



Gareth Kane

**THE
GREEN
BUSINESS
BIBLE**

**How To Thrive In the
Eco-Industrial Revolution**

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The Green Business Bible

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For Harry
and his generation

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ABOUT THE AUTHOR

Gareth Kane was born and brought up in Northern Ireland and moved to England to study engineering at Christ's College, Cambridge in the early 1990s. It was at college that he made his first steps down the environmental path, becoming a founding member of the Green Society and getting elected to the Student Union as Green Officer where he implemented a recycling system embedded into college life.

A couple of years after graduating, he found himself teaching English in Murmansk in the far north of Russia. A trip to nearby Monchegorsk was his first experience of massive ecological destruction – acid rain caused by the town's nickel smelter had wiped out life on the tundra for miles around. There and then he decided that his calling in life was to prevent such environmental damage.

On return to the UK he joined the 'Design for a Clean Environment' project at Newcastle University where he learned much of the theory behind the principles put forward in this book. He also gained an MPhil in the eco-design of large products such as ships and oil platforms.

His next move was to lead the new Clean Environment Management Centre (CLEMANCE) at the University of Teesside. Here he put the theory into practice, working with over two hundred companies to improve their environmental performance. His biggest achievement was conceiving, planning and implementing the Tees Valley Industrial Symbiosis Project (TVISP). This was, and still is, one of the biggest environmental projects in the country, diverting over

150 000 tonnes of 'waste' away from landfill and into practical uses. The principles of industrial symbiosis are outlined in Part 5.

In 2004 Gareth was elected as a member of Newcastle City Council where he is Executive Support Member for Climate Change and Sustainability, a member of the Environmental & Sustainability Policy Group, sponsor of the Local Authority Carbon Management Programme and represents the council in a number of partnerships including the Newcastle Warm Zone, Newcastle Groundwork Partnership, the Association of North East Councils Climate Change Task Group and Carbon Neutral North East. He put forward a motion to council to sign the Nottingham Declaration on Climate Change, triggering the development of a Climate Change Strategy.

In 2006 Gareth left CLEMANCE to set up a new business, Terra Infirma Ltd, which provides cutting-edge support to business to help them improve their environmental performance and their bottom line. Clients include the DEFRA Sustainable Consumption and Production Programme, Envirowise, the European Union, Gentoo Housing Group, Durham County Council and numerous others. He also comments on environmental issues for a number of websites, not least his own Sustainable Business and Eco-living Blogs.

Gareth lives in Newcastle upon Tyne with his partner Karen, son Harry, and Pip the Cat.

INTRODUCTION

Why Write This Book?

At the time of writing I have spent over a decade helping hundreds of businesses, public sector and not-for profit organisations to transform the environmental impact of their activities.

It has taken me all those years to accumulate all this knowledge and experience: there is no book or other publication which will take the reader through the practical process of delivering sustainability in a 'how to' manner. There is plenty of advice out there on environmental management (part 3) and the 'small steps' that a company can take (part 4), but it takes a lot of time to pull it all together. There are many books which debate the theory and examples of some of the 'huge leaps' described in part 5, but nothing that knits them all together. What this book does for the first time is give you a practical roadmap from here to sustainability. The examples and tips in this book have been drawn from practical experience – they work.

Why an E-Book?

When I started writing this book, I was going to go down the traditional publishing route, but as it developed I decided that an e-book was a much better idea as it requires less resource to distribute and is easily searchable.

How to Use This Book

This book is structured into five parts:

- Part 1: Setting the Scene.
- Part 2: The Three Secrets of Green Business Success.
- Part 3: Preparing to Go Green: the groundwork required to make change happen in your organisation.
- Part 4: Small Steps: the basic steps you should undertake to make your business leaner and greener.
- Part 5: Huge Leaps: the higher risk, higher reward strategies you can take to move towards a truly sustainable business.

If you want a truly green business, then you will need to read all five parts in order. If you are simply looking for incremental improvements to your environmental performance then you will find part 4 a useful reference guide, however you may need to refer back to parts 1 and 2 occasionally to understand the context.

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