



An Introduction to Environmental Business Communications Limited

The Company

- EBC is a Birmingham based, private, commercial company specialising in promoting sustainable development values through business network management and development and project activity.
- It was formed in 1991 to provide management secretariat and development services to the not-for-profit Midlands Environmental Business Club (MEBC), which it continues to serve.
- In 2001 EBC won a five year contract to manage and develop the Business Council for Sustainable Development – United Kingdom (BCSD-UK), the UK's official branch of the World Business Council.
- In 2002 the MEBC, at the recommendation of EBC, adopted the name Midlands Environmental Business Company, the proprietor of the Club, and spun off a subsidiary company, MEBC Projects.
- EBC is helping both the BCSD-UK and MEBC Projects undertake major work.

With the BCSD-UK, EBC is developing and managing the world's largest industrial symbiosis programme, to encourage businesses across the UK to work together to maximise the utilisation of resources.

With MEBC Projects, EBC is seeking to link the UK business community's capability and capacity to respond to the world's growing markets for products and services that respond to change created by environmentally related pressures, such as renewable energy for example.

The Team (in alphabetical order)

Malcolm Bailey

Programme Director- National Industrial Symbiosis Programme - Humber

(c)



Malcolm has a process engineering background that has been employed most recently in running two energy consultancies serving both industry and other niche markets. This work identified with the remit of The Carbon Trust in the push towards a low carbon economy and is contracted to provide services to that end through the Action Energy programme. He has set up management programmes as well as recommending technical improvements. Malcolm has undertaken an R&D programme on behalf of the Building Research Establishment on energy efficiency measures in heavyweight buildings and in associated work has gained a Smart Award for product development in a related field from the DTI.

He has recently been involved in evaluating the potential for anaerobic digestion in the agricultural sector in Northern Ireland. Previously employed by a major multinational and had experience as Director of a Renewable Energy Development Company, steering member of a European network team, provision of process engineering input into the Humber Bundle project, and as author of a Corporate standard on process safety.

Co-authored a paper for The International Fertiliser Society, of which he was on Council. Malcolm is presently the co-ordinator for Central Services in the Lincoln and Grimsby District of The Methodist Church.

Ian Bryan

Project Manager – National Industrial Symbiosis Programme – West Midlands

(c)



Educated at The Royal Naval Engineering College, Greenwich and Warwick University, Ian is a Chartered Electrical Engineer with a systems engineering background and served for 16 years as a submarine weapons engineer. He retired voluntarily in 1992 and has since then worked in the environmental services sector.

Ian has Managing Director level experience gained in a number of sectors including commercial and industrial waste collection and treatment, the management of large-scale capital projects, start ups and business process re-engineering.

In addition to currently directing the National Industrial Symbiosis Programme - West Midlands he is an active member of the DTI working group on used tyres and a consultant to trade associations and Industry.

Will Clark

(s)

Assistant Programme Manager- National Industrial Symbiosis Programme



Will has recently completed an MSc in Environmental Technology at Imperial College, London, with Business and the Environment as the specialist option. Through this programme he developed a practical understanding of the pressures, advantages and options affecting the environmental, social and ethical performance of companies from a variety of sectors, linking this with financial performance in what has become known as 'sustainable business'. During the course he undertook project work in behalf of Marks & Spencer Plc and the Science Museum to assist in furthering the sustainable development agendas of these organisations. His individual research thesis examines the viability and stability of industrial symbiosis systems as a means of improving business performance and reducing the environmental impact of industry. The research has provided him with an in-depth understanding of the potential and mechanisms for encouraging the recycling or waste by-products between independent organisations.

He also has experience of environmental management in the brewing industry, having worked as Environmental Manager at Harvey & Son (Lewes) Ltd. in East Sussex prior to undertaking the MSc programme. This work involved identifying opportunities to enhance the organisation's environmental performance and the development of an integrated EMS, in coordination with consultancy Brewing Research International.

He holds a BSc in Environmental Biogeoscience from the University of Leeds and an International Baccalaureate Diploma completed at the International School of Hamburg, Germany.

Charlotte Curtiss

(s)

Administration Team Coordinator



Charlotte has a background in Computer Science with a degree in Business Information Systems from De Montfort University, Leicester 2003. She has previous experience working for a well known IT company based in Bristol where she handled many diverse topics and became the global contact for the service level metrics and created and maintained several different reports for senior management.

On top of her regular duties Charlotte naturally became the social secretary for her fellow colleagues and enjoyed seeing how successful her activities where in the local bar had been the next morning!

With a flare for the unusual after hours activates she is a keen member of the Royal Naval Reserves based in Birmingham. Where she hopes to move up the hierarchical leader and generally boss everyone around.

Bob Dorman
Project Manager – Specialising on Renewable Energy

(s)



Bob is a civil engineer and lawyer, with 27 years consulting/project management experience both in the UK and living/working in mainland Europe, the Middle East, the Far East and the USA. As well as being general manager opening overseas offices/acquiring overseas companies, he spent the latter part of this time as managing director of an international consultancy, also running and speaking at industry workshops and conferences.

Spent 2 years as a “Black Country” SME – owning/developing an oil blending and lubrication business, and assisting product development with West Midlands manufacturers. Exhibition experience also as director of Green shows & Conferences. Chairman of MEBC’s first special interest group (waste minimisation).

Joined EBC in 1996, some 7 years ago. As a director, helped to establish the company and its business networks/exhibition & conference work until 2003. Remains as shareholder, now focused on business network project work and Renewables/Energy development.

Project experience includes **private sector** work for many UK and overseas suppliers / manufacturers / subcontractors, inc Japanese, Chinese, Arabian, European and American companies, & inc involvement in steel fabrication etc, mechanical/electrical/electronic systems; **public sector** UK local government experience; environmental work on the US 3 mile island nuclear disaster class action, and with the US EPA and the later UK EA; major building projects; energy and offshore oil & gas projects; social/transport work inc with Hong Kong mass transit and Channel Tunnel systems, and for example with British Aerospace in its Saudi military city/aircraft projects.

Recently involved in establishing the £27m regional Environmental Business Action fund, linking also to regional R&D/Universities. Also in establishing the regional EnviroTrade WM initiative. Set up the UK RDA renewables co-ordination group, and currently leading the MEBC wind, biomass projects and assisting AWM with renewables/energy to establish regional supply chains, diversify business and create jobs in these new and fast growing global technologies.

Debbie Dorman
Major Events Manager

(s)



Debbie has a background in office administration, events management and project management from Allied Carpets to the Arabian Gulf. 8 years in Dubai, Hong Kong and the USA setting up and running offices for expatriate construction industry consultancy following 2 years in Birmingham and London. Time spent in the Middle East also included working as assistant to the Editor of the first English language newspaper in Dubai.

4 years managing the sales, marketing and staging of the annual Green Show – the first environmental exhibition for businesses and the general public.

Debbie joined EBC in 1996 and work has included overall management of various exhibitions, conferences and think tanks across the UK and Northern Ireland including The International Land Regeneration Expo (7 exhibitions and conferences over 5 years across the UK), The Urban Renewal Foundation (a business network focusing on the re-use of second hand land), BURE project – Bridging Urban and Rural Economies – conference examining the links between urban and rural regeneration.

Recent events have included SURE – Sustainable Urban Renewal Expo, a three day exhibition and conference examining the application of sustainable development principles in urban renewal, and a Chemicals Industry conference looking at the implications of the European Commission White Paper for a Future Chemicals Policy.

Various launch events on behalf of the Business Council for Sustainable Development-United Kingdom (BCSD-UK):-

- Promotion of the National Industrial Symbiosis Programme – resource efficiency and waste minimisation
- Series of workshops for the BCSD-UK's FutureBuild Group – tasked with contributing new thinking on the roles and responsibilities of corporations in the built environment, how they are accountable and how the built environment contributes to business effectiveness.



Steve Gooch
Financial Director

(s)



Steve completed Foundation Course in Accountancy at Wolverhampton in 1982. He continued professional training within a “top 20” firm of Chartered Accountants based at their Birmingham office. Through this has gained experience in all areas including audit and accountancy, personal and corporate taxation.

He became self-employed in 1987 offering a taxation and accountancy consultancy service to small commercial organisations based primarily within the West Midlands.

Assisted in the formation of Environmental Business Communications Ltd and the Midlands Environmental Business Company Limited. Responsible for establishing and maintaining the financial systems and controls within the organisation, reporting directly to the Board. Appointed Financial Director of Environmental Business Communications Ltd in 2003.

Peter Hart
Assistant Programme Manager for NISP-Humber

(c)



Educated at both Gainsborough College and Grimsby College, Peter gained Higher National Certificates in Mechanical Engineering and in Chemical Engineering.

He has 37 years industrial experience from 1966 to 2003, the majority of which was obtained whilst working on the Humber bank for Laporte Industries, later to become SCM Chemicals, and then Millennium Chemicals. Latterly with Geest PLC in fresh food manufacture.

Peter has extensive Maintenance, Manufacturing, Capital Investment and Project Management experience as Site Services Manager.

He has a keen interest in the local community and the environment, a Member of the RSPB and Lincolnshire Wildlife Trust.

Peter is working on the NISP-Humber programme by assisting in company recruitment and data entry.

Melissa Johnston
Office and IT Manager

(s)



Melissa has worked in an office environment since leaving college in 1992. She has gained experience within a wide variety of industries ranging from the sports and leisure industry, graphic design, office letting and recruitment. As a direct result she has accumulated a wide range of skills, which are now fully exploited within her current position.

Employed by EBC Ltd as Office Manager in 2001 and also acts as P.A to the Managing Director.

She is responsible for the overall smooth running of the office with duties that vary from general administration to managing the I.T network.

Reporting to the Financial Director, Melissa is also involved in the day-to-day financial controls, including the preparation of bank reconciliations, monitoring cash flow and payment of suppliers.

David King
Projects Consultant

(c)



Born in Arundel Sussex, Dave King spent his early life in west London, and was educated at Acton County Grammar School.

On leaving school Dave discovered the world of engineering and manufacturing beginning in the laboratory of AEC(Southall)Ltd; “builders of London’s buses” with later employment in metals refining (Inco), aero-engines(Rolls Royce), and machine tools(Stavely-Lapointe).

During his time with these companies he studied for formal qualifications in metallurgy, being admitted as a Licentiate Member of the Institution of Metallurgists. Dave remains a member today of the Institution in its now wider body of the Institute of Materials, Minerals & Mining (IOM3).

After marriage and the birth of their two children, the family moved to the Midlands to Alcester in Warwickshire where Dave and his wife Margaret still live some 35years on.

During this time Dave has held a number of senior management positions in industry, among them being Samuel Osborn, the Sheffield Steel Group, and then some 20 years with Glynwed(the Midland based engineering group) for whom he variously worked as a director in their steel distribution, steel processing and engineering businesses.

Dave took his first retirement from the steel and engineering industry in 2000, and soon joined the newly formed regional development agency Advantage West Midlands working in the directorate of business growth, specialising in the field of Environmental Technology.

He took his second retirement from AWM in May of this year but continues the association with Industry and Regional Development working with EBC on the EnviroTRADE WM sponsored project to promote the regional supply chain potential for the growing Wind Turbine industry known as WindSupply WM.

Peter Laybourn
Deputy Managing Director

(s)



Sc Hons Economics (Ecology Option), BSc Environmental Management. Deputy Managing Director of EBC Limited and Deputy Chief Executive of the BCSD-UK.

Peter had 18 years experience in the aerospace industry with companies such as Marconi, GEC, Smiths Industries and Meggitt Avionics and Marine. Much of this work involved working in international partnerships and extensive travel world-wide. His last position in the industry was Commercial and Contracts Manager of Meggitt.

After doing a further degree in environmental management Peter ran an environmental business club on the south coast and also has local government experience of implementing EMAS at Stratford on Avon District Council where he was employed as environmental coordinator. Whilst at Stratford Peter also set up the Warwickshire Energy Efficiency Advice Centre and remains an active trustee of that organisation as well as sitting on a national energy efficiency committee. More recently Peter was employed as a consultant on sustainable development issues by Shell Exploration and Production in Aberdeen

Peter has also put together partnerships to launch national education programmes (Education for Sustainable Development and Energy Matters) and put together a series of case studies on Local Agenda 21 for the Improvement and Development Agency

Since joining EBC in 2001 Peter has been instrumental in bringing in the management of BCSD-UK and has been the driving force behind the National Industrial Symbiosis Programme. He recently managed the MEBC's Sustainable Exhibition Industry project (SEXI) which has been a great success.

Peter enjoys eating, fine wines and chasing (usually unsuccessfully) after women.

Jennie Middleton
Joint Founder, Director & Meetings Manager

(s)



Jennie Middleton was involved in the organisation and staging of the Environmental Business Challenge Conference staged at the National Exhibition Centre in 1991 that led to the formation of the Midlands Environmental Business Club and, shortly afterwards, EBC.

Prior to that Jennie worked in the insurance sector and brought that administrative background to her new roles in supporting and aiding the development of the new network and new company.

Today she is very much involved with maintaining services to members of the MEBC and for its programme of activity. That work is also replicated in supporting EBC's role of managing the Business Council for Sustainable Development- United Kingdom. Jennie is also responsible for managing and maintaining the EBC databases.

David Middleton
Founder & Managing Director

(s)



A career in newspaper and radio journalism, PR and exhibition and conference organising provided David with the opportunity to travel extensively. Being witness to various examples of environmental problems around the world caused him to develop a concern about global environmental degradation and a belief that the business community essentially had to engage with the challenge if improvement was to be achieved. In 1991 he helped form the Midlands Environmental Business Club, now a not for profit company with a pre-eminent Board of Directors drawn from business and the public sector.

EBC was created soon after to provide management and development resources to the MEBC. David remains as Managing Director of EBC, based in Birmingham, and now renowned as a business network and project management and development company operating in the sustainable development arena.

David is Chief Executive of the MEBC. He is also Chief Executive of the Business Council for Sustainable Development – United Kingdom (BCSD-UK), which EBC was contracted to manage and develop from October 1999. BCSD-UK is an affiliated but autonomous branch of the World Business Council.

In the past ten years, David has been a member of two sub-groups of the UK Round Table for Sustainable Development, a director of the trading company of Birmingham Groundwork, a Trustee of the Warwickshire Energy Trust, a facilitator for the environmental sector Business Growth Task Group of the regional development agency, Advantage West Midlands, and a member of its Environmental Business Growth management team.

Dr Adrian Murphy
Technical Manager

(s)



Dr Adrian Murphy graduated from University with a Doctorate in chemistry. He has worked in industry for the last 12 years as the Head of Health, Safety, Environment and Quality developing group strategy for BIP - a multinational chemical company. During this time he directed a number of projects including: -

- Development of a Biodiesel fuel as a direct replacement of conventional diesel. This product is based on waste vegetable oil. Currently the plant is producing over 12,000,000 million litres of this material annually.
- Expansion of a blast media business, which promotes the use of recycled waste plastics. This material is used to strip paint from aircraft and other sensitive substrates.
- The development of numerous ISO 14001 Environment Management Systems and ISO 9000:2000 Quality Management Systems across the group. During the last ISO 14001 audit, the British Standards Institute described the Environmental Management System as “ideal, and the group as a model company”.
- The implementation of the Environment Protection Act within BIP, achieving compliance to agreed Environment Agency standards, at minimum capital cost to the group. e.g. developing a major reduction at source programme to reduce and control gas and water emission from the production facilities. This achieved a major change in the company’s approach to the Environment Agency, in relation to the companies numerous license agreements with a capital saving of £7,000,000 and associated running cost of £200,000 per annum.
- Published many Best Practice Guides in the Environmental arena.

Adrian is a Fellow of the Royal Society of Chemistry, and a Chartered Chemist. A Fellow of the Institute of Quality Assurance, a trained practitioner of the six-sigma quality approach, and a registered Lead Auditor with the International Register of Certified Auditors. He is also a Fellow of The Institute of Environment Management and Assessment, a registered Principle Environmental Auditor, a qualified Dangerous Goods Safety Advisor and also registered as a Technical Safety Practitioner.

Adrian has won many awards for his achievements and the most notable are: -

- An award from Severn Trent plc for improved effluent efficiency. He developed and managed a substantial reduction in the use and treatment of waste water within the company (saving £800,000 per annum, 90% of budget). The program of work is now being used as “A Best Practice Guide” to help other companies throughout the UK.
- He also won a prestigious Environmental Award for engineers from the Engineering Council **“The use of a novel biological technique for reducing VOC emissions to air”**.
- An award from the Chemical Industry Association for promoting good practice and engaging stakeholders.

Adrian has also acted as an “Expert Advisor” to the European Commission DGXI “Environment, Nuclear Safety and Civil Protection” under their LIFE funding initiative at their Brussels Head Quarters. He is involved with the Business Growth Task helping to develop new business opportunities in the West Midlands for Advantage West Midlands.

Finally he has presented some of the companies major environmental projects to members of the House of Lords, and the Environment Select Committee. In recognition of Adrian’s environmental work and promotion of sustainable development he was invited to Downing Street to meet with The Prime Minister.

Jon Roberts
Assistant Project Manager to the WindSupply team.



Born and still living in Redditch and educated at Alcester Grammar School prior to the University of Southampton where he gained an MSc. in Integrated Environmental Sciences. His studies covered Environmental Impact Assessment (ISO14001); Environmental Economics; Environmental Law; Water Engineering; Coastal and Maritime Engineering; Environmental Communication; Geographical Information Systems; Restoration Ecology. His Masters project was undertaken in collaboration with Hampshire Environment Agency and was entitled ‘Factors affecting Local Biodiversity Action Plan take up in Hampshire and Isle of Wight & Creation of a Pilot Database to aid with Monitoring and Reporting’ He has a BSc (Hons) Biology.

He enjoys playing blues guitar, West Indian Rum and Cricket.

Bob Turner
Projects Consultant

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Bob has over 30 years direct experience of marketing and business management in the metals, distribution and engineering sectors, 11 years being at Board Director level. Bob is a Chartered Engineer, a Professional Member of the Institute of Materials and a Member of the Chartered Institute of Marketing.

He graduated with a BSc (Hons) Degree in Metallurgy & Material Science in 1973, being sponsored at the University of Aston in Birmingham by the Tube Investments Group. On Graduation he moved into Technical Sales and Marketing with the T.I. Steel Tube Division, subsequently moving to the Glynwed Group in 1976 to establish a Marketing activity for the steel stockholders Macreadys. He was subsequently appointed Marketing Manager and then Marketing Director for Macreadys in 1988.

On leaving Glynwed in 1999 he formed Quadcom Limited as the vehicle to offer his experience, skills and knowledge of marketing, communications, research, planning and business strategy to companies in the metals, engineering and manufacturing sectors.

Through Quadcom he works alongside a wide spectrum of businesses; from London based Investment Banks advising on acquisitions and divestments to helping SME manufacturers in the West Midlands diversify into new products & markets, including projects supported by local Business Links and RDAs. Recent times have seen Bob working with EBC on the development of business for West Midlands companies in the growing wind turbine market.

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(c) contracted

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