

PRESS RELEASE

The Greenshop Group gets greener

The Greenshop achieves a carbon footprint of 1.34 tonnes per employee; the national average is around 3 tonnes per person

10th February 2010

Following extensive carbon reduction work, the Greenshop Group has taken steps to offset their carbon footprint, becoming a "CarbonZero Company" through co2balance.

The move to become CarbonZero was the next natural step for the Greenshop, after instigating a raft of carbon reduction measures which includes a 4.6kw Solar PV System, high insulation levels, a large solar thermal array and a log boiler fuelled by waste wood. A wet room has also been provided for staff who cycle to work, and the Group has a policy of travelling by train for business trips to Europe.

Jane Powell from the Greenshop says: "We have worked hard to reduce our carbon footprint, and have a level of only 1.34 tonnes per employee. The national average varies but a rough estimate is about 3 tonnes, so we are delighted to be well below this level and it reflects the work that we have carried out".

The Greenshop is offsetting its carbon emissions through an energy efficiency stove project in Kenya, which reduces the amount of firewood that the family need to cook with. This saves carbon emissions as well as providing the family with a cheap, cleaner and easier way to cook.

"Whilst offsetting was the next step for us, we wanted to make sure that it was an effective project that has social and community benefits. We strongly believe the Stove Project achieves this. We also like the assurance that the project is completely owned and run by co2balance", added Jane.

Paul Chiplen from co2balance says: "The Greenshop is the perfect example of a company that has completely managed, and taken responsibility for, its carbon footprint. It also shows that you can make the environment a core part of your business whilst at the same time becoming a successful company".

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EDITORS NOTES:

About the Greenshop Group

The Greenshop Group was founded 25 years ago by Roger Budgeon. Within this time the business has evolved into separate, clearly focused companies that market environmental, technical and sustainable products to the general public, the trade and industry, dealing with retail and wholesale.

In April 2008, Jonathon Porritt CBE opened a new eco-building on the site, which was designed by Architype, RIBA award-winning architects. The building is designed to have a low impact on the environment and to incorporate many of the Group's technologies, plus act as a showroom which in turn helps the Greenshop to be very low carbon.

The Greenshop Group consists of: the *Greenshop* - sells a comprehensive range of products both in the shop and online, including household, energy saving, bodycare, green books, organic bedding and clothing, natural paints, sun pipes and insulation; *Auro Paints and Finishes* – the UK importer and distributor for Auro Germany, a CO2 neutral company; *Rainharvesting Systems Ltd* – has established itself as a market leader in this technology. It supplies systems for both domestic and commercial buildings; *Greenshop Solar Ltd* – installs and distributes solar thermal, solar photovoltaics, thermal stores and wood fuel systems for both domestic and commercial; *Consolar UK* – is part of Greenshop Solar Ltd; *Petrol Station and Car Repair Workshop* – where all the businesses started from. It was the first site in the UK to sell blended biodiesel and the first in Gloucestershire to sell unleaded fuel.

The Greenshop Group www.greenshopgroup.co.uk includes:

The Greenshop www.greenshop.co.uk

Auro UK www.auro.co.uk

Rainharvesting Systems Ltd www.rainharvesting.co.uk

Greenshop Solar Ltd www.greenshopsolar.co.uk

Consolar UK www.consolar.co.uk

Holbrook Garage and Workshop www.holbrook-garage.co.uk

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About co2balance Ltd:

co2balance works with many household names including: Toshiba, Aviva, OKI Printing Solutions and the BBC, helping businesses to better their understanding of their climate and environmental impacts, working with them to create carbon reduction plans and arranging carbon offsetting for clients.

co2balance's aim is to provide simple, practical and cost-effective ways for individuals and businesses to reduce their 'carbon footprint' and then balance their unavoidable carbon dioxide emissions through energy efficiency and renewable energy projects. After providing advice on carbon reduction, co2balance will arrange to offset the residual CO₂ emissions.

Offsetting is the practice of calculating a client's carbon footprint and then investing in a carbon reduction project to reduce an equivalent quantity of carbon.

co2balance is a founder member of the International Carbon Reduction and Offset Alliance, which provides leadership and a unified voice advocating for rigorous industry standards - <http://www.icroa.org/>

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