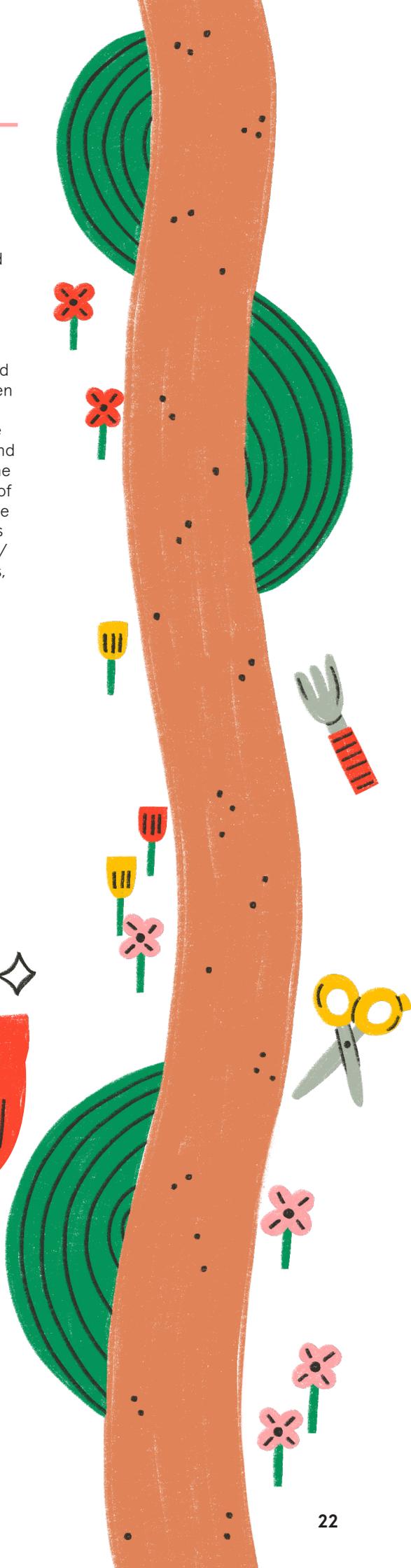
With generally local exceptions, many garden centres are perceived as being over-reliant on plastics, chemicals/ poisons, peat-based growing media and heavy water usage. The cries to stamp out single-use plastics and peat are loud and clear: Garden centre shoppers do not want to see plastic on the shelves, and most do not want to find peat there either, although some acknowledged that they believed plants grew better in peat.

Plastic – either in packaging or product manufacture – stood out in the survey as being universally

hated, with many respondents even complaining that garden centres are stocking too many unnecessary gifts, that is, non-gardening products. 86.2% of respondents said they had a negative view of brands which used excessive and/or non-recyclable packaging, saying it would turn them off from buying that product.

It is clear from other research and sales reports, however, that more and more consumers are turning to garden centres for homeware, gifts, cards, books, clothes and other items more typically associated with gift shops and department stores. In this respect the survey respondents may be atypical of the 'new breed' of shoppers, who see garden centres as destination outlets and visit them for pleasure shopping/ browsing, higher end food purchases, gift buying and also for the cafes and restaurants.

Of the lifestyle behaviours that are considered sustainable, recycling turned out to be the most popular, cited by 96.2 respondents to that question (Q22), whilst carbon offsetting and veganism garnered relatively little enthusiasm (5.5% and 7.6% respectively). Thrifting was also popular with 50.9% of votes. This sustainable lifestyle choice was strongly reflected in the answers to other questions, where reusing, upcycling, making do and mending, were all repeatedly cited as the green answer to common problems, especially the reduction of plastic consumption.



Are garden centres sustainable retailers?

Whilst there were many positive observations and constructive criticisms, it was evident from the replies that just over a third of the respondents felt that garden centres are not doing enough to promote sustainability. These people are unsatisfied with the current status quo and want to see many more sustainable actions taken.

When asked whether they view garden centres as environmentally responsible retailers, almost two thirds of respondents (63.7%) said yes and 37.4% said no. Asked to explain their answer, one respondent replied that in their opinion, garden centres: "Continue to sell peat despite all the evidence against this. They sell pollinator plants treated with insect damaging insecticides. They have diversified to sell a load of plastic rubbish. The storage of plants needs lots of water to maintain. I get no impression whatsoever that they are even trying to be environmentally responsible."

Another said: "I understand garden centres have to survive through the year but to see Christmas decorations, mostly made of plastic in China and shipped round the world only to be thrown away as soon as Christmas is over makes me sad."

A third complained: "I think that garden centres tell us they are green, but lots of the products they sell are definitely not sustainable and planet friendly."

This type of perception poses a challenge to garden centres which want to retain customer loyalty (and spend) whilst directly addressing the importance of sustainability.

On the positive side, one person said that: "My local Garden Centre, recycles their waste responsibly. They are using 30% peat free for their bedding plants. They promote peat free compost". But even here the respondent added that: "Garden centres most likely could probably be more responsible."



Opportunity to educate consumers

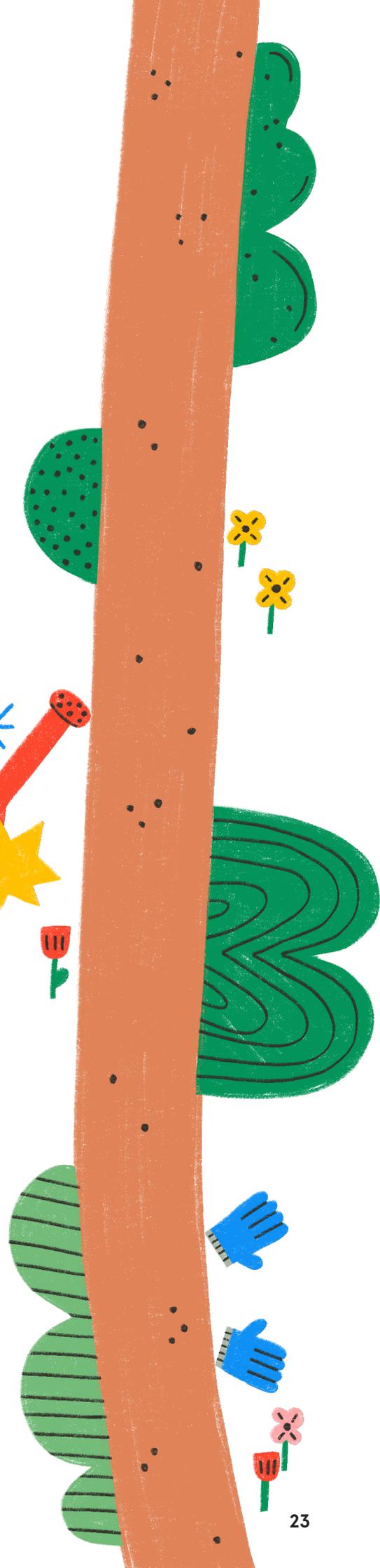
Whatever the perception, there is a clear opportunity for more garden centres to adopt thought leadership roles, helping to educate consumers around issues of sustainability. This is especially important in the traditional garden centre product categories of peat-free growing media and eco-friendly alternatives to chemical poisons used as pesticides and herbicides, organic fertilisers and hedgehog/bird-friendly slug deterrents.

Asked whether they think garden centres do enough to educate their customers on greener gardening solutions, 31.5% said yes, whilst 68.5% said no. When researching the matter of sustainability in gardening many people said they turned first to the internet, including Facebook groups and Youtube, whilst others read books and magazines or turned to the RHS

and Monty Don at Gardener's World. Some asked their friends or family and a few asked in their local garden centre.

When asked if they plan on making any significant sustainable changes in their lives, grow-your-own figured very highly in responses, meaning there is a clear opportunity for garden centres to help consumers with their GYO journey: From greenhouses to organic seeds and growing media, plastic-free tools and – crucially – education and advice.

One of the most telling responses was that: "They have the power to steer us to a more sustainable future," and there was a general feeling that whilst some garden centres are far more environmentally conscious than others, overall the industry needs to do a lot more to meet what are perceived as its sustainable obligations.



Steering towards more sustainable merchandise

A high average score of 8.3 was given when asked whether, faced with two products that are similar, when one is manufactured in a more sustainable way/from sustainable materials, how likely they would be to select the sustainable option. This is a strong indicator that given the choice, the vast majority of garden centre customers will choose sustainable products over less eco-friendly options.

Respondents were split down the middle when asked whether they thought garden centres offer enough sustainable solutions, with 47.8% responding 'Yes' and 51.9% responding 'No'.

Most respondents said they looked for a variety of products when visiting garden centres (58.5%), with a strong focus on gardening products, plants and growing media (58.5%). Also, very popular with 31.5% of the votes were "clearly highlighted 'green solutions' and tools (29.1%), whilst new product got 12.7% of votes. 18.3% of people said they visited for the café or restaurant, 3.5% for outdoor

entertaining and furniture and 2.4% went there primarily for gifts.

Asked what product areas they felt were lacking in sustainable options, recyclable plant pots and peat-free growing media were common answers, along with a reduction in plastic packaging and many (plastic) gift items, which were perceived as imported (and therefore unsustainable) and even "junk". Many people felt there were "Still too many chemicals and poisons for sale" and that "compost needs explaining".

One respondent felt that garden centres should be required to collect and recycle plastic compost bags and the idea of offering a tool clean and repair service also came up, with many gardeners wanting to 'make do and mend' and recycle wherever possible. If garden centres can come up with a way to tap into this desire to recycle and repurpose objects they are likely to grow their customer approval and loyalty ratings and might be able to open new revenue streams if space allows them to diversify their offering in this way.

THE REQUIREMENT TO MAKE
LIFESTYLE SHIFTS AND
ADAPT BUSINESS PRACTISES
IN WAYS THAT ARE KINDER
TO NATURE HAS NEVER BEEN
MORE URGENT.

Sustainability – your ‘need to know’

Sustainability; it’s the word on everybody’s lips these days but, with so many phrases and terms linked to this important topic, it can be hard to keep up. We give you a break down of some of the most common terms and what they mean, plus some of the organisations you need to know about.

Anaerobic Digestion	A natural process in which plant and animal materials are converted into useful products by micro-organisms in the absence of oxygen.
Biodegradable	A substance or object capable of being decomposed by bacteria and other living organisms, with its various component parts returning to nature.
Bio-diversity	The variety of living species in the world or a particular habitat – including plants, animals, bacteria and fungi – a high level of which is usually considered to be important and desirable.
Bioenergy	Renewable energy produced by living organisms.
Biogas	A mixture of gases, including methane and carbon dioxide, produced by the fermentation of organic matter.
Carbon Credit	A permit or certificate that allows a country or organisation to produce a certain amount of carbon dioxide or other greenhouse gases.
Carbon Footprint	A measure of the total amount of greenhouse gas emissions caused by an individual, event, organisation, service, place or product, expressed as carbon dioxide equivalent.
Carbon Neutral	Making or resulting in no net release of carbon dioxide into the atmosphere; usually achieved by carbon offsetting.
Carbon Offsetting	The process of compensating for carbon dioxide emissions by participating in schemes/activities designed to reduce equivalent amounts of carbon dioxide in the atmosphere, such as creating or restoring habitats, which absorb emissions.
Circular Economy	A model of consumption and production, which involves repairing, refurbishing, sharing, leasing, re-using, and recycling existing materials, equipment and products for as long as possible, in order to eliminate waste.
Closed Loop Recycling	The process by which waste is collected, processed and recycled into the same product it came from (or converted back to raw material) indefinitely without losing its properties during the recycling process. Referred to as ‘closed’ because products have a circular life cycle.
Climate Change	Significant long-term shifts in temperature or weather patterns.
Climate Emergency	When urgent action is required to reduce or halt climate change and avoid potentially irreversible environmental damage resulting from it.
Compostable	Organic matter that is capable of disintegrating into natural elements in a compost environment, without leaving behind any toxicity.
Corporate Social Responsibility	The integration of social and environmental responsibilities into a corporate business.
Downcycling	Recycling in which the quality of an item is diminished with each recycling. Can refer to a recycled item that is not as structurally sound as the original item made of virgin materials.
E-cycling	Recycling electronic waste, including mobile phones, laptops, batteries and refrigerators.
Ecosystem	A complex network or biological community of plant, animal and microorganisms that all interact as a functional unit.

Energy Efficiency	The practice of using less energy to provide the same amount of useful output from a service e.g. CFLs and LED lights use far less energy for the same amount of illumination as traditional incandescent bulbs.
Ethical Consumerism	A type of consumer activism that sees shoppers only buy goods that are made ethically (without harm to or exploitation of humans, animals or the natural environment). In turn, consumers generally favour products, brands and businesses that take account of the greater good in their operations.
Extended Producer Responsibility	A strategy that requires producers to take responsibility for the entire lifecycle of their products, including take back, recycling and responsible disposal. This encourages the design of products that can be easily repaired, recycled, reused or upgraded.
Geothermal Energy	Power that is created using the Earth's internal heat.
Global Warming	The unusually rapid increase in the Earth's average surface temperature, over the past century, generally attributed to the Greenhouse Effect and burning of fossil fuels.
Green Power	Green energy sources do not produce additional carbon dioxide or other greenhouse gases during the power generation process. Examples include solar, wind, geothermal, and biogas.
Green purchasing	When people or organisations consciously buy products that minimise impacts on the environment and are socially just.
Greenhouse effect	The trapping of the sun's heat in the Earth's lower atmosphere due to an increase in greenhouse gases (Water vapour, carbon dioxide, methane, nitrous oxide, etc).
Greenwashing	The use of marketing to spread disinformation and portray a company's products, services or policies as being environmentally-friendly when they are not.
Green Waste	Also known as biological waste, it is any organic waste that can be composted. This usually comprises plant material and refuse from gardens, plus domestic or industrial kitchen waste.
Finite Resource	A natural resource that cannot readily be replenished by natural means at a pace quick enough to keep up with consumption. Ultimately, it is a non-renewable resource.
Fossil Fuel	A fuel (coal, oil and natural gas) formed from the remains of ancient plants and animals and mined from the earth. An example of a finite resource.
Linear Economy	A traditional model of producing goods that follows the take-make-dispose system, where goods are made and then discarded as waste at the end of their lives.
Low Emission Zone (LEZ)/Clean Air Zone (CAZ)	A traffic pollution charge scheme designed to reduce exhaust emissions of high-polluting vehicles.
Organic	Relating to or derived from living matter or, alternatively, food/growing methods that avoid the use of chemical fertilisers, pesticides or other artificial chemicals.
Product Miles	The number of miles a product travels from origin to place of retail or consumption.
Recycling	The process of converting waste into reusable materials
Renewable Resource	A natural resource that can be freely regenerated and renewed continuously and indefinitely to replace the portion depleted by usage.
Surface runoff	The flow of water on the surface of the ground when excess rainwater, storm water, meltwater (when ice or snow has melted), or other sources can no longer infiltrate and be absorbed by the soil. Often occurs when impervious surfaces, such as roofs and pavements, so not allow water to soak into the ground. Can be a source of pollution, as it carries man-made contaminants to water channels.
Sustainable	A method of harvesting or using a resource that avoids depleting or permanently damaging it.
Sustainability	Maintaining an ecological balance and using natural resources responsibly in order so they can support both present and future generations.
Take-back Scheme	An initiative organised by a manufacturer or retailer to collect used products/packaging/materials from consumers for re-introduction into the original processing and manufacturing cycle.
Traceability	The ability to trace and verify. In a supply chain, this means the capability to identify, track and trace elements of a product from source to consumer.

Transparency	In the context of sustainability, this means more information, visibility and openness is provided around actions taken by a company. For example, there is greater demand for supply chain transparency, making information within the supply chain more accessible to others.
Waste	Unwanted, unusable, discarded materials or resources that are disposed of after their primary use.
Water Footprint	A calculation of the amount of water used in the production or supply of goods and services.
Ultra Low Emission Zone (ULEZ)	A charging scheme that looks set to be extended to cover the whole of Greater London, targeting all vehicles that don't meet emissions standards. Ultra Low Emission Zone - Transport for London (tfl.gov.uk).
Zero Waste	The conservation resources through responsible production, consumption, reuse and recovery of all products, packaging, and materials, so that no products are discarded or sent to landfill.

Climate Change Committee	Climate Change Committee. theccc.org.uk
Defra	The Department for Environment, Food & Rural Affairs. www.gov.uk/government/organisations/department-for-environment-food-rural-affairs/
EEA	The European Environment Agency. www.eea.europa.eu
Energy Saving Trust	An independent organisation working to address the climate emergency. Can support businesses with energy efficiency strategies and research. www.energysavingtrust.org.uk
European Commission	European Commission, official website. europa.eu
FSC	Forest Stewardship Council
Green Alliance	An independent think tank and charity focused on ambitious leadership for the environment. www.green-alliance.org.uk
National Cup Recycling Scheme	Paper cup recycling scheme supported by major retailers that financially incentivises waste collectors to collect and recycle paper cups. www.cuprecyclingscheme.co.uk
SEPA	The Scottish Environmental Protection Agency. www.sepa.org.uk
Soil Association	UK's leading organic certifier, with certification schemes across a wide range of sectors Soil Association.
TerraCycle	Waste management company that offers free recycling schemes in the UK. www.terracycle.com
The Wildlife Trusts	A collection of 46 individual trusts across the UK responsible for protecting various natural environments. www.wildlifetrusts.org

glee



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