

**How to Win Business by Being Sustainable**  
Ethical purchasing and what buyers are looking for from you

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**The Ark Conference Centre  
Dinwoodie Drive  
Basingstoke RG24 9NN**



*Basingstoke  
and Deane*

**RUSHMOOR**  
BOROUGH COUNCIL

Friday 10<sup>th</sup> October 2014

8.30 – 11.30

**AGENDA**

**Arrival, registration and breakfast**

- 9.00**        **Welcome** - Wendy Buckley, Carbon Footprint – Chair of the North Hampshire Network and
- 9.10**        **Legal update**  
John Mitchell, *Partner* - Blake Morgan
- 9.30**        **Ethical Procurement**  
WWF - *Julia Young*
- 9.55**        **How to Tender for Council Contracts and The Social Values Act 2012**  
Helen Taylor-Cobb, Senior Procurement and Contracts Officer, Basingstoke and Deane Borough Council
- 10.20**       Refreshment break
- 10.35**       **Case Study – YBC Cleaning Services Ltd**  
Working with clients to achieve their environmental objectives; adopting energy efficient and waste management work practices.
- 11.00**       **Questions and discussion**  
Wendy Buckley
- 11.30**       **Close - Networking**

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## Environmental law update Autumn 2014

John Mitchell, Partner, Regulatory  
Risk & Compliance

## Climate Change Levy – data centres

- CCL is applied to energy bills of most commercial organisations
- Firms which are in sectors which have a climate Change Agreement with the government are eligible for relief
- The relief is conditional on energy efficiency targets being met
- The relief is 90% of the CCL
- The data centre sector has just entered into a CCA and will now be eligible for the reliefs

## Lettings standards

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- Minimum Energy Efficiency Standard Regulations:
    - From 1 April 2018 no property can be let if EPC is rated F or G
    - Landlord must first undertake all measures that can be funded by the Green Deal (i.e. Golden Rule compliant)
  - Tenant's Energy Efficiency Improvement Regulations:
    - From 1 April 2016 domestic tenant can ask for consent to carry out Green Deal or ECO type improvements
    - If tenant leaves liability for repayment shifts to the incoming tenant
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## Green leases

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- In general terms a tenant has no control over what a landlord does or does not do to improve the environmental efficiency of a building
  - Tenant is obliged to pay the service charge whatever
  - Green leases bring a co-operative approach to the issue
  - Principles set out on the Better Building Partnership website
    - <http://www.betterbuildingspartnership.co.uk/working-groups/green-leases/green-lease-toolkit>
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## Air pollution

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- NO<sub>2</sub> levels in Oxford Street are higher than those in Beijing (Kings College)
  - The government has failed many of its environmental goals (Environment Audit Committee)
  - London, Birmingham and Leeds will continue to fail the air pollution targets for another 20 years (DEFRA)
  - Southampton and Portsmouth will continue to fail the targets for another 16 years
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# Recycling

- The Environmental Audit Committee has called on government to:
  - Encourage the circular society
  - Simplify and standardise the UK system for the collection of waste and recyclates
- The Circular Economy Taskforce has called on government to:
  - Move responsibility for collection from local to regional level
  - Design collection systems according to the needs of reprocessors rather than a duty to dispose of unwanted items



## Green Deal savaged by ASA again

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- 6 of 10 complaints upheld in relation to a Green Deal promotional campaign backed by DECC:
    - The ad was misleading by suggesting that savings on energy bills were “guaranteed”
    - Neither of two case studies referred to in the ad had been funded by the Green Deal
    - Assessors should not have been described as “impartial” as they are not
    - A claim relating to the projected increase in value of a property was misleading
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## Environmental law update Autumn 2014

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Risk & Compliance



**Help build a future  
where people and  
nature thrive**

Julia Young  
WWF-UK  
10th October 2014

One planet. The only one we have.

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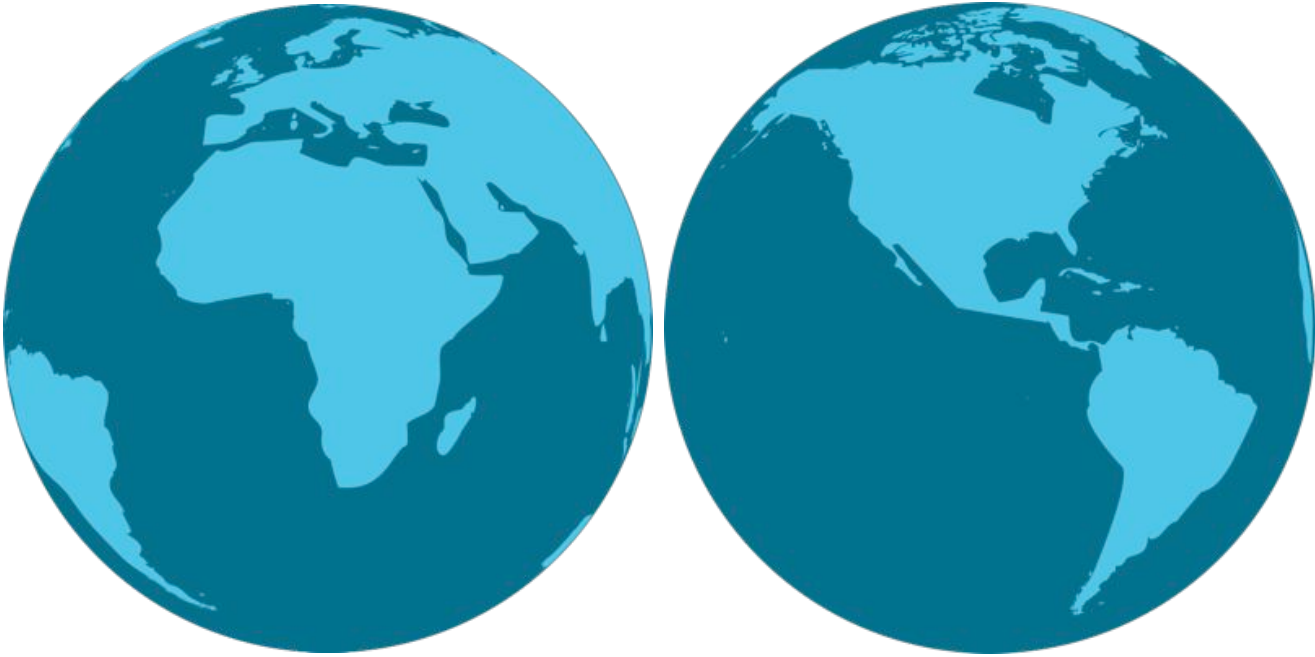
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We currently use natural resources as if we had 1.5 planets.



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We'll need more than 2 planets by 2030 if we carry on as we are.





## The Living Planet Report 2014

- Living Planet Index (LPI) – **52% decline since 1970**
- Ecological Footprint (EF) – **alarming 50% overshoot**
- Poorest countries bearing the brunt
- Better choices – “**Business as usual**” will not stop the decline.

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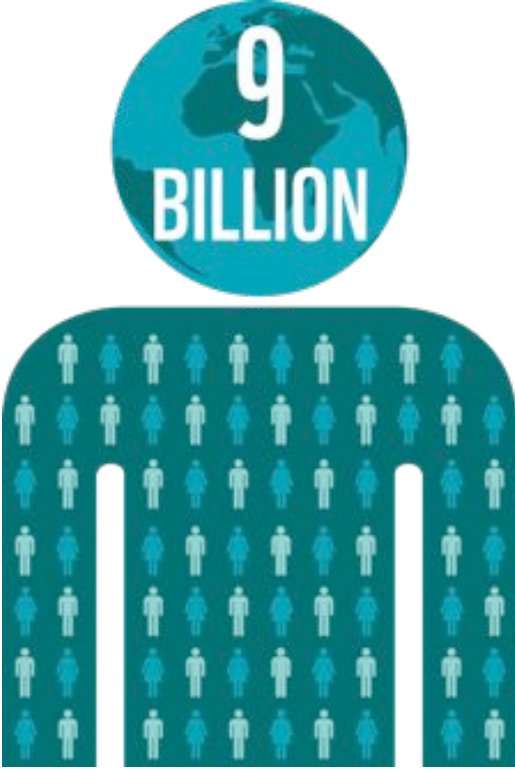
The world's population  
is set to grow from 7  
billion today...





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...to more than  
9 billion by 2050.



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Per capita income is set to rise by 290%...

global incomes will almost triple



...leading to increased consumption.



# A planet under pressure

Over the next 40 years, we'll need to produce as much food as we've done in the last 8,000 years of agriculture.



# A planet under pressure

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By 2025, at least 3.5 billion people will live in water-stressed river basins.



# Panning-out: nature and society

## The Oxfam Doughnut – A safe and just operating space for humanity

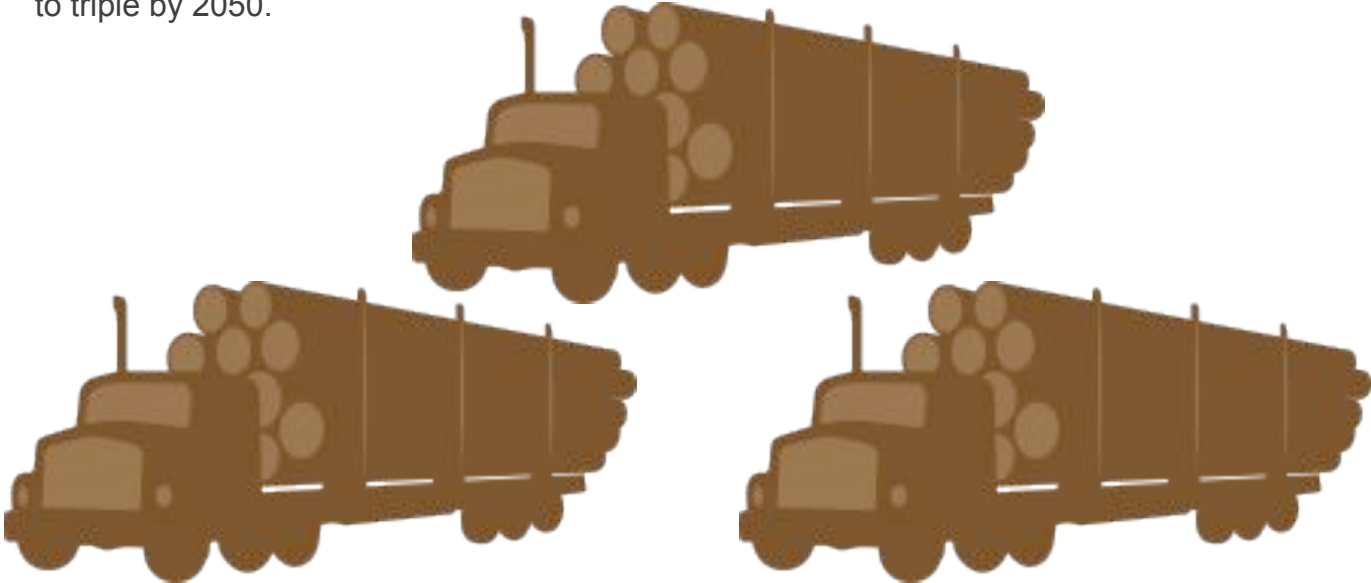


Source: Raworth, 2012

# A planet under pressure

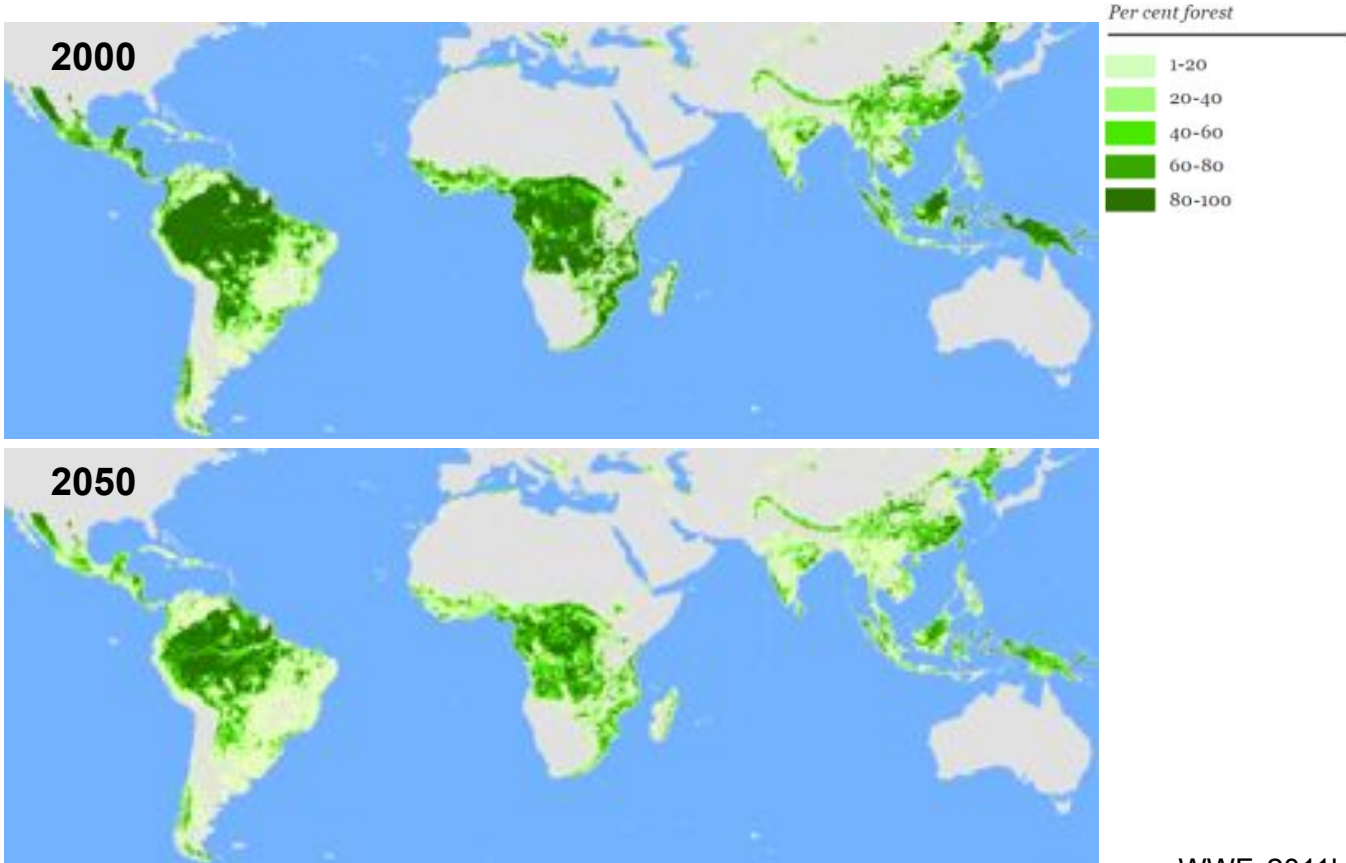
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Demand for wood for timber, paper and fuel is expected to triple by 2050.



# Panning-out: forest cover

Forest area in 2000 and projected forest area in 2050



Source: WWF, 2011b



## Environmental changes affect us all

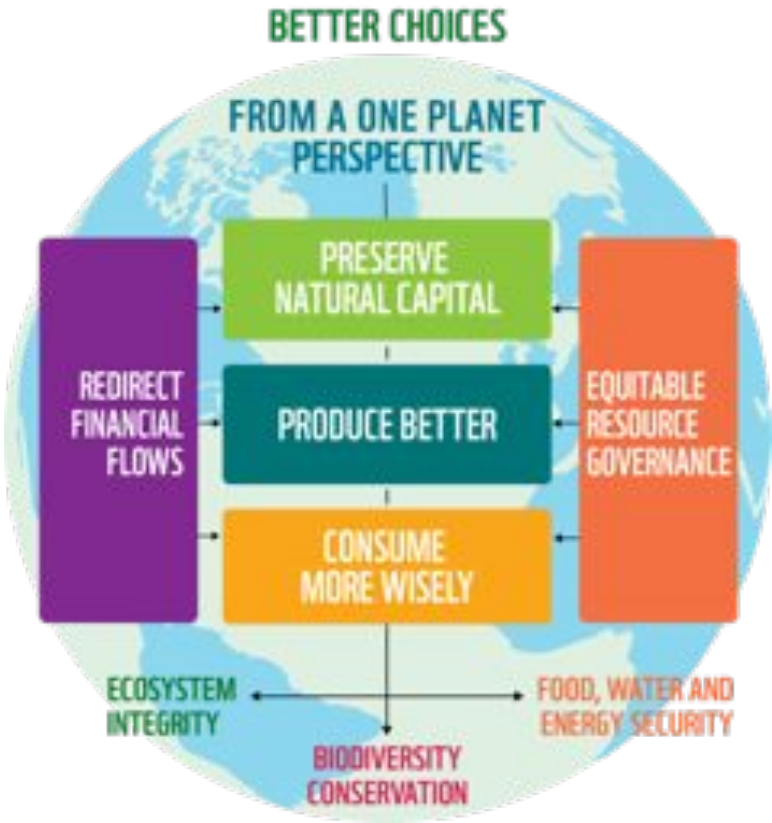
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- Human well-being depends on natural resources such as water, arable land, fish and wood; and ecosystem services such as pollination, nutrient cycling and erosion control.
- Putting ecosystems at the centre of planning and managing activities that depend on natural resources brings economic and social benefits.
- While the world's poorest continue to be most vulnerable, the interconnected issues of food, water and energy security affect us all.
- For the first time in history, the majority of the world's population lives in cities, with urbanization growing fastest in the developing world.



**What can be  
done?**

# WWF's One Planet Perspective



Source: WWF, 2012

## How do you play your part?

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**Living within the planet's means is possible**

**Two themes most individuals and businesses can easily help with:**

**Preserve natural capital.**

**Consume more wisely.**

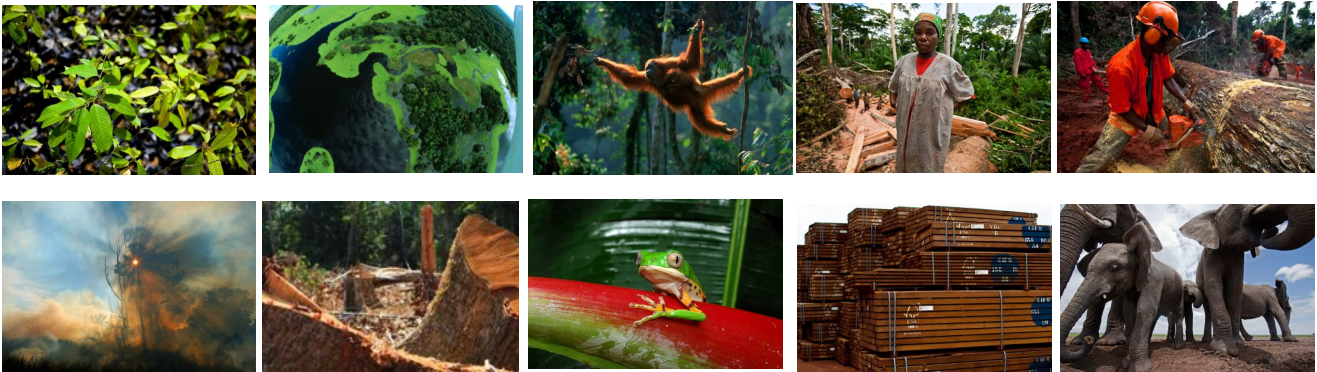
Individuals, communities, businesses, cities and governments are **making better choices to protect natural capital and reduce their footprint**, with environmental, social and economic benefits

Changing our course and finding alternative pathways will not be easy. **But it can be done.**

## But where to start?

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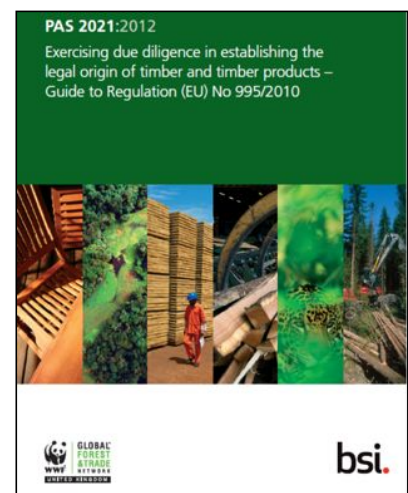
- POLICY – what do you want to say about your business approach to sustainable and ethical sourcing?
- IMPLEMENTATION – identify some main priorities, especially if you have any risks, then progressively take manageable steps to improve
- MONITORING & AUDITING – check your progress and how you feel you are delivering as a business, get help where you need it
- TRANSPARENCY – be honest about your work in this area, but share it with others both to help you keep improving, and to get positive reinforcement for your actions



## Case: timber and paper

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- UNDERSTAND THE LAW: EUROPEAN TIMBER REGULATION
- GUIDANCE – FREELY AVAILABLE: <http://shop.bsigroup.com>
- Work with your suppliers to understand details, and potential risks or opportunities
- Look for credentials





# DIFFERENTIATION

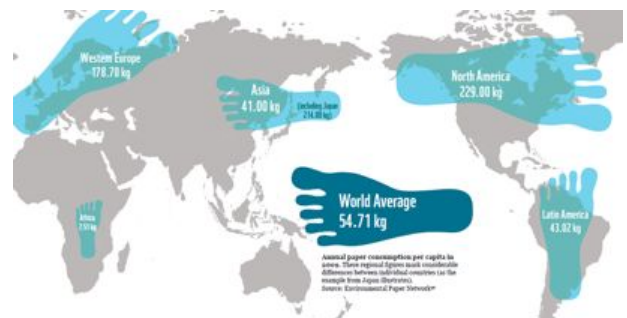
How do we motivate forest management to the highest possible environmental and social standards?

Forest certification is an important tool to improve practices, via a market driven mechanism

Differentiated your business on sustainable and ethical performance, as well as your products and those you plan to buy



## Footprint - consumption









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# How to Tender for Council Contracts and The Social Values Act (SVA) 2012

**Helen Taylor-Cobb**

Senior Procurement and Contracts Officer



*Basingstoke  
and Deane*

# Agenda

- Strategy
- SVA – Our Bit
- SVA – Your Bit
- Tender Thresholds & the Procurement Process
- Successful Tendering
- How to Access Opportunities
- Q&A



## **Procurement and Contract Management Vision**

“To ensure the delivery of best value, priority outcomes for our community through providing a strategic procurement and contract management function that is an exemplar of recognised good practice.”





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# Social Values Act 2012

Social Values Act 2012 requires public bodies to consider:

- how the services they commission and procure might improve the economic, social and environmental wellbeing of the area.
- i.e. the additional benefit to the community from a commissioning/procurement process over and above the direct purchasing of goods, services and outcomes



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# What can you do?

- Think about what you do NOW.
- USP – articulate it!!
- Plan & Engage!
- One question does not a tender make.....



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# Procurement Thresholds

<u>Threshold</u>	<u>Tender Requirement</u>
<b>Basingstoke and Deane Borough Council</b>	
<b>£2,500 - £50,000</b>	3 quotations or suitable framework agreement
<b>£50,000 – OJEU (EU) Thresholds</b>	4 tenders invited via advertisement on South East Business Portal or suitable framework agreement
<b>Official Journal of the European Union (OJEU)</b>	
<b>Works Contracts - £4,322,012;</b>	5 tenders invited advertised via Tender Electronics Daily (TED) or suitable EU complaint framework or contract
<b>Supplies Contracts - £172,514;</b>	
<b>Services Contracts - £172,514</b>	

- **Threshold - total contract value including the value of any contract extension period**



# Request for Quotation

## Advertise and Bid

- Invite minimum 3 suppliers to quote
- Requirement issued and completed

## Evaluate

- Submitted responses evaluated in accordance with the published evaluation criteria

## Award

- Award notified and order placed



# Open Tender Procedure

## Advertise and Bid

- Advert on South East Business Portal or OJEU Contract Notice
- Interest expressed and Invitation to Tenders (ITTs) issued and completed

## Evaluate

- Submitted ITTs evaluated in accordance with the published evaluation criteria

## Award

- Standstill period mandatory for OJEU process





# Restricted Tender Procedure

## Advertise

- Advert on South East Business Portal or OJEU Contract Notice
- Pre-Qualification Questionnaire (PQQ) completed

## Selection

- PQQ Evaluation and shortlist agreed
- Invitations to tender (ITT) issued

## Evaluate

- Submitted ITTs evaluated in accordance with the published evaluation criteria

## Award

- Standstill period mandatory for OJEU process



# Our Tender Evaluation

- Balance of cost and quality – most economically advantageous
- Standard is 60% cost, 40% quality but this can be amended to suit the requirement
- Evaluation must be relevant and proportionate to the subject matter, and these could include:
  - technical merit;
  - aesthetic and functional characteristics;
  - economic, environmental and social well-being characteristics;
  - running costs;
  - technical assistance;
  - delivery date/delivery period/period of completion.



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# Successful Tendering

- Read the evaluation award criteria carefully
- Make sure you answer all the questions
- Include or lose!
- Don't provide lots of information that has not been asked for
- Ask questions
- Don't miss the deadlines
- If you're unsuccessful ask for feedback – you are entitled to this!

Good luck!





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# How to access opportunities

And finally.....

Advertised contract opportunities for BDBC can be found here:

[www.businessportal.southeastiep.gov.uk](http://www.businessportal.southeastiep.gov.uk)

[www.ted.europa.eu](http://www.ted.europa.eu)

More information about our processes can be found on our website:

[www.basingstoke.gov.uk/browse/business/tenders-and-contracts](http://www.basingstoke.gov.uk/browse/business/tenders-and-contracts)



**Y B C Cleaning**

*‘Fighting Grime  
Together!’*

**A Case Study:  
Sustainability**

# Who are we?

- Commercial Cleaning Company
- Over 100 Sites
- 85% Clients by Recommendation
- Inspire 2012 Service Excellence Award



# Why should we

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"What if we don't change at all ...  
and something magical just happens?"

[www.shutterstock.com](http://www.shutterstock.com) · 128236091

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YBC Cleaning

## Sustain Resources for Future Generations

- **NOT** just ability to generate profit...
- **NOT** just about Compliance...
- **ALL ABOUT** embedding a new Culture





# Before...

- **No recycling**
- **No Environmental Policy**
- **No Environmental Management Systems**



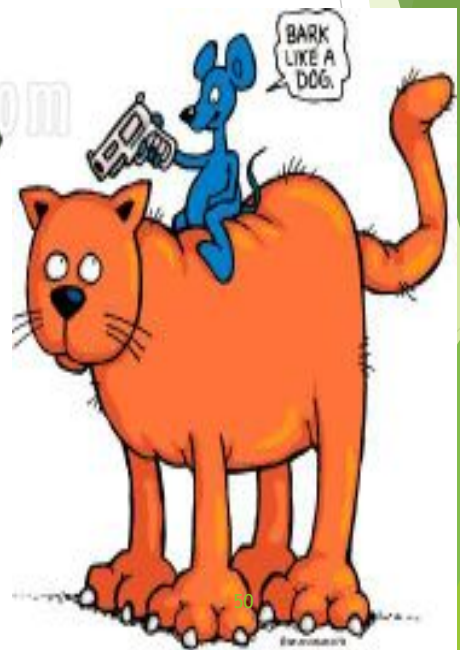
# The Problem



© HANU AUBREY



"When I said time frame..."



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# The Solution for us...

- Use **External Consultants** to Implement Environment & Management Systems
- **ISO 14001** Reduce Waste & Cost through Environmental Commitment: International Organisation for Standardisation/Voluntary
- **ISO 9001** More Structure/Organised
- Different from our **Competitors/BICSc**

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What did we  
change?

We now  
Recycle!



## Recycle Head Office & All Sites:

- Introduced new Recycling points  
Paper/plastic/cardboard/glass/compost even!
- Most clients Education/new generation  
Responsibility
- Reuse Refuse Bags
- Microfibre Cloths/Chemicals
- **ENCOURAGE** clients Hand dryers
- Recycle Equipment/Tenders



- Environmental Training
- Energy Efficient
- Reduced Vehicles 15 - 9
- Smaller Deliveries
- New Innovations: Steam/My Research



## The Results:

- **WINNING** and **RETAINING** business!
- We saved 2% on **Consumables & Overheads**
- You can make savings too!



# A Case Study: Sustainability

## Any Questions?

Melanie Eloranta  
Commercial  
Executive

YBC Cleaning  
Services  
161 North Lane  
Aldershot  
Hampshire  
GU12 4TA

Tel.01252 338 873  
melanie@ybccleanin  
g.co.uk

**INSPIRE09**  
Award Winner

**INSPIRE11**  
Award Finalist

**INSPIRE12**  
Award Winner



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