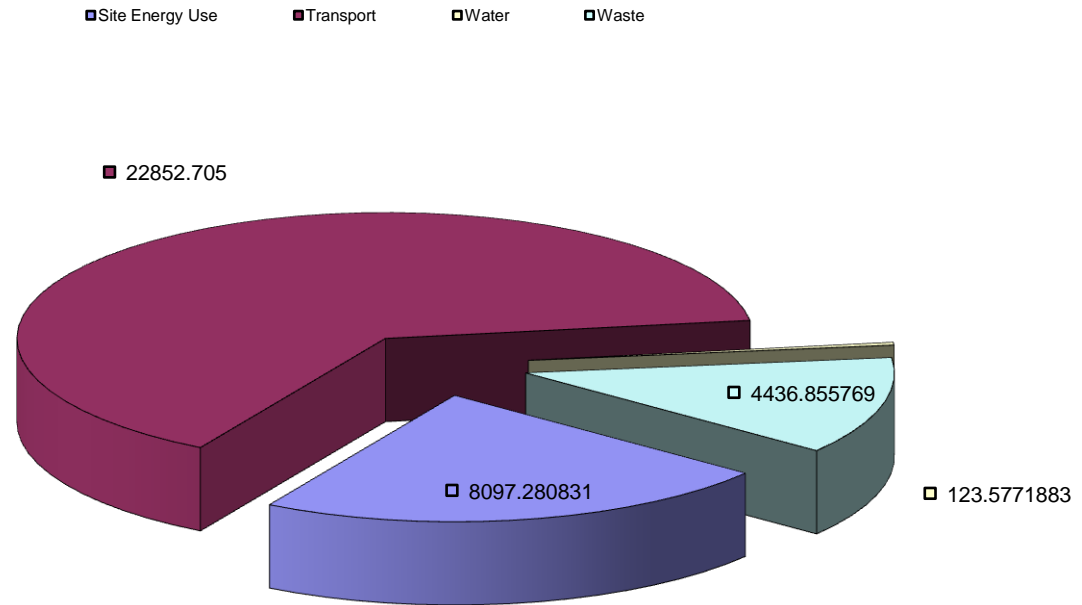


**Andrew Murphie**

Landmark Press







**Breakdown of Annual Energy Consumption Costs (£ Ex VAT)**



# Landmark PRESS

[www.landmark-press.com](http://www.landmark-press.com)

- Produce 146,000 'Welcome to' folders in 17 regional editions
- Produce 200,000 Where to Stay guides
- 1.5 million Welcome to Edinburgh guides in 6 languages
- 750,000 Welcome to Scotland also 6 languages
- Operate the **welcometoscotland** website and app
- We distribute 5 million leaflets from 400 customers to 1700 display racks across Scotland.
- The Carbon management Plan is structured and straightforward
- It establishes where are we now, what can we improve and how will we make that improvement.
- It projects CO2 and cash savings that can be made NOW
- Establishing where you are now does involve number crunching but it is critical

## Diesel

- Vans: age, performance, maintenance schedule
  - Drivers: training course thru EST
- Folders & leaflets: weight, size, over-stock in vans
  - Routes & destinations:

**Having said that we are still heading for a 9.7% reduction over 2 years in fuel costs at a time of rising prices.**

## Electric

- By agreement, after consultation set office and collation room temperatures
  - Install controllers set to agreed limits
  - Monitor on standby costs £52 overnight
  - Water heater in staff area controlled

**Small measures that seem picky, but do them consistently and you will save. Put half the saving into the staff fund, pay for a day out**

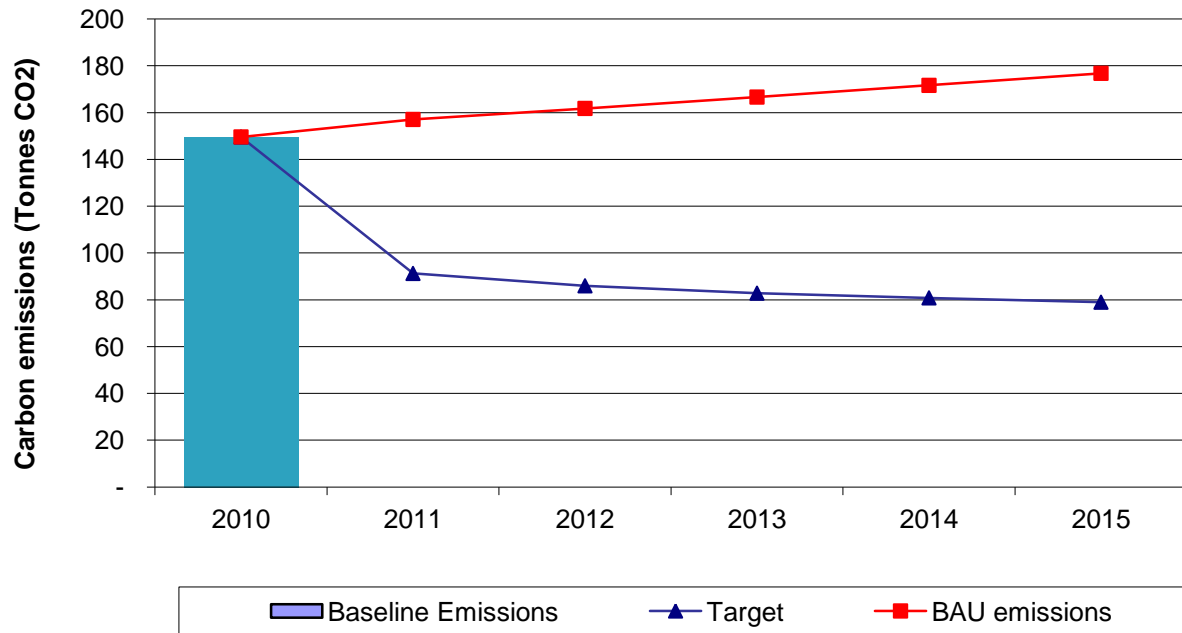
## Waste

- Reduce landfill by re-cycling paper and card
  - Sort paper & card to generate revenue
- Bale cardboard to reduce storage space and increase value
- Monthly stocktakes fed back to customers to inform next year's print
- Obtain SEPA licence pick up card and paper from adjacent businesses

**£4k annual cost becomes a revenue source**

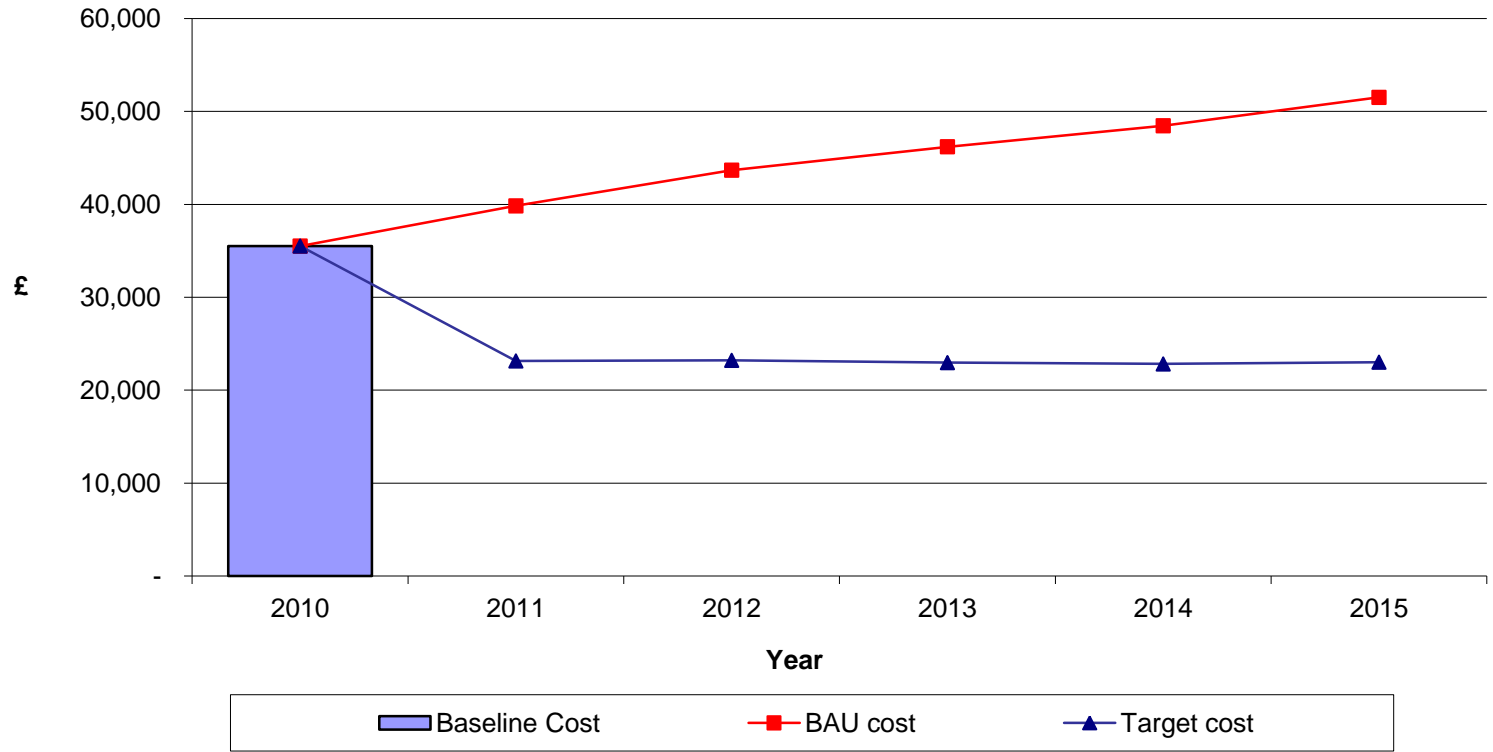


Comparison of actual emissions with Business As Usual increases and reduction targets predicted





Comparison of emissions with Business As Usual increases and reduction targets - financial



## Marketing

Like most companies, we can say

We abide by

Compliance with environmental legislation

Procurement of environmentally responsible products

Participation in Energy Saving Trust Initiatives (we've changed our bulbs)

Use of public transport, couriers & multi-purpose journeys

Network printer more energy efficient than multiple printers.

Invoices, Christmas Cards and marketing material are emailed

Phone conferences

Encouragement of best practice behaviour among staff to ensure lights and other appliances are not left on unnecessarily.

With the help of the Carbon Trust we can now say

We are on track to reduce our CO2 production by 47%

Recycling under licence on behalf of ourselves and others

Working environments changed by agreement and are more environmental

Designated carbon staff, we have had Zero Waste Scotland training, Carbon Trust training & pilot scheme

Our staff demonstrably buy in to carbon saving and can see the difference

**CO2 production is down by 47% profit is up by up to £9k per annum**

**Thank you**

A decorative graphic at the bottom of the slide consisting of a dark blue wavy shape on the left, a black horizontal bar in the middle, and a light blue wavy shape on the right.