

Greener Greetings

Issue One

October 2009

Welcome!

This is the first ever Greener Greetings newsletter for International Greetings PLC put together by a merry band of 'Green Warriors'.

As a global operation we are taking every reasonable step to make greater contributions to reduce our carbon emissions, minimise waste, raise ethical standards and improve upon employee health and safety. To underpin this commitment to environmental and corporate responsibilities, IG have introduced a number of new initiatives to be delivered through the 'IG Greener Greetings Project' and this newsletter is where you will be able to find out what is going on and what you can do to help.

Each issue of the newsletter will feature a "Moley Investigates" report and in this first issue Moley will be taking a closer look at FSC (page 4). Our next issue will concentrate on waste management, as we have committed to reduction targets of up to 40% for most of our business units, to be achieved by the end of 2010. In the UK we are working with Envirowise on specific projects designed to deliver these objectives.



International Greetings PLC.

WHAT IS A GREEN WARRIOR?

Greener Greetings is being managed by a group of 'Green Warriors' who have volunteered throughout the business. You can meet them on the final page and learn more about what it means to be one. Perhaps you could join them to help make IG a champion of all things green!



Hitting the Headlines

IG Greener Greetings has already made it in the press - it might be one of our very own newsletters from the US but its great that word is getting around that we at IG are on our way to a greener future. Remember we want your ideas and stories as well. This newsletter is all about what we as a company and as individuals are doing to be green, so please email your ideas.....



Email Claire Toms at ctoms@intg.co.uk or Christina Winstanley at cwinstanley@scan-design.co.uk

IG Green Hero

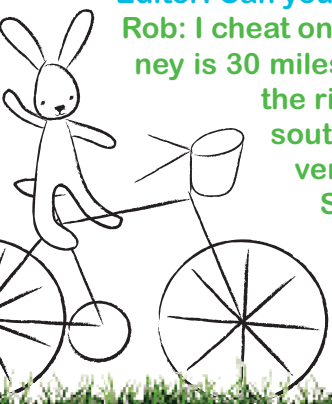
Rob Alstead (IG UK Ltd Wales) is this month's IG Green Hero as he takes to his bike for a grueling 30 mile commute to work! Rob has become the first 'willing' volunteer in IG UK for the UK's Cycle to Work campaign. Greener Greetings spoke to Rob to find out more.....

Editor: Rob, I understand that the bicycle you use to cycle to work each day was bought through a Government scheme?

Rob: A while ago the Government introduced a scheme to encourage employees to ride to work. You can get a discount on a new bike because you save the VAT and don't pay income tax on a part of your salary. The scheme has been set up at IG UK and I can give details if other Group companies are interested. I must thank Craig Flay for his help in setting the scheme up. I know I bored him to death about it.

Editor: Can you tell us a bit about your journey to work now?

Rob: I cheat on the way to work; I use the train. The return journey is 30 miles and goes cross country from Ystrad Mynach to the river Taff Trail, I then follow the Taff Trail heading south, cycling along Sofia Gardens (one of the venues for the Ashes), next up is the Millennium Stadium (recently dodging the crowds for Take That, Oasis, U2 etc), cycle through Cardiff Bay, over the barrage and then home. This is one of the most picturesque and interesting 30 mile journeys in the world.



Did you know..... that at the print plant in Aberbargoed in Wales there is an SSSI (Site of Special Scientific Interest) as the land behind the factory is home to the rare Marsh Fritillary butterfly?



Greenie of the Month



KEVIN RANDALL.... who is based at our Hatfield site and appeared on his local council recycling literature in Waltham Forest.



Editor: I admire your dedication. What made you decide to do such a crazy journey?

Rob: A friend of mine regularly cycles home along part of the route. When I joined International Greetings in February he mentioned this. I was a little apprehensive not knowing the route and whether I would be fit enough or not, but then there was only one way to find out - so I did it. The first journey took nearly 3 hours, but soon after that as fitness and confidence grew, it dropped to about 2 hours, which is a respectable time.

Editor: What other benefits are there now that you cycle to work?

Rob: Fitness is the obvious benefit although my appetite has also increased. I cycle past a Fish & Chip shop which at 7:30 in the evening smells very tempting indeed (I haven't gone in there yet – but that takes a lot of will power!) It saves money on petrol and keeps the miles off the car. Most importantly it is enjoyable and the family is enthusiastic about it. In fact, we have all gone cycling as a family far more often as a result.

Editor: Do you think the notorious cold UK winters will deter you from cycling to work in the coming months?

Rob: No is the short answer. The cold and wet do not bother me too much, I got used to those during the summer! The darker mornings and evenings are the problem. The Taff Trail is off road, unlit and there are plenty of obstacles. I will keep cycling in the winter even if it means taking a shorter on-road route!

For more information on the UK Cycle to Work Scheme please visit www.cyclescheme.co.uk and for more information on the Taff Trail please visit www.tafftrail.org.uk

Green Spotlight on....

BOSTON

Nancy Dickson from The Giftwrap Company in Boston is one of our newest 'Green Warriors' and was keen to tell us all about their efforts to be green Stateside. All of these are systems that Nancy and her team have set up personally and it is really exciting that we have people within our company who are so keen to do their bit for the environment!

- 1 They recycle all items possible, even taking all of the recyclables home where Nancy has curbside pick up every 2 weeks rather than letting those items go to landfill.
- 2 All office paper is used twice if possible. All unimportant items are printed on the reverse of old papers. Once the paper has been used twice it is recycled. These recyclable papers are taken to a dumpster which donates all the proceeds to local non-profit organisations such as a local kids club, so all the fundraising profits go to them.
- 4 Cardboard is all recycled or reused.
- 5 Everyone uses their own drinking cups not disposables, but if disposables are brought in those get recycled (of course).
- 6 Each night the air conditioners or heat is turned off/down (depending on the season). All appliances are unplugged when not in use and computers get shut down at night.

All top tips for all of us to follow at work and at home! Next issue the spotlight will be on.....MIDWAY!

Want to share your green stories then email Claire or Christina

More Green Tips.....

Don't be on stand by.....

Did you know that an average family can save 150kg of CO2 a year just by turning things off? Appliances in standby mode account for around 10% of UK household energy use - so unplug devices when not in use at home and work!

Energy efficient lighting....

In most UK homes, lighting accounts for 10 to 15% of the electricity bill. Use low energy and energy saving light bulbs and save about 80% of the energy of normal bulbs! Or just turn them off!

Rechargeable Batteries....

In the UK we throw away over 650 million batteries every year, polluting the soil and filling landfill sites. Rechargeable batteries save energy and the slightly higher cost can be recovered in the first five charges. Recharging costs are also minimal.

Do you have a green tip for home or work? Email me ctoms@intg.co.uk



Question Corner

What is FSC?
"A Moley Investigation"



Q: FSC, What does it stand for?

A: Forestry Stewardship Council

Q: What is it?

A: FSC is a certification system that provides internationally recognised standard-setting, trademark assurance and an accreditation service to companies interested in responsible forestry.

Q: What does the label mean?

A: The FSC label provides a credible link between responsible production and consumption of forest products, enabling consumers and businesses to make purchasing decisions that benefit people and the environment as well as providing ongoing business value. Products carrying the FSC label are independently certified to reassure consumers that they come from forests that are managed to meet the social, economic and ecological needs of present and future generations. There are three FSC labels: FSC pure, FSC mixed sources and FSC recycled.

Q: FSC CoC – What is CoC?

A: FSC Chain of Custody (CoC) tracks FSC certified material through the production process - from the forest to the consumer, including all successive stages of processing, transformation, manufacturing and distribution. Only FSC CoC certified operations are allowed to label products with the FSC trademarks. The FSC label thus provides the link between responsible production and consumption and thereby enables the consumer to make socially and environmentally responsible purchasing decisions.

Q: Who has certification within the IG family?

A: IG UK Wales were accredited in February 2008 and IG Asia and IG Factory have a FSC CoC Certification Accreditation timetable. The Certificate will be presented at the end of October 2009.

If you would like further information about FSC please contact Simon Penfold at IG UK Wales, email him on spenfold@scan-design.co.uk. Thanks to Ben Hornung from IG UK Hatfield for the information in this article.

MEASURING PROGRESS

As a group we will be establishing ways of documenting our progress as we become greener. As a "visual" company we think it is really important to do this visually of course, so what ideas do you have about how we could show improvements? Also we need to gather this information so let us know who in your company could best give us information about waste management or energy expenses etc. If we can get this information we can then see how our costs plummet and our recycling rates soar as we switch of lights and computers and re-use and recycle!

Email Simon Penfold on spenfold@scan-design.co.uk with your ideas and figures!



Holiday Greens?

Steve Morton from the Hatfield site and his partner Jane went for a 3 day holiday on a "green" farm in Tuscany. Greener Greetings asked him to tell us a little about his time there.

ABOUT THE FARM.....

The farmhouse was situated on about 10 acre's and had been converted into 12 guest rooms with a second building as the restaurant & bar. This had an adjoining open air terrace that overlooked the pool and valley.

The whole operation was run by a husband and wife and two part time staff (whilst looking after 3 young children!)

GREEN CREDENTIALS.....

The electricity was provided by solar panel, the water via their own well. All the baking was done in a log burning oven using wood from their own forest (the only concession was Calour gas for the hob in the kitchen.)

THE FOOD.....

All the guests ate together and only one menu was served. However with a choice of 8-10 buffet starters and a further 3 courses of pasta, meat then dessert, it was not an issue.

All the food was produced on the farm. Milk, yoghurt and cheese from their own cows, hams and salamis from their own pigs and eggs from their chickens. Vegetables and salads were grown and picked daily, 2 hours before being served. They also produced their own honey and olive oil.

The only exception was that fresh fish and beer had to be bought in. But all the wines were home made and guests helped themselves at the bar from barrels and simply kept a written record of what they had consumed in the "honesty book".

WASTE.....

Any food remaining from the evening meal was fed to the pigs or composted.

A RETURN TRIP?

We had a wonderful time and we would return tomorrow.



Meet the Green Warriors



Charles Uwakaneme

IG PLC



Simon Penfold

IG UK - WALES



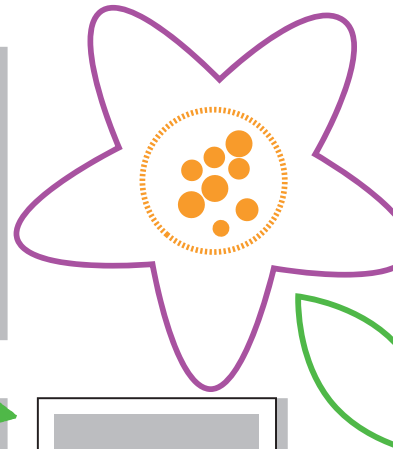
Rachel Goodright

IG UK - HATFIELD



Rodney Pickett

IG USA



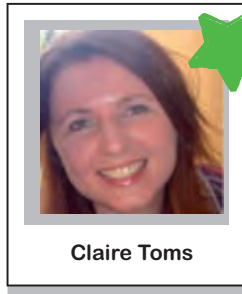
Roger Lord

IG UK - WALES



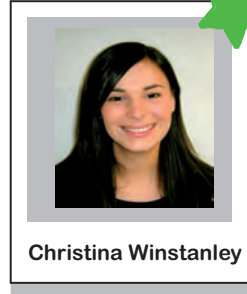
Anna Browne

IG UK - HATFIELD



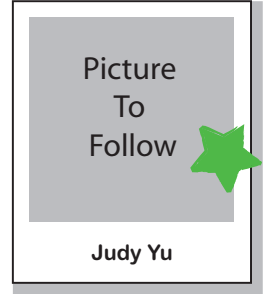
Claire Toms

IG UK - HATFIELD



Christina Winstanley

IG UK - WALES



Picture
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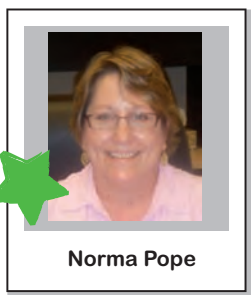
Judy Yu

IG ASIA - Factory



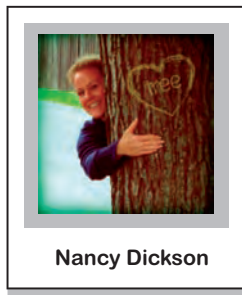
Craig Flay

IG UK - WALES



Norma Pope

IG USA - MIDWAY



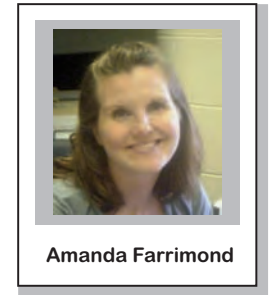
Nancy Dickson

IG USA - BOSTON



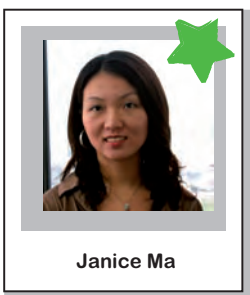
Steve Morton

IG UK - HATFIELD



Amanda Farrimond

IG USA



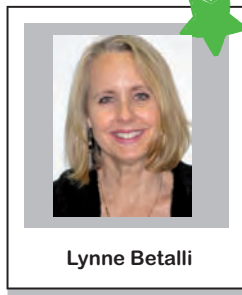
Janice Ma

IG ASIA - HONG KONG



Freddy ten Caat

HOOMARK



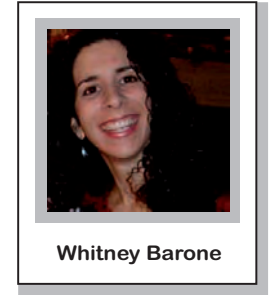
Lynne Betalli

ARTWRAP - AUSTRALIA



Sharon Marberry

IG USA



Whitney Barone

IG USA

WHAT DOES BEING A GREEN WARRIOR MEAN?

We want you to join the merry band to push through the green plans that we have for IG! We need you to collect information about green issues that you hear about for both office and home that we can report in the newsletter and consider for IG as a whole! You will also need to hassle the management in to giving you information about what your site is doing to be more green so we can document it! The greening of IG won't happen unless we all get on board. We have a few principal warriors who will help to gather information and give information out, these are marked above by a star. So send us your stories, ideas and information or even a picture to join the GREEN WARRIORS!

Want to join the team
email Rachel on
rgoodright@intg.co.uk



= Principal Warrior

