



ENWORKS



PRESS RELEASE

15th August 2011

Networking event helps Cumbrian businesses go green



Photo caption: CREA's Environment Team with speakers Anna Waddilove of Nurture Lakeland and Sandra Blackburn of Pure Lakes Skin Care (3rd and 4th from right).

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More than thirty Cumbrian businesses met at the CREA Business Centre at Redhills, Penrith last Thursday to take part in a networking event and learn how they can become more environmentally friendly.

The event, run by CREA's Cumbria Business Environment Network, gave attending businesses an opportunity to pitch for one minute to everybody in the room, followed by a networking session and an opportunity to talk to CREA's hard-working Environmental Consultants.

The event also announced improvements to the existing CBEN Awards scheme, a programme that helps businesses become greener by putting environmental measures into place, reduces their energy costs and saves money in the process. The awards are widely recognised within the county as a benchmark for environmental performance.

To make sure the awards are still relevant and keep up with advances in technology they have been redesigned with both small and large businesses in mind, allowing smaller businesses to make realistic and appropriate improvements to environmental performance and demonstrate this commitment to their customers. Larger businesses can gain the added benefit of using the awards to satisfy many supply chain and tender requirements, as well as using the accreditation as a route to internationally-recognised standards.

Guest speakers included Anna Waddilove of Nurture Lakeland and Sandra Blackburn of Pure Lakes Skin Care who spoke about how the Awards Scheme has helped their businesses.

Anna Waddilove said, "Since the CBEN awards began, we have been championing its marketing, environmental and cost saving benefits to our tourism business members. We encourage these members to consider obtaining an environmental accreditation, such as CBEN, as it verifies their environmental commitments, can be an excellent marketing tool and can generally improve their business's internal systems".

"Nurture Lakeland's office is committed to reducing its impact, as well as being an organisation that encourages others to play their part too. As a result, we are working our way to Gold within the CBEN scheme ourselves. We have been most impressed with the level of expertise from the consultants and their willingness to support and help".

Lynne Fox, CREA's Chief Executive, said, "It was great to see so many Cumbrian businesses engaging with one another at the networking event. In a broader sense it also sets the scene for improving resource efficiency across multiple sectors as firms find ways to work together to create synergy. We are delighted to now be able to offer the CBEN Awards Scheme to larger businesses as well as small ones, and hope that Cumbrian businesses continue to show their commitment to environmental matters as they have done in the past."

For further information please see the awards section of the website at <http://www.cumbriaben.com/Awards.aspx> or contact the environmental team at on 01768 891 555.