



PETER RABBIT™ ORGANICS

PETER RABBIT™ ORGANICS AND THE ENVIRONMENT

Over recent years there has been an ever-increasing awareness of the effects mankind is having on his habitat. We at Peter Rabbit™ Organics know we have a responsibility to try to lessen our impact on the natural environment, both as individuals and as a business. We strive to be as environmentally aware as we reasonably can be because, if we all make a determined effort together, we really can reduce our effect on the amazing planet known as Earth.

Below are the measures Peter Rabbit™ Organics has in place to tackle its environmental impact:

The Office:

- We only purchase office cleaning products which have a minimal effect on the environment and are made in ecological factories.
- We have two water butts installed outside our office, and we use these for the watering of our plants and flowers. We only use tap water if these butts are empty, in reaction to a prolonged dry spell.
- There are no plastic cups in our office! We have ceramic or china mugs which can be used over and over and over.
- When presenting documents to visitors or to others in the team, rather than print pages of paperwork, we make full use of our projector screen.





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Recycling / Re-use:



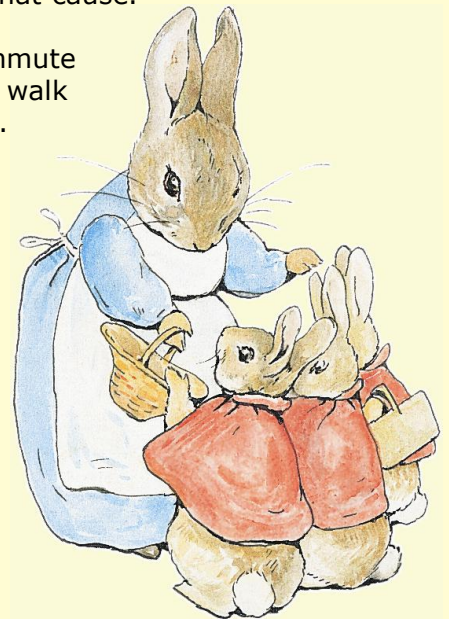
- Once at the end of their lives, all printer and fax cartridges are sent back to the manufacturer for recycling. No cartridge is ever thrown away.
- The desks in our office are made of old, unwanted doors. This really is the ultimate in recycling – an item at the end of its life being turned into a completely different, useful product.
- 50 million trees and 75 billion litres of water are used to create 7 million tonnes of junk mail every year*. Therefore all junk mail received in our office is returned to the sender with a request for our details to be removed from their database.
- When shopping for our lunches or office supplies, we all refuse a carrier bag from the shop unless absolutely essential. Those bags we do acquire are then put to further use by lining the bins in our office, thereby removing the need for us to purchase plastic bin liners.
- We are all very strict about the recycling of office waste. Our rule is simple: if it can be recycled, recycle it. We do our utmost to ensure that no recyclables whatsoever are placed in the “cannot be recycled” bin.
- Print-outs which are no longer needed are given an extension to their life by one of the following methods:
 1. they are placed in the fax machine or printer so that the blank side can be used, or;
 2. the blank sides are used as notepads, thereby removing the need for paper-hungry notebooks to be ordered.
- All envelopes and self-stick notelet pads used in our office are made from 100% recycled paper.



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Transportation:

- On visits to our suppliers and customers we use public transport wherever possible. If for any reason this is not feasible, and more than one member of staff is visiting, we actively try to car-share.
- On those visits where a flight is the only option, and the airline supports an environmental organisation, we will make a donation to that cause.
- Those of us who live some distance from the office commute by using public transport. Those who live closer all cycle, walk or even run! No member of staff drives to and from work.



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Energy Consumption:

- All electric lighting in our office is provided by low-energy light bulbs. In fact, we or turn the lights on when absolutely necessary. On sunny days we have agreed there really is no need to have the lights on as there is ample lighting provided by the windows.
- At the end of the day we turn off all electrical devices that do not need to run overnight. Not only are all computer hard drives switched off, but so are all screens and speakers.
- We do have a fridge in our office, but it is a particularly small one. It measures just 14" x 19" x 12" / 36cm x 48cm x 30cm. Thus its energy consumption is significantly below that of a standard sized home fridge.
- During the winter months, our thermostat is set at a comfortable 19C/66F, rather than at a wasteful 23C/73F. Additionally, we angle the blinds so that the heat from the radiator below goes into the room, and not up into the gap between the blinds and the window. Furthermore we never open windows when the heating is on.
- We voted against the installation of an air-conditioning unit. (Our office has several windows which open, so such a unit would have been a power-eating non-essential gadget.)
- Rather than use an electricity-hungry dishwasher, we wash our crockery and cutlery up in the sink.

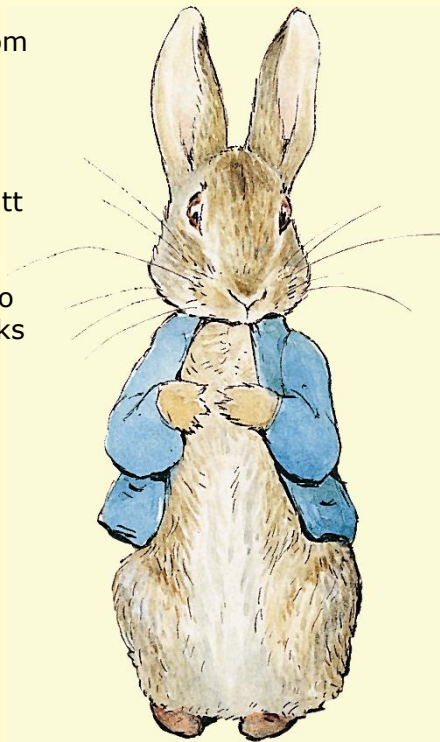
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Energy Consumption continued:

- We rejected the option of having an electric water machine installed in our office. We only ever use water drawn straight from the tap for all our drinks.
- The floors in our office are wooden. Therefore we decided a vacuum cleaner was not a necessity. A broom performs all the tasks a machine can perform, but without the use of a single watt of electricity.
- When making hot drinks, all office members are very careful to only fill the kettle with enough water to fulfil the number of drinks being made. One of the most wasteful acts anyone can do is to fill the kettle to the top when only one or two cups are required.



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The Bathroom:

The bathroom of our office has not escaped our determined efforts to be as environmentally-friendly as possible either! We have improved its green credentials as follows:

- Each cistern has a dual-flush facility, so that unnecessary amounts of water are not used.
- Additionally we have placed a brick in each cistern to further reduce the amount of water used.
- We do not have an electric hand-dryer, or a constant supply of paper towels. Instead we have linen face/hand towels which can be used over and over again. We have reduced the frequency of their washing from weekly to fortnightly.
- We only ever use toilet rolls made from 100% recycled paper.



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Further Initiatives:

We also have a number of further initiatives we intend to introduce over the coming months to help reduce our environmental impact even further. For example:

- We are looking into the options open to us regarding switching our electricity provider to one which supplies 100% renewable energy. Our aim is to have switched over by the end of the first quarter of 2009.
- We are investigating the feasibility of installing equipment in our office which allows us to take part in video conferencing with distant suppliers. If this were to take place, we would then aim to reduce the number of flights we take for business purposes.
- If our printer needs replacing in the future, we will aim to replace it with one which prints on both sides of the paper.
- We are working with our suppliers to see how we can increase the amount of recycled packaging used in our products. At present, 26% of our packaging (wraps, boxes, bottles, lids, caps etc.) is recycled material. We are looking very closely at ways to increase this figure as soon as is feasibly possible.
- Everyone can play a part in helping to reduce the impact of mankind on the environment he inhabits, and we at Peter Rabbit™ Organics are no exception. We take our environmental responsibilities very seriously and will never rest on our laurels. We are constantly looking out for further ways to lessen our impact on the planet, and we are always open to suggestions from third parties. Together, our efforts can pay dividends.



Source: <http://www1.natgeochannel.co.uk/explore/green/hints.aspx>