

Environmental Good Practice Procedures

Effective Environmental Communication

EFFECTIVE ENVIRONMENTAL COMMUNICATION

These procedures set out Rentokil Initial's proposals for effective environmental communication.

They require the business to:

1

Report publicly on their environmental performance.

2

Encourage and promote environmental awareness amongst all employees.

3

Establish two-way communication with all stakeholders including employees, customers, suppliers, government agencies and enforcement bodies.



Environmental Benefits Effective Communication

Implementing any measure to improve environmental performance requires the support and commitment of many stakeholders. Obtaining this commitment and support relies upon “getting the message across” so that people will listen and perhaps modify their behaviour or opinion as a result of constructive dialogue. Environmental benefits only arise as a result of actions taken by well informed people in full co-operation with the business.



Financial Benefits of Effective Environmental Communication

Many stakeholders, particularly customers and employees, have an increasing expectation that the companies with whom they work will be improving their environmental performance. To meet these expectations and improve business performance with properly motivated staff it is vital that the business successfully communicates its environmental intentions and performance as part of an integrated communications strategy.

The procedures to be adopted are as follows:

1

Report publicly on their environmental performance.

- ∄ Maintain a section on the business's web-site relating to the Environment and publish on the site the business's Environmental Policy Statement, the Good Practice Procedures that have been adopted. And the progress towards any targets set as a result of adopting any of the Good Practice Procedures.
- ∄ Publish details of the Environmental benefits of the business's services or products.

2

Encourage and promote environmental awareness amongst all employees

- ∄ Ensure that all employees are aware of the business's Environmental Policy and are given information about key environmental issues affecting the business.
- ∄ Establish a training programme for all employees based on the environmental awareness course programme outlined in Appendix 1.

3

Establish two-way communications with all stakeholders including employees, customers, suppliers, government agencies and enforcement bodies

- ∄ Include in all promotional literature a reference to the business's environmental objectives and invite customers to comment on how the business can help them to improve their environmental performance.
- ∄ Encourage employees to contribute ideas for initiatives to help improve the business's environmental performance.
- ∄ Where appropriate maintain close links with environment committees of relevant trade associations.

APPENDIX I

ENVIRONMENTAL AWARENESS TRAINING (Example)

1. **Man's Activities and Their Effects:**
 - Population growth
 - Industrialisation
 - Environmental pollution and its effects
 - Non-renewable resources

2. **Environmental Pollution**
 - Air pollution
 - Greenhouse gas emissions
 - from power generation
 - from motor vehicles
 - from industrial processes
 - Global warming
 - Acid rain

3. **Resource Utilisation**
 - Minimising waste
 - Waste reduction
 - by improving efficiency
 - by improving management control
 - using alternative materials
 - using alternative methods
 - Re-use of materials
 - Recycling of materials

 - Renewable resources
 - Energy
 - Solar power
 - Wind power
 - Wave and tide power
 - Geothermal energy

 - Transport
 - Fuel cell technology

4. **Environmental Management Systems**
 - Defining policy
 - Identifying environmental effects
 - Evaluating significance of environmental effects
 - Setting objectives and targets
 - Monitoring and reviewing performance

5. **Doing your Bit**
 - Saving energy
 - Saving fuel
 - Reducing waste
 - Preventing pollution