

Corporate Social Responsibility and **ecoDriver Alert**TM

Much more than just a tool to reduce your carbon footprint

It is possible to reduce electricity consumption in an office-based organisation by installing a PIR (passive infrared) operated lighting system that turns off lights automatically when there is no one around. It's also possible to use timers on photocopiers, fax machines and printers to save power outside normal office hours, so that when it comes to producing your annual CSR report it may be possible to refer to a reduction in energy consumption.

This is of course beneficial to both your organisation and to society as a whole, but these exclusively technological solutions will not have engaged the majority of employees in the process of energy conservation. Does this matter you might ask? Well we think that it does and this is why.

Employees who are actively engaged and motivated to seek energy efficiencies, as they are with **ecoDriver Alert**TM, are more likely to identify and help to realise greater savings than can be achieved by automated solutions alone. In one recent CSR report a large organisation reported dissatisfaction with the use of timers on photocopiers amongst staff, as they appeared to reduce reliability of the equipment and were often removed by staff working outside normal office hours.

Furthermore by stimulating concerns about wasteful consumption and facilitating action in the workplace, employers may indirectly help to bring about reductions in domestic energy & water consumption. If you've frequently been made aware of the need to conserve resources whilst at work and importantly if you've been empowered to make reductions and see the benefits of your action, it's highly likely that you'll continue to conserve resources when you get home.

Characteristic two in 'The Corporate Social Responsibility Competency Framework' (www.csrademy.org.uk) refers to the need to build the capacity to enable employees to apply environmental measures in their day-to-day roles. Whilst characteristic three requires organisations to question their business in relation to a more sustainable future and characteristic five describes how leadership in CSR should result in everyone in the business having an awareness of the environmental impacts of their day-to-day role.

So clearly an organisation that aspires to firmly embed CSR within their business culture needs to engage and enthuse their employees and whilst the automation of systems to minimise wasteful consumption has a part to play in reducing an organisation's carbon footprint, they should not be seen as a necessity because people 'can't be trusted to turn things off'.

People generally respond positively when they are empowered and encouraged to effect change and this is exactly what **ecoDriver Alert**TM is designed to do.

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