

WE CAN HELP YOU BE MORE EFFICIENT AND IMPROVE YOUR IMAGE

# Green up with a carbon calculator

**Enterprise** EDITED BY JENNY LITTLE

By JENNY LITTLE

**B**USINESSES that want to become more green, be more efficient and at the same time boost their image, could find our new, streamlined carbon calculator, which launches today, invaluable. Financial Mail joined the CarbonNeutral Company last year to create the online tool that allows businesses to calculate their carbon footprints, reduce their impact on the environment and then offset whatever carbon remains.

The tool has now been further improved to make it even easier for businesses to use.

Sam Neal is one company owner who has seen the real business benefits of reducing the carbon waste of his direct mail printing firm, Geoff Neal Litho, based in Feltham, Middlesex.

Managing director Sam, 30, was provoked into looking at making the company's processes more green when customers began to insist that they would deal only with companies that were carbon neutral.

Sam calculated the firm's carbon footprint and sought help from CarbonNeutral to reduce its electricity usage and waste.

'You don't get back all the money you spend on changing processes through cost savings. Some of it is

made up from new business when clients choose you because of your green credentials,' says Sam.

'We've found that the more environmental we get, the better our business is. We understand what's happening and where.'

Research from the Federation of

Small Businesses found that 92 per cent of small businesses consider themselves to be environmentally responsible, with 83 per cent already engaged in waste minimisation and recycling.

Sue Welland, founder and creative director of CarbonNeutral,

says: 'Measuring and reducing your CO<sub>2</sub> is incredibly straightforward and the results can be instant, saving businesses money as well as helping to protect the environment.'

'Why wouldn't you do it?'

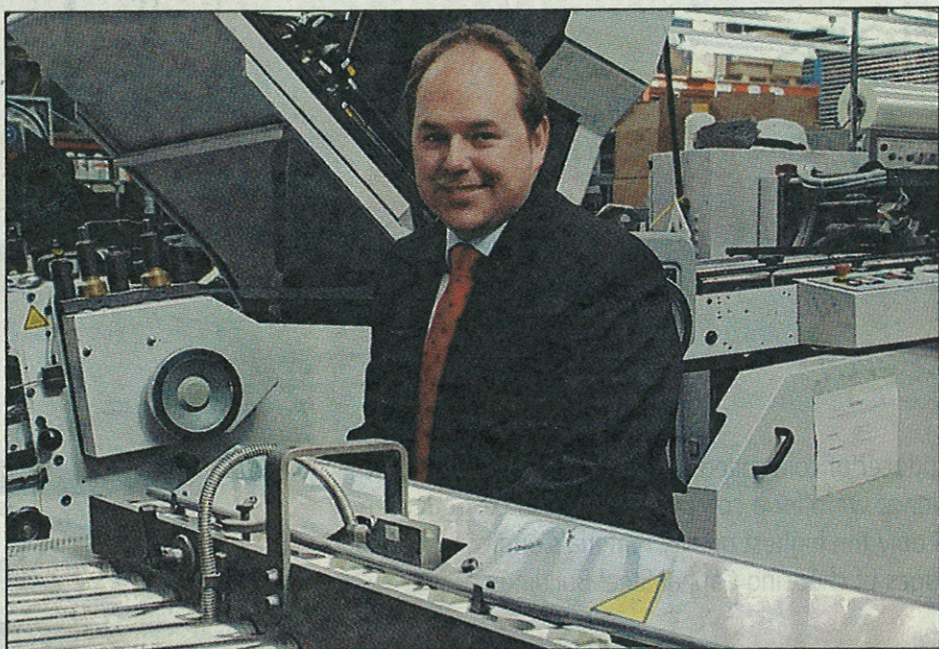
To find out what a business's carbon footprint is, owners will have to collect data about how they operate.

This includes measuring the square footage of the workplace, gauging annual electricity, gas and oil consumption, what non-recyclable waste the business produces, fuel consumption of work vehicles and the annual commuting distance of staff.

This information can be fed into the online calculator to see where most CO<sub>2</sub> emissions are being generated.

The next stage is either to offset any carbon waste by investing in environmental schemes, or to call in a CarbonNeutral auditor to assess how the business could create less CO<sub>2</sub>.

» For more information visit [carbonneutral.com/business-carbon-calculator](http://carbonneutral.com/business-carbon-calculator).



**SMALL FOOTPRINT:** Sam Neal turned his print business green after pressure from clients

Picture: GEORGE JAWORSKY

**A DEPRESSING** one third of London businesses fail within three years. And advisers warn that if bosses are complacent, this figure could rise.

The Government support service Business Link has found that 29 out of London's 33 boroughs are seeing more business start-ups, but existing businesses are not aware of some of the threats and challenges they could face in coming months. However, the service



has launched a Business Booster campaign that offers a ten-minute online review of a company's performance.

As well as the review tool, the new site offers access to local events, fact sheets and further advice. The Business Booster

can be found at [businesslink.gov.uk/london/review](http://businesslink.gov.uk/london/review).

» THE Government is not doing enough to help smaller companies protect their cashflow, say payment experts.

And present legislation designed to help small firms get paid on time is not working, they claim.

Martin Williams, managing director of credit risk company Graydon UK, says: 'The 1998 Late Payment of

Commercial Debts (Interest) Act simply hasn't worked and while the prospect of further interest rate cuts will be welcomed by small firms, this alone will not cure all the ills of the credit crunch.

'Late payment is starving businesses of cash that is rightly theirs and is heightening the risk of them going to the wall in an already incredibly challenging economic operating environment.'

Women inventors find power