



# BECAUSE KNOWING OUR ENVIRONMENT IS EVERYONE'S BUSINESS

## For events and venues that don't cost the earth!

Businesses are under increasing pressure to enhance their service, improve their sustainability and set themselves out against the competition. Illustrating green credentials is an increasingly popular move.

## What's in it for you?

### Commercial Advantage

Greening up your business makes good business sense. Guests and visitors expect venues to be responsible. It provides **strong PR opportunity** and greater brand value.

*Your customers are more environmentally conscious than ever.*

*"The heavy commitments made by larger firms do not mean that smaller practices cannot and should not reduce their carbon footprint."*

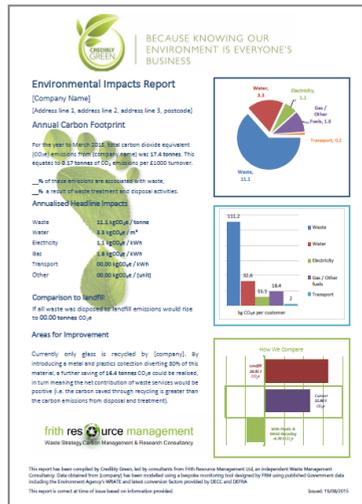
**Desmond Hudson, Law Society Chief Executive.**

*"Improving practice and reducing its carbon footprint are motivated by both our environmental conscience and the knowledge is among the things the firm wishes to be known for."*

**Helen Garthwaite, Taylor Wessing**

### Environmental Advantage

Measuring and improving green impacts is good for the environment, it often **saves money**, and is a positive message for staff and prospective employees.



You can only be **Credibly Green** if you measure and understand your businesses environmental impact.



Credibly Green simply uses accessible utility and waste data to generate a **bespoke Carbon Emissions Report** for your company. Added features allow you to broaden the report to include other aspects such as transport use, to **tailor it to your requirements**.

Illustrating green credentials within the tourism sector is an increasingly popular move. Growing awareness in the public eye of climate change, the impacts, means that increasingly guests will choose activities which show a commitment to the environment. By being Credibly Green, these reports fill that need.

This **low cost service (£425 + VAT)** is designed to measure, improve and champion environmental performance. As events managers, tender applications increasingly require an environmental management aspect. Providing an independent measure of performance Credibly Green will support you to improve and benchmark impacts leading to environmental and **commercial advantage**.

***Credibly Green** believe in the power  
and difference businesses can make....*

Contact Us Today

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Credibly Green is an initiative of Frith Resource Management, an independent, ISO 14001 and 9001 certified, environmental consultancy, that uses chartered professionals to calculate environmental impacts.