



## ENVIRONMENTAL PRESENTATION



**JONATHAN LANE- PERSONAL ACCOUNT**

My name is Jonathan Lane and I have a keen interest in working with businesses to reduce their environmental impact. Over the past 12 months or so I've been given the opportunity to do just that by driving the continued improvement of Fired Up's EHS performance. An affiliation that began as a ten-week placement evolved into a journey that delivered a number of significant professional and personal milestones and culminated in a reduction of 112 Tonnes of carbon.

The following paragraphs document that journey in order to offer encouragement to those considering internships with Fired Up. I hope that it can also act as an inspiration for other professionals and enterprises to take the next step on the journey to becoming more sustainable.

**FEBRUARY 2012: ESTABLISHING CONNECTIONS**

In early February I began researching opportunities for a ten-week consultancy placement as part of the MSc. Sustainability at The University of Leeds. The objective was to apply theory and add value to practical skills obtained on the course, in a project management setting that reflected my personnel interests and career goal of helping business lead the fight against environmental pollution. To complicate matters I was keen to manage a project focussing on business impacts in, or related to, China which had recently become the largest territorial emitter of GHG emissions.

I was connected to Fired Up by a senior lecturer who felt they were potentially a good match for my aspirations. After a couple of introductory e-mails, it was evident we shared a similar vision and so a meeting was arranged at the company's Huddersfield offices to discuss potential projects.

**MARCH – APRIL 2012: SCOPING THE PROJECT**

A couple of preliminary meetings with Jonathan Bradley (Operations Director) and Isabell Holling (HR & Communications Manager) allowed us to share thoughts about the placement and to develop a rapport. It was clear that the forward thinking management were enthusiastic, willing and able to provide me with the opportunities that could help me reach my goals whilst contributing to the growth of their business. Subsequently, a remit for a waste reduction programme was proposed, with an emphasis on reducing both energy and material waste, to be split roughly 50/50 between the UK and China sites.

During this period Jonathan Bradley attended a Kingfisher Sourcing seminar in Shenzhen, China with a focus on reduction of GHG emissions in the Pearl River Delta Region in China through the recently developed WWF LCMP (Low Carbon Manufacturing Programme).. Obtaining LCMP accreditation was swiftly added as a corporate goal for the China site, and it was evident that my project could contribute towards this. Little did I know what impact this would have on my future.

## MAY – JULY 2012: DELIVERING THE PROJECT

The project commenced in May; a few days preparation in the UK preceded a long haul flight to Zhongshan, China. This China leg was exciting and daunting in equal measure, despite having had 12 months previous employment experience in the country complemented by a functional but rusty level of Mandarin Chinese. Chris Chan (General Manager- China) and his multi-lingual team immediately made me feel welcome and gave me the support I needed to carry the project forward.

After just over five weeks in the tropical South China sun, a significant number of areas had been identified which would provide win-win solutions of energy and material waste avoidance and cost savings. I returned to the UK with a raft of new experience and the confidence in my abilities to carry out a similar process of survey, review and plan. It was particularly interesting to compare and contrast the challenges and possibilities Fired Up's global operations faced.

The results of both halves of the project were unified into an advisory document to guide Fired Ups continued environmental improvement. This document, complemented by the experiences gained during the ten week placement provided a wealth of ideas to inform my impending thesis.

Support was available throughout the project; I took full advantage of the knowledge gained from across the company, from an overview of Fired Up's ambitions from Directors, advice on technical issues from Warehouse Managers and an overview of the cutting plan process from the Design Team. Tri-lingual meetings (Cantonese, Mandarin and English) would have been impossible without the support and patience of the staff at the China site. Furthermore, regular contact with the project mentor, Jonathan Bradley provided me with reassurance in my abilities and guidance in achieving the goals.

## AUGUST: FURTHER OPPORTUNITIES

The beginning of the month involved two huge personal milestones; firstly completion of a 12,000 word thesis based upon my experiences with Fired Up that had been drafted, written, re-written, and finally submitted to conclude the MSc. Secondly I cemented my future by making the difficult decision on which path to take for my first full-time environmentally focussed employment posting.

Continuing discussions with Fired Up had proved fruitful as the enthusiasm to provide exciting opportunities remained strong. As such, the previous remit I had been given was extended to project manage implementing the LCMP at the China site – an opportunity for Fired Up that mirrored my personal goals of helping businesses lead the way in carbon emissions reduction. Despite attractive opportunities elsewhere, this project allowed me to realise my aspirations and as such I was genuinely delighted to continue my affiliation with Fired Up as a fully fledged member of the team.

By the end of the month I was out of the lecture theatre and into the world of work, putting my accumulated theory into fulltime practise on Chinese terra-firma.

## SEPTEMBER – NOVEMBER: LCMP & CO2 SENSE

The experiences acquired throughout the placement meant I was able to kick off the new project with a solid understanding of the business and a feel for the rhythm of the company ethos. Leading the LCMP project on a site of 300,000 sq ft and over 250 staff was an exciting challenge. I was able to research and implement win-win cost-effective solutions, provide staff training on the value of saving energy and reducing carbon emissions, and establish a management system that would provide a basis for the site's continual reduction of GHG emissions.

After much preparation, my colleagues and I remained cautiously optimistic that we could achieve a positive audit result. That we not only achieved accreditation, but surpassed our expectations with a recommended 'Gold Standard' was a tribute to the hard work, commitment and support shown by the whole team. On a personal note I had justified the faith shown in me by Jonathan, Chris and Isabell.

Alongside the China operations I was also able to successfully contribute to saving energy and carbon at the UK site through being directly involved with the successful CO2 Sense match funding application. This provided further win-win cost savings through installation of an 'Inverter' which would regulate the consumption of energy for the wood dust extraction unit in the Adam Fireplace workshop at the Longroyd Bridge factory in Huddersfield.

## NOVEMBER – JANUARY

The next few months saw a widening of my remit further still, with added trust being shown in me to develop the health and safety of the staff in China, to continue the drive down of waste and improve environmental performance. Throughout this time I was able to learn more about motivations, opportunities and barriers for a growing SME seeking continual improvement.

## CONCLUDING NOTES

At the end of the Chinese New Year 2012, Beijing and the surrounding Northern China was suffering from the worst accumulation of pollution in decades. This was met with concern but also optimism as we had confirmed a saving of 112 tonnes of carbon at the Zhongshan site (2012 compared to 2011). If every SME were to have a similar or larger reduction, the cumulative impact could make a difference.

From a professional point of view, this process has proven to me that beginning a journey of sustainability is not just limited to the usual suspects of the multi-national conglomerates. With the right blend of ambition, leadership support from top-level management and employee engagement, evolving smaller businesses can make a difference.

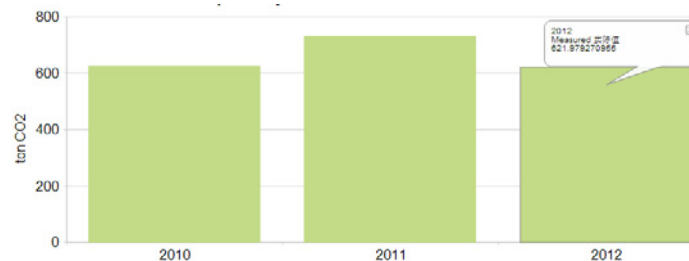
Conclusively, both Fired Up and I find ourselves in a position where we are able to continue the forward momentum in an environmental and social sense whilst setting examples of best practice to those around us.

What began as a ten-week project became a ten month journey involving considerable personal and professional development. This would not have been possible without the support and shared vision of the management team at Fired Up. I am delighted to have had the opportunities provided to me by Fired Up and hope my experience can inspire others to follow a similar path.

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Calculated Carbon Emissions -Scope 1 & 2 (Tonnes)2010-12