



bcq



INTRO: Why a competition? Why schools?

Environmental preservation is an issue which faces us all on a global, national and local level and is something we can all make positive contributions towards by making a few simple changes in our daily lives.

The UK today has less air pollution than it did in the 1950s yet we are using our cars more and demanding increasing amounts of energy from our power networks.

Our activities are putting a huge strain on the biodiversity of our planet and the natural systems that keep it in balance. This means we face huge environmental issues such as global warming, fossil fuel depletion and fewer forests for wildlife to live in and oxygen to be produced from.

We believe it is everyone's responsibility to look after our environment and keep it as healthy and balanced as possible. This begins with education and developing an understanding from a very young age of the effect each of us has on our world and what the collective result of our actions mean. This education means we gain the knowledge of what we can do to minimise our impact on the environment and how to actually improve it.

Why the Vision Competition?

Today's children are the world's future and through their early education of environmental issues, they will grow up automatically taking on responsibility and working proactively towards environmental causes.

The current National Curriculum has a tremendous amount of time dedicated to this education and we wanted to help, in a small way, by carrying out a fun local drawing competition aimed at primary schools who, in amongst a range of other prizes, would get their pictures used to illustrate educational environmental literature if they were the winners.

Using children's pictures in the illustration of environmental issues has, we felt, far more interest and impact over those of any other type. This impact is something we wanted to capitalise

on to make sure the literature we produce catches people's attention and gets read. It was also a way for us to get straight to what children believe is the root of the world's environmental problems and get their vision of the world.

It was their vision of the world and our environmental problems, plus the 'Vision' of what we can do to help the environment and what the world will be like in the future, which gave us the competition's name. We felt it captured the essence of the competition and gave us a distinct, engaging name that looked to the future.

What the Vision Competition entailed

The competition involved the drawing of a poster depicting one of five environmental topic areas (air, water, land, waste and energy), that would be used to illustrate this literature to promote better environmental practices by businesses and the community.

The five winning posters can be seen throughout this brochure. The winners' prizes consisted of a framed copy of their drawing, gift vouchers and of course a visit to BCQ's print works to see their poster being printed. In addition each winner's school received a brand new computer.

Dear Buckingham colour,

I want you to know I really enjoyed the rooms, the machines and seeing my poster being printed. My favourite machine was the really fast photocopier because it went very very fast! I also like the forklifts and the yellow cage at the top of the boxes. I especially liked it when I got to photocopy my poster with the digital photocopier and saw lots of copies of my poster. All the other posters was very good too. Infact the whole of Buckingham colour was fantastic, I really enjoyed it. Thank-you for picking my poster as a winning poster it was a big shock for me and my friends!

Thank-you very much yours sincerely

Claire Simpson.

winners



Claire Simpson, aged 10



Natasha Walden, aged 8



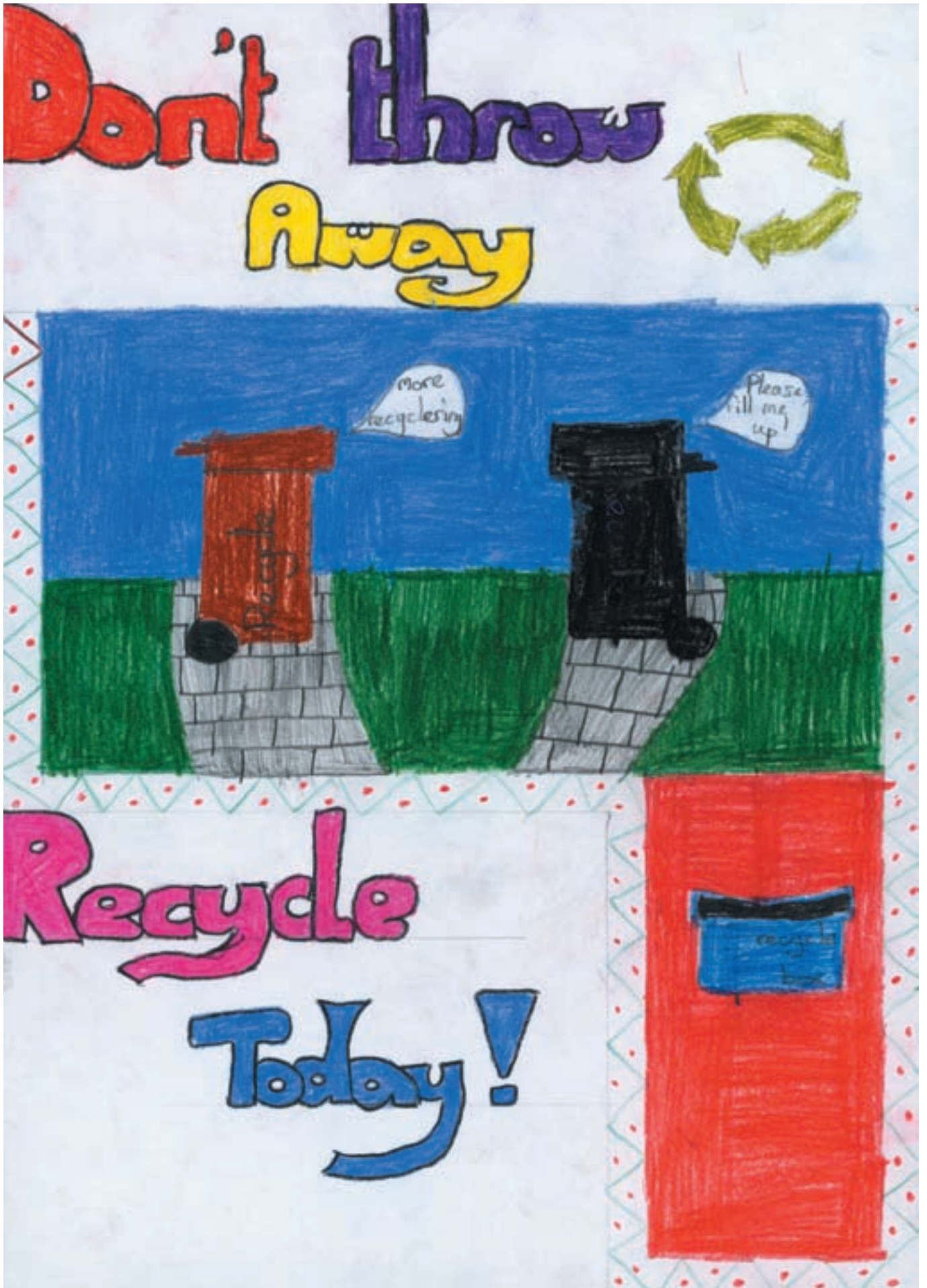
Izabella Hodgson, aged 6



Mollie Wait, aged 6 and Ben Turvey, aged 7



Jacob Boughton, aged 9





Claire Simpson, aged 10

CATEGORY: Waste Don't throw away, recycle today!

Every year in England and Wales we create 400 million tonnes of waste, 60% of which goes to landfill. Landfill sites not only contribute to 'greenhouse gases' as waste biodegrades, but can also contain hazardous substances which cause pollution.

It is estimated in the UK that we produce enough waste to fill the Albert Hall every two hours!¹ And with waste being produced on this scale it is only a matter of time before, in some areas, there is nowhere left for it to be put.

Plastic is one of the worst waste 'offenders' with us consuming 1 billion plastic bags every year² and one plastic bottle taking 450 years to break down. Glass is just as bad with the average family using around 500 bottles and jars every year! In the Middle East glass has been found that was made over 3000 years ago!³

With over half the waste found in our dustbins recyclable⁴, there is a huge amount we can all do to reduce the mountains of waste produced every day in the UK.

The Reduce, Re-use and Recycle waste hierarchy outlines perfectly what we can all do:

Reduce

Reduce the amount of resource consumption

- Don't just print on one side of a piece of paper, use both
- Don't print out your emails
- Use rechargeable batteries
- Buy exactly what you need when you need it – work just-in-time not just-in-case.

Re-use

Re-use items where you can

- Turn waste paper into scrap pads
- Re-use envelopes and jiffy bags
- When you go shopping re-use your old carrier bags
- Refill printer and toner cartridges instead of buying new ones
- Donate old mobile phones and computers to charity so that they can be refurbished or re-used
- Give old clothes to charity.

Recycle

Recycle what's left

- Collect glass, drinks cans, plastic bottles and paper, and recycle them
- If you don't already have a recycling scheme at work, start one, simply collect items in separate boxes and take them to recycling points when your boxes fill up. Details of your nearest recycling point can be found at www.recyclenow.com
- Buy recycled products. The more recycled materials bought, the more materials which will be recycled.

¹ Waste & Resources Action Programme

² The Observer

^{3 & 4} Waste Watch Website www.recyclezone.org.uk

STOP POLLUTING THE WATER



Am I really doing the wrong thing?





Natasha Walden, aged 8

CATEGORY: Water Stop poisoning the water

Water seems to be everywhere in the UK, however it is still a finite resource which cannot be taken for granted.

Excessive use means there is less water in lakes, rivers and streams for wildlife to live off and drought is more likely in some parts of the country when we have prolonged periods of hot, dry weather. Every day in England and Wales we use approximately 37 billion litres of fresh water, enough to fill 20,600 Olympic sized swimming pools.

Water pollution is a big issue all over the country with many sources suffering from years of abuse by humans and the continual dumping of rubbish and waste. This pollution causes harm to wildlife and further decreases the amount of water available to drink. Even putting warm, clean water back into a natural water supply is hazardous because the warm water raises its ambient temperature, thus altering the balance and environment in which the native wildlife lives.

Littering in and around Britain's waterways, lakes and reservoirs is not only unsightly but also dangerous to the animals which live off them. Oil is terrible, just one gallon (five litres) can cause an oil slick over 8 acres in size if dumped in water.

We are improving because today 80% of bathing water now meets the most stringent EU standards.

But we can all help to save water and therefore ensure we do not run down our water supplies and nature's water balance.

- Shower instead of taking a bath. This in itself will save 16,425 litres per person each year
- Simply turning off the tap when brushing your teeth will save 10,950 litres per person each year
- Make sure you don't have any dripping taps or pipes
- Don't put oil or other chemicals down drains, dispose of them properly. Most rubbish tips have areas for waste oil
- If you deal with waste chemicals at work, get a licensed waste disposal carrier to take them away to dispose of and recycle them properly.

These feet are made



for walking



Izabella Hodgson, aged 6

CATEGORY: Air

These feet are made for walking

Acid rain, the greenhouse effect and ozone depletion are all caused by gases humans have put into the air. Vehicles, factories, power stations and CFCs are the biggest culprits.

The result of these issues are:

- Acid rain causing pH change in soil and water, harming wildlife and damaging buildings
- Climate change occurring due to greenhouse gases, such as carbon dioxide and methane, stopping heat escaping from the atmosphere, and probably causing extreme weather conditions and sea level rises as a result.
- CFCs causing a hole in the ozone layer to develop, enabling greater exposure to UV radiation and therefore increased potential for skin cancer.

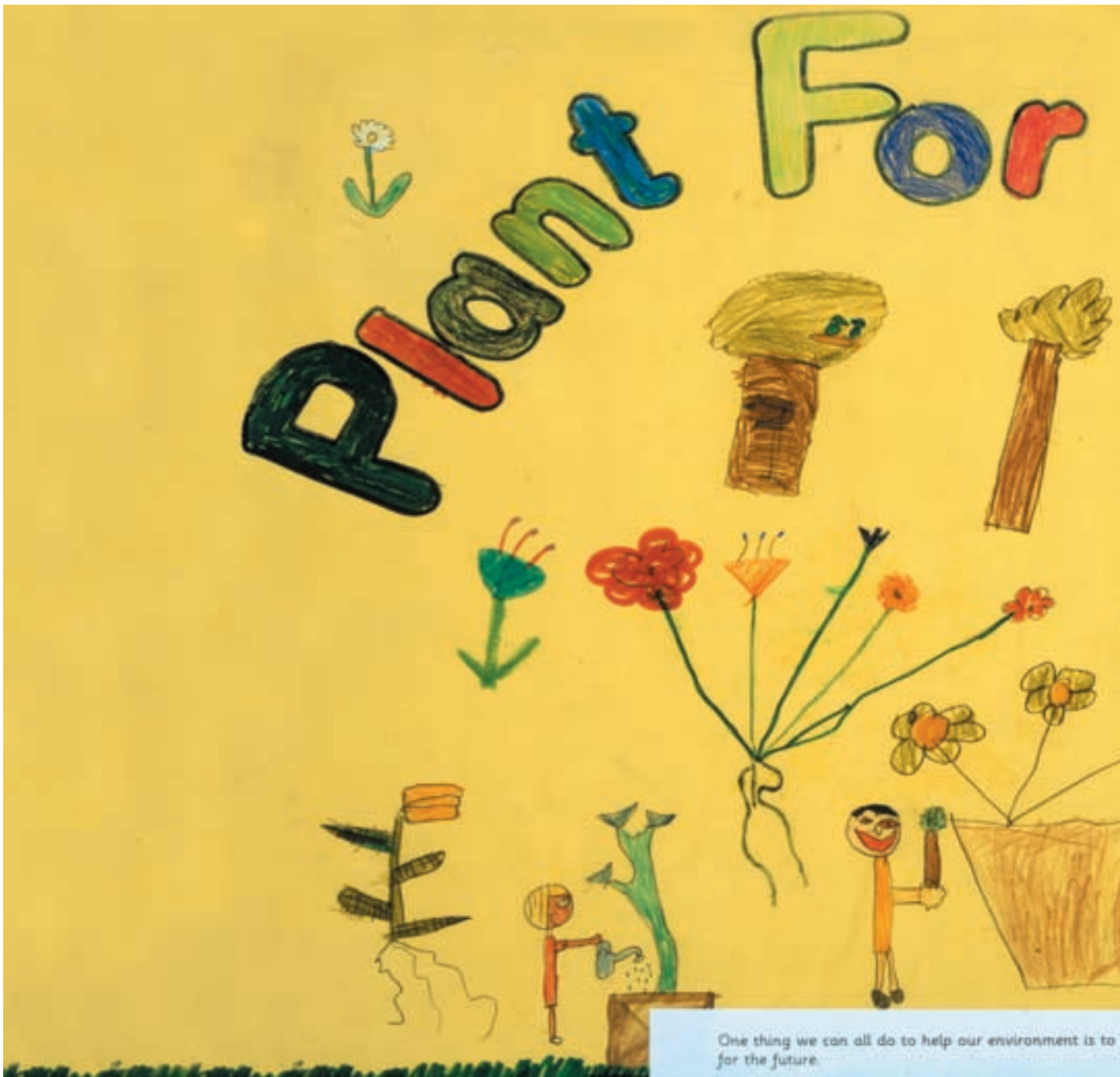
Air quality today is actually much better than it was in the 1950s; in fact our air is better now than it was in the 1990s. Our towns and cities suffer from around 22 days of poor or moderate air quality per year today, down from nearly 60 a decade ago. The UK is actually on course to reduce its carbon dioxide emissions by 12.5%, based on 1990 levels, by 2012 as agreed at the Kyoto Treaty.

However, in heavy traffic jams the air quality can be poorer inside the car than out with car users suffering up to three times more pollution than pedestrians.

Simply by walking where possible you are not only reducing the amount of CO₂ emitted and breathing in less pollution, but also saving money and keeping fit!

Cycling is another great way to reduce pollution and keep fit. If this isn't possible then take public transport or car share, this way you are at least reducing the number of vehicles on the road and the pollution caused.

Make sure whenever you leave a room or are not using an electrical appliance, such as a computer, that you turn it off. This might only save a small amount of energy but if we all do it, it will have a positive effect.



Mollie Wait, aged 6 and Ben Turvey, aged 7

CATEGORY: Land

Plant for the future

Around the world there is increasing pressure on the use of land between agriculture, urbanisation and conservation. In the UK up to 1% of land may be contaminated, mainly caused by industry. When this happens the land has to be cleaned up before it can be used for other purposes but in the meantime it can pollute underground water sources or get into rivers and streams.



Around the world, despite an increase in forest cover in Europe, natural forest is being lost due to logging carried out for timber, agriculture or urbanisation. This has a major effect on the world's species because 60% are dependent on forests. With natural forest deforestation occurring at 30 hectares a minute, or an area the size of Nepal every year, deforestation is a huge problem.

Trees and forests are crucial to life on our planet. They generate oxygen, store carbon and play host to a spectacular variety of wildlife, as well as provide us with raw materials and shelter.

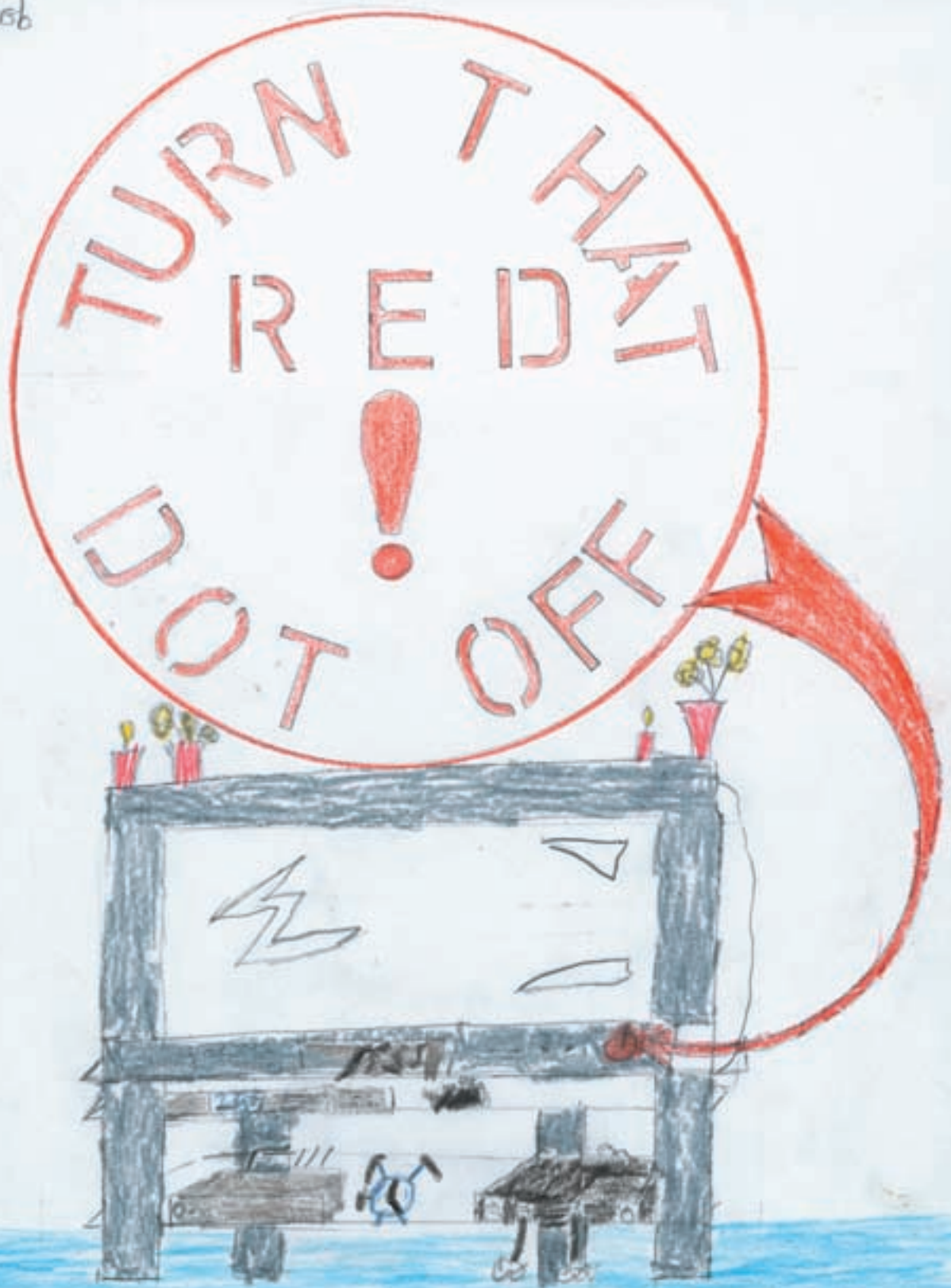
The Forest Stewardship Council (FSC) is an international network which promotes the responsible management of the world's forests, thus ensuring when timber products are harvested, a forest's biodiversity, productivity and ecology remain intact. Their work ensures timber products are taken from managed forests where, as trees are cut down, new ones are planted in their place.

To help reduce our effects on the land there are a number of things we can do:

- Source materials, including paper from a reputable supplier
- When sourcing materials, buy recycled

- For extra peace of mind buy FSC certified wood products (this will often be stamped on the material or will be detailed in their specifications)
- Plant a few trees around your home and business. Although this will not have a significant effect on the world's deforestation, it will create a habitat for wildlife and a more pleasant local environment.

Jacob



Save energy by turning your television off every time, not leaving it on stand by. It uses energy to light up that little red dot!



Jacob Boughton, aged 9

CATEGORY: Energy Turn that red dot off!

Over 97% of energy produced comes from fossil and nuclear fuels. Burning fossil fuels causes air pollution and is a major contributor to climate change, and fossil fuels are not renewable, so once they are gone, they are gone.

Since 2000 we are using 2% more energy in our homes and over the last four years our use of vehicles has increased by 7%. This means there is more pressure than ever on our fossil fuel reserves and energy suppliers to find 'greener' energy production alternatives.

29% of energy consumed is used in our homes, with 34% and 36% respectively being used by our transport and business activities.

We can all do our bit to reduce the amount of energy required. Simply:

- Switch off televisions and other electrical equipment entirely when they are not being used (this equipment can still use up to 25% of its power when on stand-by)

- Turn off lights when they are not needed
- Only boil the exact amount of water you need when using a kettle
- Walk or cycle journeys where possible.

Otherwise look to get some of your energy supplied from renewable sources. Talk to your energy provider about this.



Our Environmental Ethos

At BCQ we have a longstanding commitment to minimising our effects on the environment and continually look for ways through which our production techniques can become more environmentally friendly.

This ethos is at the very forefront of our management philosophy and has been distilled to our entire workforce so that it has become an integral part of everything we do.

We aim to be as 'environmentally neutral' as possible, and wherever we can, contribute positively to the preservation of our natural environment. For instance, we now favour water-based solvents, monitor our energy consumption on a monthly basis, use vegetable-based inks and our approved materials database favours those suppliers who use environmentally responsible manufacturing methods.

We recycle at least 95% of all waste paper that leaves our premises and wherever possible we use, and promote the use of, recycled papers when producing print for our customers.

The people and technological solutions we employ work in harmony with our environmental ethos. Our cutting edge digital printing presses, eprocurement, 'web-top publishing', print-on-demand and one-to-one solutions all enable us to ensure that we keep wastage in time, materials and energy to an absolute minimum. And although a major part of our business is about putting 'ink on paper', where possible we advocate using electronic communication and digital production methods so that you produce exactly what you want when you want it, thus reducing the amount of print produced and potential for waste.

Our people, technology and ethos have enabled us to win numerous local and national awards both for our environmental activities and also for our innovative approach to our industry. Our certification to environmental standard ISO 14001 and The Forest Stewardship Council (FSC*), as well as accreditation to quality standard ISO 9001 and health & safety standard OHSAS 18001, underpin all our work and give us a framework through which to monitor and continually improve our performance.

At the root of all our activities is you, our customer. Our being is centred around providing you with the right people, tools and mindset to ensure your communication requirements get produced to the highest standard, to the right time frame, in the most efficient and environmentally responsible manner, first time, every time, allowing you to always feel confident in our hands.

To find out more about BCQ Group visit www.bcqgroup.com, or call us on 01280 824000.



*The FSC logo or initials identifies products which contain wood from well managed forests certified in accordance with the rules of the Forest Stewardship Council. FSC Trademark © 1996 Forest Stewardship Council A.C. SA-COC-1488 www.fsc.org.



What to look for when buying environmentally responsible print

In order to help you ensure you buy print which is as environmentally responsible as possible, we have produced a short check list to help you make the right decision.

The designer

Your designer may be buying print on your behalf. Here are some print features you should specify to him to make sure your print is environmentally responsible:

- Make sure you specify paper which has a high recycled content or even FSC certification
- The printer you use must be environmental standard ISO 14001 accredited
- Ask that the job be printed using vegetable-based inks
- Where possible, lamination should not be used. But where it is, a biodegradable laminate should be specified.

The printer

When looking for a printing company to produce your requirements, here are a few questions you should be asking:

- Does the printer adhere to a quality policy/standard so that you can be sure they have strict production procedures and traceability, such as ISO 9001?
- Has the printer got an environmental policy and/or gained accreditation to an environmental standard such as ISO 14001?
- Do the printing company's premises look clean, tidy and efficient?
- Is the printer proactive about its environmental accreditation? Does it do more than it has to?
- Does the printing company have any other environmental accreditations? EMAS, FSC etc.
- Does the printer use vegetable-based inks?
- Does the printing company offer you alternative methods i.e. digital printing, so that you can produce smaller, more exact quantities of your requirement?

The paper

Paper is the main raw material used when producing any printed product. Therefore you should make sure you specify or look for the following:

- It is supplied by a reputable and environmentally conscious paper merchant
- It has a high recycled content of post consumer de-inked waste or it is FSC certified
- It has NAPM (National Association of Paper Merchants) accreditation when you want a paper containing at least 75% recycled fibre.

General questions

Some general questions to ask yourself when producing environmentally responsible print:

- Does it need to be printed at all? Could the same task be done by another medium?
- Are you printing more than you actually require? Only print what you need, keeping extra copies to a minimum
- Are these people really going to buy my product? Be highly targeted with your mailing campaigns. Don't send literature to people who are obviously not going to be interested.





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& OHSAS 18001
Cert No. 25004



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