



Sustainable Development News from the MEBC

Midlands Environmental Business Company, the proprietor of the Midlands Environmental Business Club formed in 1991, is a not-for-profit initiative managed by regional businesses and regional government offices and agencies to promote the values of sustainable development to the region's business community.

August 2005

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Location visits back in popularity

Revitalised thanks to a contract from Advantage West Midlands and with funding via the new BREW fund (Business Resource Efficiency and Waste), MEBC is, with regional partners, organising visits to locations of interest to see examples of best practice in resource efficiency.

There has been one visit so far which also demonstrated the wide range of subjects and environments in the programme. Aston Hall Farm on a warm, sunny August afternoon was not only a delightful place to be but thanks to Severn Trent Water and Middlemarch Environmental, also a highly educational and informative case study on land management and biodiversification. In terms of resource efficiency, the Farm clearly shows how an agricultural business and the land owner can respond to legislative demands, use appropriate grants effectively, and work with partner organisations to meet commercial and sustainable development targets.



The area, near Stone in Staffordshire, has been largely developed into a floodplain in a highly sympathetic way without the intervention of artificial devices. It is now seen as a highly successful role model, demonstrating that biodiversity, environmental improvements and commercial imperatives can be achieved hand in hand. More information via: www.severntrent.com/corporateresponsibility/environment/biodiversity.php

Business Benefit Theme Of Meetings

How businesses can benefit from legislation and market pressures caused by growing national commitment to sustainable development has been the theme of recent MEBC meetings staged with a variety of strategic partners around the region.

Speakers at Chasewater in February included Graham Hunt, Director, Forest of Mercia; Mike Kinghan, Partnership Director, Southern Staffordshire Partnership (pictured left); Peter Braithwaite, Arup; Dave Pritchard, Talbott Heating; Ruth Plant, Lichfield Council, Bob Dorman, WindSupply project.

In April, the MEBC/EnviroTrade combined Cluster Forum and Business Breakfast Briefing held in Birmingham Council House's Banqueting Suite was Chaired by John Turner and involved speakers from the AWM EnviroTRADE initiative including Ralph Hepworth, Chris Lilly, Gareth Stanley, Bob Dorman (WindSupply project), Dr Adrian Murphy (NISP WM), and John Smallwood.

It was Stoke in June, the speakers included Nigel Jordan, Regional Broker, Contact; Rob Mabbott, Severn Trent; Mike Carter, Marley Building Materials; Richard Huxley, Innoverso and Prof. David Williamson, Staffordshire University.

TYRES to TAHI in coming programme

The MEBC programme up to Christmas currently looks as follows. This is now a strategic programme for the West Midlands, undertaken in association with Advantage West Midlands, with the majority of items funded through the BREW (Business Resource Efficiency and Waste) fund, courtesy of DEFRA.

August 23 (pm) Investment & Sustainable Development Bulmer Foundation AWM

The Bulmer Foundation has been working with Imperial College, London over the last year to investigate the potential of creating an investment scheme specifically to promote sustainable development; stimulating the growth of sustainable businesses in the county and encouraging currently unsustainable businesses to become restorative, measured on a triple bottom line accounting basis. This afternoon meeting is being hosted at Advantage West Midlands to discuss the findings of the Imperial College team and to consider the next steps that might be taken to advance this exciting and innovative proposition. If you wish to attend, contact David.Marshall@scottish-courage.co.uk.

Continues/

September 15 (eve)	Board Meeting	MEBC	AWM
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September 23 07.30	Cluster Forum	MEBC/EA	Solihull
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Resource efficiency - good for profitability and good for the environment.

Covering new hazardous waste regs and with examples of practical hazardous waste minimisation. Speakers from the Environment Agency, Envirowise, NISP and the Carbon Trust.

September 28 16.00	Location Visit	MEBC/Mouchel Parkman	Nr Stoke
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A 26 hectares site remediation project for AWM

These works involve the sorting and disposal of approximately 68,000m³ of mixed wastes including a large volume of tyres, oil, and hazardous waste including asbestos. The contract also includes a temporary stream diversion, the construction of a flood compensation area, the backfilling of the void with site won material, the creation of new habitats, and diverting a sewer and BT services.

October 12 (am)	TAHI	MEBC/Severn Trent	Nr. Leicester
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Resource efficiency – if you can see how much you're using, will you use it more efficiently?

Fitting water meters in homes is nothing new but fitting meters and allowing householders to see their usage pattern on their TV screen might be. Severn Trent Water took part in a national initiative, partly funded by the DTI, which explored the realities of taking useful technologies into more homes in the UK. The Application Home Initiative (TAHI), was to see by how much people can be motivated to control their energy and water use if they are given more information.

October tbc	Mechanical separation and ball mill element	MEBC/Biffa	Nr. Leicester
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Municipal Waste Solution (recycling it) and Business Opportunity (technology provision)

The pressure is on for local authorities to meet their recycling targets. That means turning to new ways of managing and recycling waste, and that in turn means a growing market needing equipment necessary to make it happen.

At Bursom we will see the mechanical separation of waste and the ball mill technology that has the capacity to operate at 140,000 tonnes per year though its current output is around 100,000 tonnes a year. Ferrous, non-ferrous, grit and screenings, plastics and polymers etc are separated in the process.

November tbc	Business/Political Round Table	MEBC/SWM/AWM/GOWM	Birmingham
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Good News – Bad News Case Study launch

MEBC's business and political connections are invited to a round table event at which the launch of the 2005 Case Study portfolio will be a focal point.

November tbc	Location Visit	MEBC/BCHT	Dudley
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The subterranean demonstration area of the Black Country Housing Trust is unique.

From hydrogen power to earth toilets, here the BCHT puts innovation into practice as it searches for new ways of ensuring its housing stock performs to the ultimate in terms of sustainable development values.

December 7th	AGM/Dinner	MEBC/AWM	Birmingham
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Building on the success of the 2004 pilot event. A celebration of regional business success in sustainable development.

MEBC is a not for profit limited liability company managed under contract from Birmingham by Environmental Business Communications Limited. The Board of Directors consists of Jonathon Porritt (Hon. President), Ian Aspley (Chairman), Marley Eternit Ltd; Peter Braithwaite (Deputy Chairman) Arup; David White (Finance Director), Grant Thornton; Anita Davison (Company Secretary) Eversheds; David Middleton (CEO) Environmental Business Communications; Roger Key (Brumcan); Nick King (Environment Agency); Tony Lass (Fox Consultancy); Pat Laughlin (PL Associates); John Sharpe (Bates Wood). Observers include Paul Cobbing (GOWM), Ralph Hepworth (AWM) and David Ward (Birmingham City Council)
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