

Biodiversity and the Business Case

IEMA “More carrot, less stick” Webinar
- Oct 2018

Andy Whyle

<https://uk.linkedin.com/in/andywhyle>





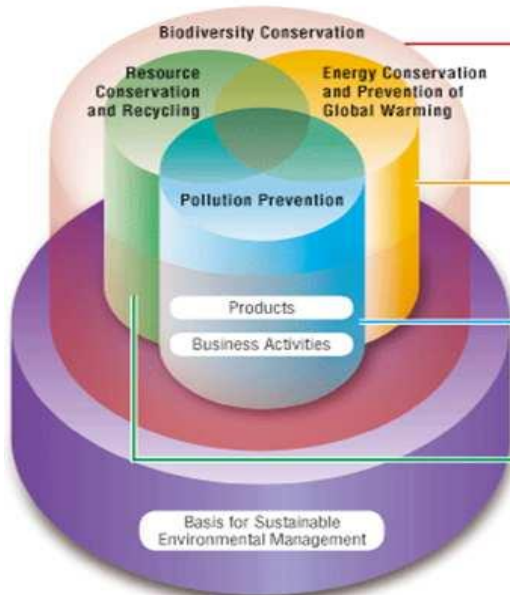
Agenda

- **Strategy & Reasons for partnership**
- **Language**
- **Identifying mutual benefit**
- **Examples & results**

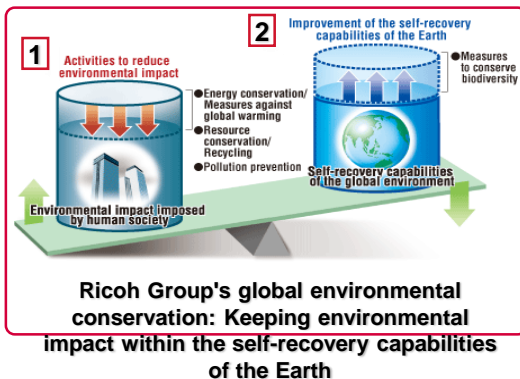
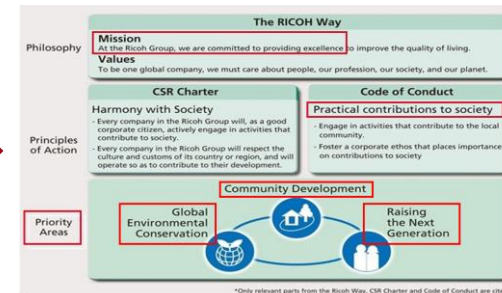
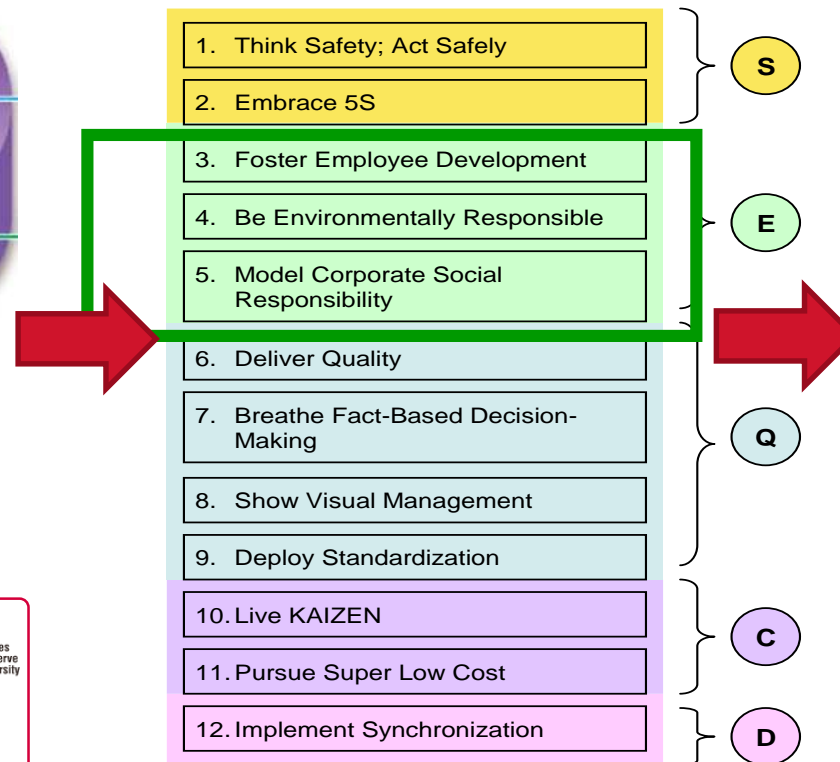


- Established in 1985
- Based in Telford, Shropshire
- £300 million annual turnover
- Supplying European market place
 - Toner consumables
 - Production Print machines
 - Additive manufacturing
 - Ink Jet manufacturing

Strategy & Culture



12 Key Fundamentals





14001:2015 Interested Parties

- **ISO 14001:2004** standard placed little emphasis on understanding stakeholders and lacked the outward approach that can take advantage of wider lifecycle opportunities.
- **ISO 14001:2015** Stakeholders (*interested parties*) are defined as a person or organisation that can either affect, be affected by, or perceive itself to be affected by an organisation's decision or activity.
- Focusses on business gains through environmental improvements and understanding and responding to the needs and expectations of stakeholders.



- **2008:** Ricoh Group Biodiversity Standard
- Joined as Shropshire Wildlife Corporate member
- 1st project offer – “repairing dry stone wall 20 miles away”
- **Rules of Engagement:**
 - Local
 - Physical
 - Targeted

2009: Pied Flycatcher Project



- Constructed and installed 80 nest boxes
- 2009 Survey
 - 8 adult pairs
 - 50 chicks

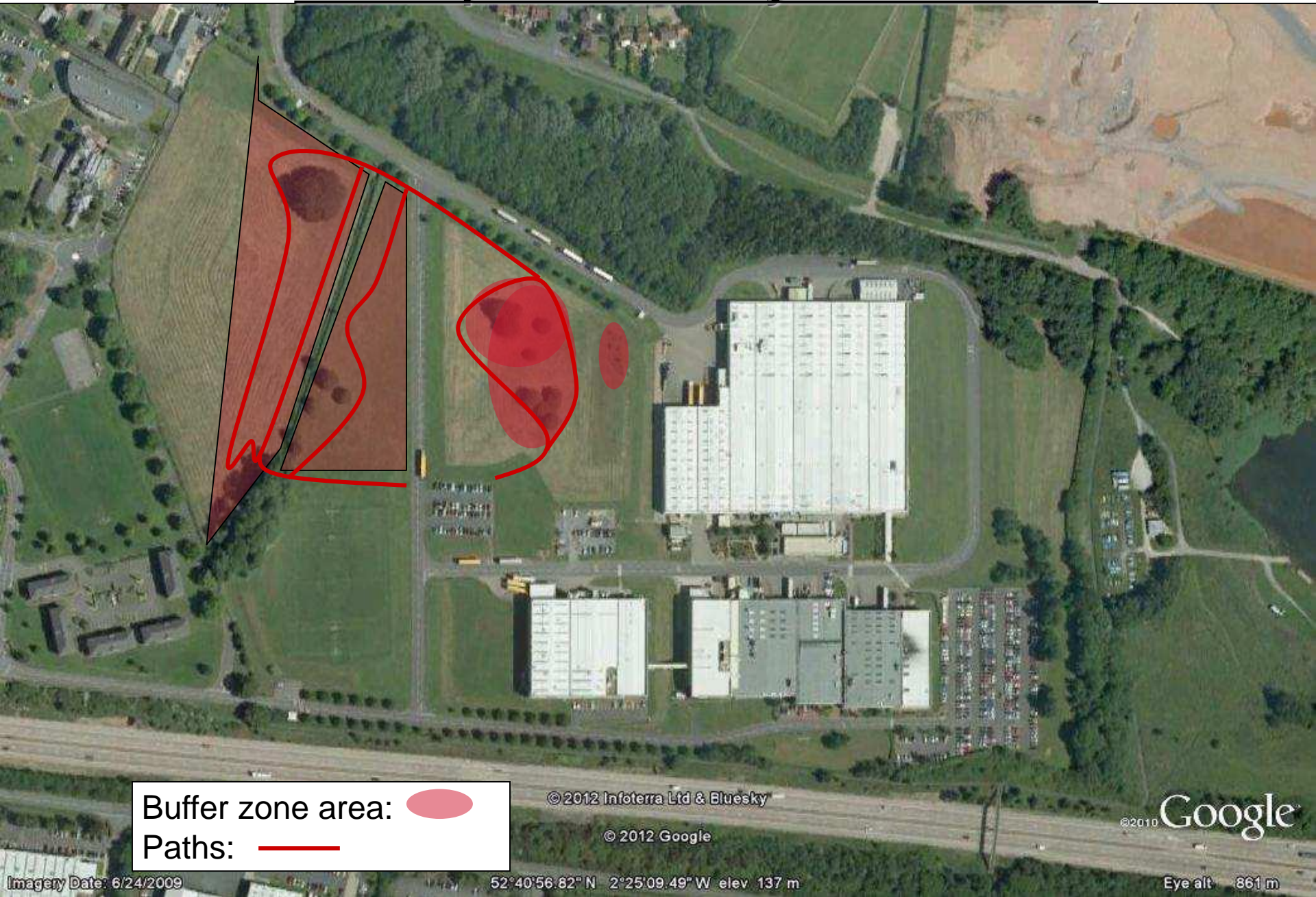
- 



RPL



Site Map: Biodiversity Buffer Zones



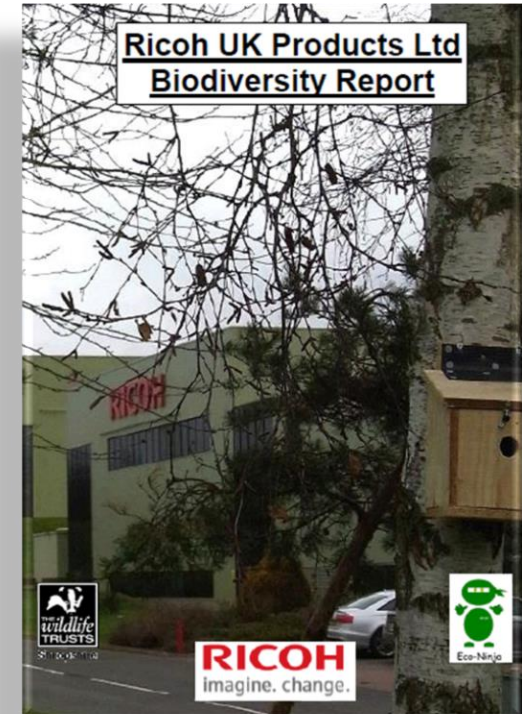
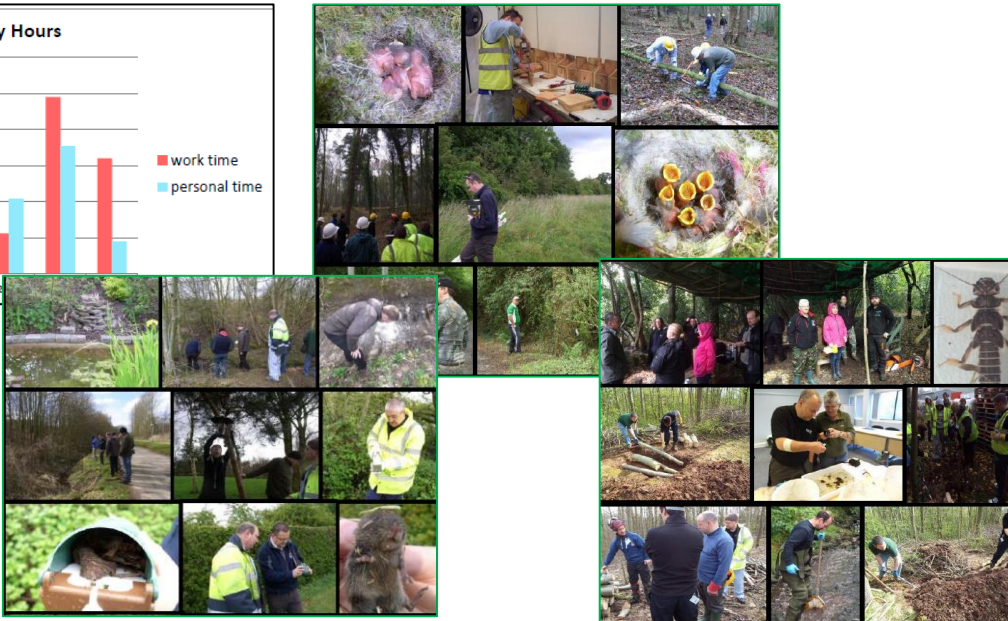
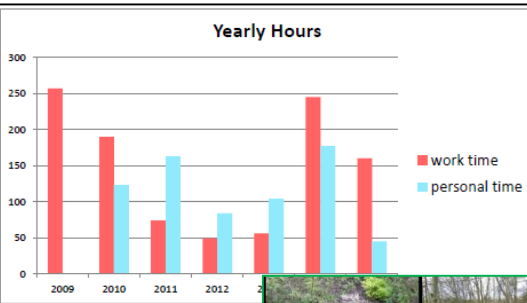
Natural Capital with Health & Well-being

RICOH
imagine. change.



Activity Reporting

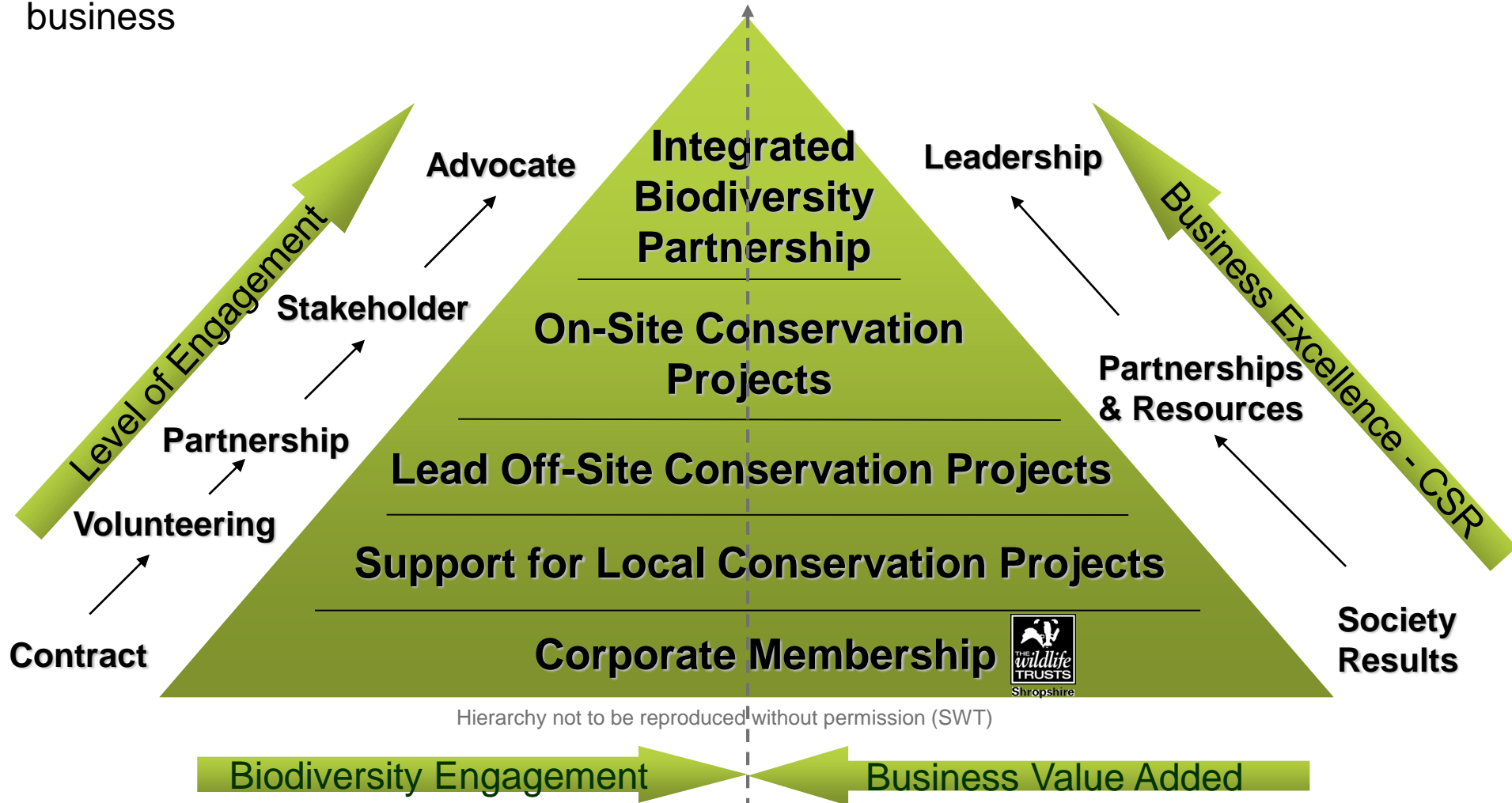
- Biodiversity Report: record of activity
- Evidence for corporate reporting
- Tracks employee engagement
- Used to support contract tenders



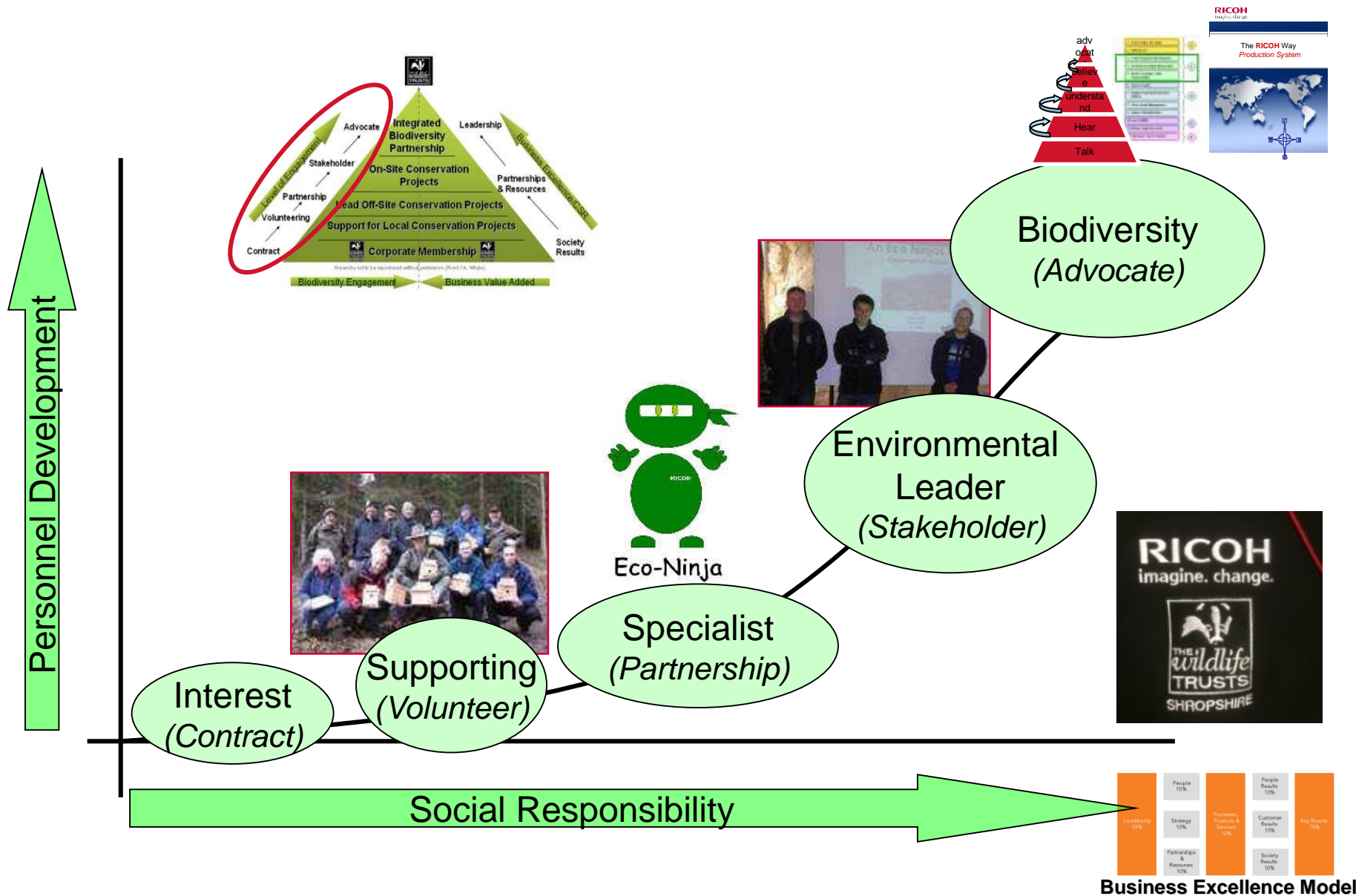


Hierarchy of Corporate Biodiversity

- Strategy enabling organisations to visualise and plan the level of engagement appropriate to their business



Employee Engagement & Advocacy





Business Environmental Support Scheme Telford

- Business led Environmental Network (www.telfordbesst.co.uk) formed 2002.
- Mission: “To enhance the environmental performance of local business; In turn boosting efficiency and reducing the impact on the global environment”
- Providing a forum to share BESST practice between companies to improve sustainability
- Includes Businesses, Environment Agency and Shropshire Wildlife Trust, Telford Business Board etc.





ECO Garden – At Present



Currently we have:

- ✓ Planted over 200m of various flora for the hedge perimeter.
- ✓ Dug up the path and pond area using Speedy.
- ✓ Installed path borders using wood provided by NCS.
- ✓ The membrane and slate is ready to be placed down.





Saint Gobain

RICOH
imagine. change.

- Landfill remediation project
- Planted Black Thorn, Dogwood, Oak, Rowan, Ash, Hawthorn, Guelder Rose and Hazel.

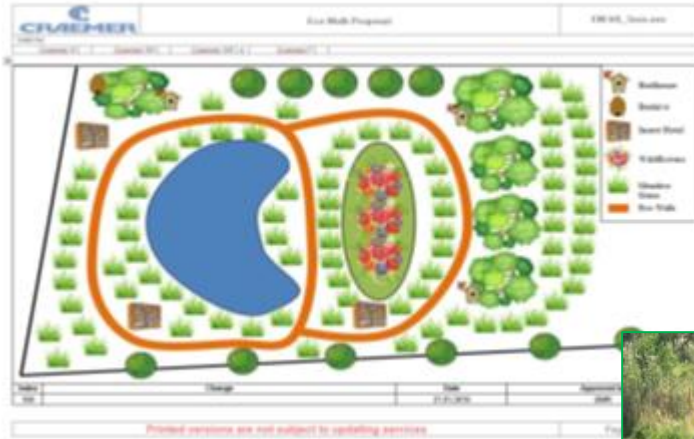


700 NEW TREES
PLANTED !



13 SPECIFICALLY PROPOGATED DISEASE RESISTANT ELM SAPLINGS

Thanks to Alcoa Foundation / Shropshire Wildlife Trust / BESST



- Decline of pollinators
- BESST collaborating with Shropshire Beekeeping Association
- Using business sites for hives and training
- Supports local agricultural sector



BESST / SBA (Hives Map)



Honey Bee

EPSON

2017

CRAEMER

2018

DENSO

2014



2016



2015

Shropshire Beekeepers' Association



Shelter Wildlife Together

RICOH
imagine. change.



RICOH



**Severn
Hospice**

Business, community & schools working together for the benefit of wildlife

Recycling REFUSE into REFUGE



- Focus: Water Framework Directive
- Telford: failing water quality catchment area
- Pollution sources – urban and rural
- Business need – pollution prevention (compliance) to avoid prosecution / business disruption / reputation loss (business continuity)
- Develop partnership working to tackle issue



Environment
Agency

Middle Severn Catchment Steering Group



Telford & Wrekin
COUNCIL



Severn
Rivers Trust
Preserving and Caring for the Severn Catchment



SEVERN
TRENT
WATER



Telford
green spaces partnership



Clean Stream Team



- Investigate Source Pollution
- Stop Pollution
- Improve water quality

Community / Business / Wildlife Trust / Agency Partnership



Environment
Agency



Telford
green spaces partnership

- Water sampling
- Report pollution



love your river Telford

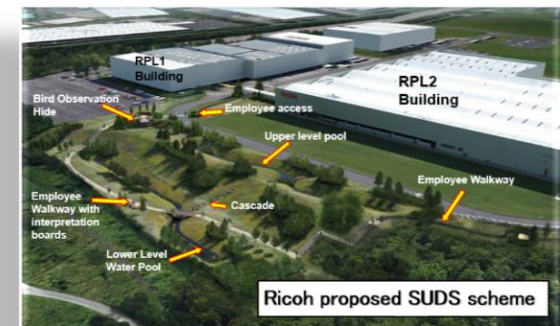
<https://youtu.be/Olocfxs-e4g>



Benefits

- Multiple benefits for the environment and people
- 6 of 8 waterbodies showing improvements
- Ecosystem services CBR 1:3.39
- Efficient approach
- > £7M savings for businesses
- Better organisational relationships
- A healthier community better aware of their rivers

Waterbody	Status start project (Cycle 1 2009 data)	Status at of movement	Current status (Cycle 1 2016 data)
Lyde Brook: (GB109054049530)	BAD	↑	MODERATE
North Telford Interceptor: (GB109054050110)	MODERATE	↑	GOOD
Red Strine: (GB109054050120)	POOR	↑	MODERATE
River Strine: (GB109054050140)	POOR	↑	MODERATE
Mad Brook: (GB109054050280)	BAD	↑	MODERATE
Ketley Brook: (GB109054050100)	MODERATE	↑	MODERATE
Wesley Brook: (GB109054050060)	MODERATE	→	MODERATE
Beanhill Brook: (GB109054050090)	POOR	→	POOR





SUDS in action

RICOH
imagine. change.

CRAEMER



BRIDGNORTH
ALUMINIUM LIMITED



GKN WHEELS

Supporting SWT

RICOH
imagine. change.

- Scrapyard based in National Nature Reserve closed after 50 years
- SWT project to restore several areas of Fenns, Whixall, Bettisfield and Wem Mosses.
- First phase was to remove **60,000 tyres**.
- Ricoh / BESST recycling experience utilised to ensure 'duty of care'.



Fun !!!

RICOH
imagine. change.





2018 Activities

RICOH
imagine. change.



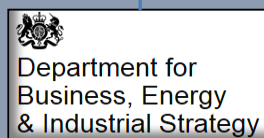
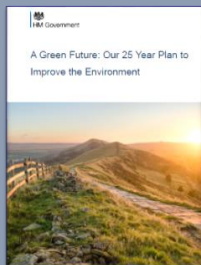
2018: Pied Flycatcher Update

RICOH
imagine. change.



“The pied flycatcher nest box scheme on the Wrekin held the highest number of breeding pairs this summer (2018) since it began in 2009. Sixteen pairs of pied flycatcher were recorded and 59 young produced. 516 young pied flycatcher have now been raised in the scheme”

<https://tinyurl.com/ybh5uvfe>



Marches Business Boards
Telford, Shrewsbury, Hereford



Marches Growth Hubs
Telford, Shrewsbury, Hereford

Marches Business Environment Networks (MBENs)

Marches Nature Partnership

Environmental Science Industrial Advisory Board

BESST

Business Environmental Support Scheme Telford



MMBEN

Meres & Mosses Business Environmental Network



BFF

Business Futures Forum



Shropshire & Telford Local Nature Partnership

Hereford Local Nature Partnership

Centre for Research into Environmental Science and Technology
(CREST: University Central Shrewsbury)

MBEN communicating with:

- University of Wolverhampton
- Harper Adams University
- University Centre Telford
- Hereford University Centre

Provides environmental intelligence, voice of business, sustainability best practice

Provides environmental project evaluation and validation (Priority 6) and natural capital development

Provides environmental student placement links, voice of business, encourages Marches skill retention



Results

- Business benefits
 - Employee engagement
 - Health & wellbeing improvements
 - Proactive compliance
 - Social responsibility evidence
 - Supports sales (customer demand)
 - 14001 stakeholder evidence
- Natural Capital Enhancement
 - Maintains onsite land value
 - Lawton - *Making space for nature 2010* (biodiversity islands)
 - Local community partnerships for targeted conservation
- Strategy alignment
 - UK Government strategies
 - UN Sustainable Development Goals

