



CASE STUDY MOUNTJOY MAKING A DIFFERENCE TO THE ENVIRONMENT

Initiative: Reducing our Carbon Footprint
Date: 2007/ 08
Partners: Island Carbon Neutral - John Owen
Isle of Wight Council - Jim Fawcett
Various Clients

Summary of Achievements

- neutralised our carbon footprint for the Island's Business for 2007/8 by planting 527 trees;
- written a comprehensive Environmental Policy, along with a detailed action plan. The Board of Directors and all staff are all totally committed to delivering the plan;
- environmental issues at the top of the agenda with all projects;
- promoted an increased awareness of the importance of protecting the environment to clients, customers and staff—direct mail, seminars and general activity;
- employed an Environmental Officer who is liaising with various organisations to ensure we are actively working to mutual objectives;
- committed to buying sustainable products and whenever possible from local sources.

Carbon Emissions, Carbon Footprint, Environmental Change.

Every day we are bombarded with messages and facts on what damage we as a nation are inflicting on our environment. Its not longer appropriate just to talk about the subject, constructive action must be taken.

This year, we have made it our mission to *make a difference* with the environment. With a workforce of 150, the majority on the road, it has certainly been a challenge.

In order to make changes, Mountjoy had their carbon footprint calculated by Island Carbon Neutral (ICN). ICN is an organisation established to help manage the environmental impact businesses have on the island and is located at the historically significant site of Appludurcombe near Ventnor. Once the figure was established, we lead the way by being the first Island company to commit to planting over 500 trees to neutralise our impact.

A dedicated area of 15 acres within this historical setting has now been set aside solely for a tree planning initiative designed to help offset carbon emissions generated on the Isle of Wight.



Mountjoy appreciate that alongside “offsetting” we must also work at reducing carbon emissions and are proactively engaged in a range of initiatives to reduce our footprint for the future.

We have employed an Environmental Officer and are working closely with the Isle of Wight Council, as well as encouraging employees and clients to reduce their own impact on the environment. The Company continue to buy locally and focuses on sustainable use of resources and more ways of recycling and building responsibly.

Making a difference

Making a difference to the environment.

Other references: Mountjoy Visions and Values, Environmental Policy, Environmental Action Plan, Corporate Social Responsibility Statement