

## *GfK NOP's Green Credentials*

The GfK NOP Carbon Committee comprises 40 staff and is tasked with reviewing, and where possible reducing, energy use across the various business areas and GfK UK sites, as well as developing and promoting new energy saving ideas. Each year the Ludgate House site in London joins forces with other tenants in the building to take part in the Chartered Institute of Building Services Engineer's Carbon Off Campaign which seeks to cut carbon emissions in British business premises over a 100 day period and beyond. After extensive efforts in engaging staff to switch off electrical equipment when not in use and driving forward recycling capacities, Ludgate House was the winner of the 'Best 100 days Carbon Off campaign' in 2006 and was short listed for this award in 2007. Ludgate House now uses Low Carbon Energy and energy sources at all other GfK NOP sites are under constant review.

Recycling has long been part of the GfK culture, but we are now recycling more materials than ever: paper, glass bottles, aluminium cans, vending machine cups, CDs and CD cases and laser printer/fax cartridges (with proceeds to Help the Aged). Our recent Sports Day event in Pimlico was our greenest ever, with recycling a major part of the clean up effort: we collected 30 bags of rubbish, only 6 of which had to go to landfill. The Committee has also pushed for changes in procurement procedures for electrical equipment to ensure that this takes into account energy efficiency ratings and that, where possible, old equipment is reused (via a charity scheme). Other successes include the now routine purchase of fair trade tea, coffee and sugar for use at all office sites, the implementation of a Bike to Work scheme, and the 'use your own' initiative to encourage the use of mugs rather than plastic cups in vending machines.

The Committee is now working hard to promote a culture of cutting unnecessary travel, and the installation of a new state of the art video conferencing suite is a major step towards facilitating further reductions in GfK NOP's carbon footprint.