

Firms urged to lessen their environmental impact

Businesses across the *StarCourier* area have been being urged to lessen their environmental impact.

A free workshop showed them how to cut down on the amount of material currently disposed of in the region's landfill sites. Around 80% of all material sent to landfill comes from businesses.

The workshop was organised by Pathway To Zero Waste (PTZW), a new initiative for the south east that aims to cut the amount of waste businesses produce by reusing, recycling or converting more material to energy instead.

PTZW director Chindarat Taylor said:

"The economic benefits this could unlock are considerable – an estimated £370 million reduction in operating costs by 2011 alone.

"New recovery and recycling infrastructure, which PTZW will help establish, could create thousands of new jobs providing further economic benefits and helping to deliver long-term sustainable prosperity."

Environment Secretary Hilary Benn officially launched PTZW last month. He said: "This is a bold step towards the sustainable, low-carbon, zero waste economy that we all want to achieve."

The workshop was held at Defra's Innovation Centre in Reading on Wednesday, April 22, and was aimed at architects and designers, construction firms, waste management companies and local authorities.

PTZW is working with organisations in Berkshire, Buckinghamshire, East Sussex, Hampshire, Kent, Oxfordshire, Surrey and West Sussex including local government, construction and waste management companies, financial institutions and large food and drink producers and retailers.

For more details about its aims visit www.ptzw.co.uk.



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