

BioRegional

solutions for sustainability

One Planet Living[®] at B&Q

Progress against targets in 2008

BioRegional Review



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Message from Sue Riddlestone

Executive Director and co-founder of
BioRegional



Achieving one planet living is the challenge of our times. Most people know that we have to take action but don't like the idea of having to cut back or go without. What we have found through our real-life sustainable communities and products is that it's more about being efficient and developing new ways of doing things. People are happier living a 'one planet' life. A sustainable future is nothing to be afraid of, but something we can all look forward to. We are delighted that B&Q has stepped up to the mark and said, 'we will do it and we will help our customers to do it too'.

B&Q have a strong heritage of sustainability but using the one planet living framework has meant that all of its existing programmes have been brought together under one unified approach. The action plan, developed in partnership between BioRegional and B&Q, builds on B&Q's heritage and identifies where additional actions and targets are needed for B&Q to become an exemplary one planet company.

Our review of B&Q's activities in 2008 clearly demonstrates their commitment to one planet living across their business. This is an honest evaluation of B&Q's progress and whilst clearly it will take longer than a year to achieve one planet living, it is important to understand what's worked well and what the key challenges are going forward. Together, we have set B&Q some really challenging targets and B&Q are already making great progress in developing solutions that will help to cut their carbon footprint and continue to set the standard for other businesses to follow.

Sue Riddlestone

Summary of B&Q's Sustainability Action Plan

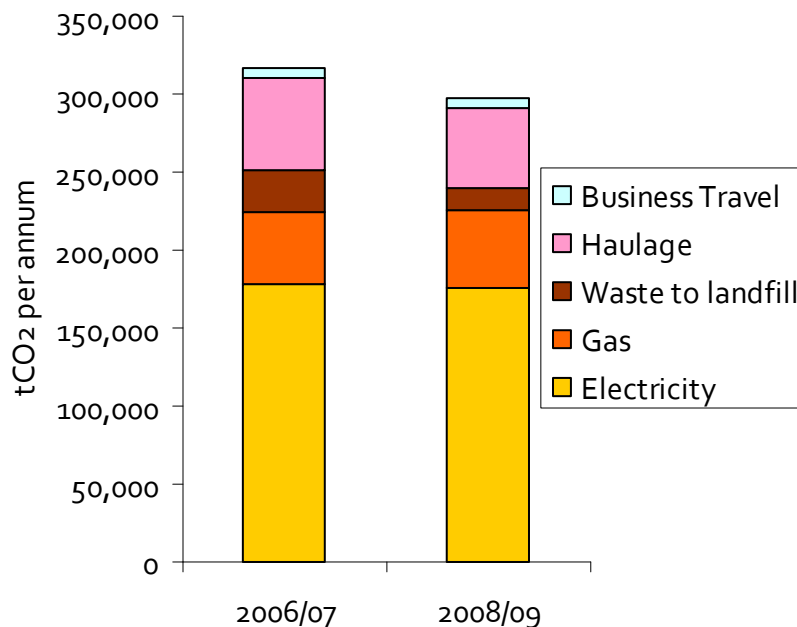
Using the one planet living framework (see Appendix), B&Q's Sustainability Action Plan sets out the targets they will need to meet to reduce their carbon footprint. In addition, there are many issues that cannot be quantified in terms of their carbon footprint such as staff happiness, making this a plan that encompasses elements of sustainability from all areas of the business.

BioRegional worked with B&Q to develop a detailed Sustainability Action Plan. The table below summarises some of the key actions and targets both in the short and longer term. All percentage reduction targets are absolute reductions set against their 2006 baseline unless otherwise stated.

Principle	Short Term Objectives (2007 – 2012)	Longer Term Objectives (2013 – 2023)
Zero Carbon	Energy efficiency strategy to reduce energy use by 10%/m ² by 2012 All new stores zero carbon by 2012	B&Q estate zero carbon by 2023
Zero Waste	By 2012, 90% of all waste will be reclaimed, recycled or composted All packaging recyclable by 2012	98% cut in waste to landfill by 2023 Lifecycle tool to aid packaging development by 2017
Sustainable Transport	Maximise efficiency of haulage and reduce fuel/m ³ stock by 15% by end 2009/10 Cut flights in Great Britain by 50% by 2012	50% cut in transport emissions by 2023 Introduce electric vehicles to home delivery fleet
Local and Sustainable Materials	Establish a forum to review purchase of Goods Not For Resale (GNFR) Policy for low impact materials	Ensure all GNFR vendors are compliant with B&Q's policies and buying standards
Local and Sustainable Food	Develop food policy and buying standard Increase local, sustainable and fair trade options in cafes, canteen and vending	Ensure a minimum of 25% and ideally 50% of food purchased meets local and sustainable food criteria
Sustainable Water	Rainwater harvesting in all new stores Roll out smart water meters across store estate to detect leaks and inefficiencies	Smart metering in all stores by 2011 10% reduction in water use/m ² by 2012 (against 2007 baseline)
Natural Habitats and Wildlife	All planting on B&Q sites to use peat free compost Enhance habitats and wildlife on store sites	Green roofs on all new stores Disseminate best practice in enhancing wildlife around stores
Culture and Heritage	Launch One Planet Living Awards & Grants Environment Champions in all stores by end of 2008 to help deliver carbon savings	Outstanding community projects to be identified and promoted
Equity and Fair Trade	All own brand vendors using SEDEX by 2011 Develop project criteria for regional projects addressing issues of equity and wellbeing	Improvement of vendor standards with all vendors achieving Grade C in supply chain transparency by 2023
Health and Happiness	Introduce an environment question to the employee engagement survey Engender OPL across employee population	Main high levels of employee engagement and benchmark against other retailers
One Planet Home	Develop accreditation criteria for One Planet Home products Achieve at least 4% sales participation	At least 2,000 products to feature product branding by 2010

B&Q's carbon footprint

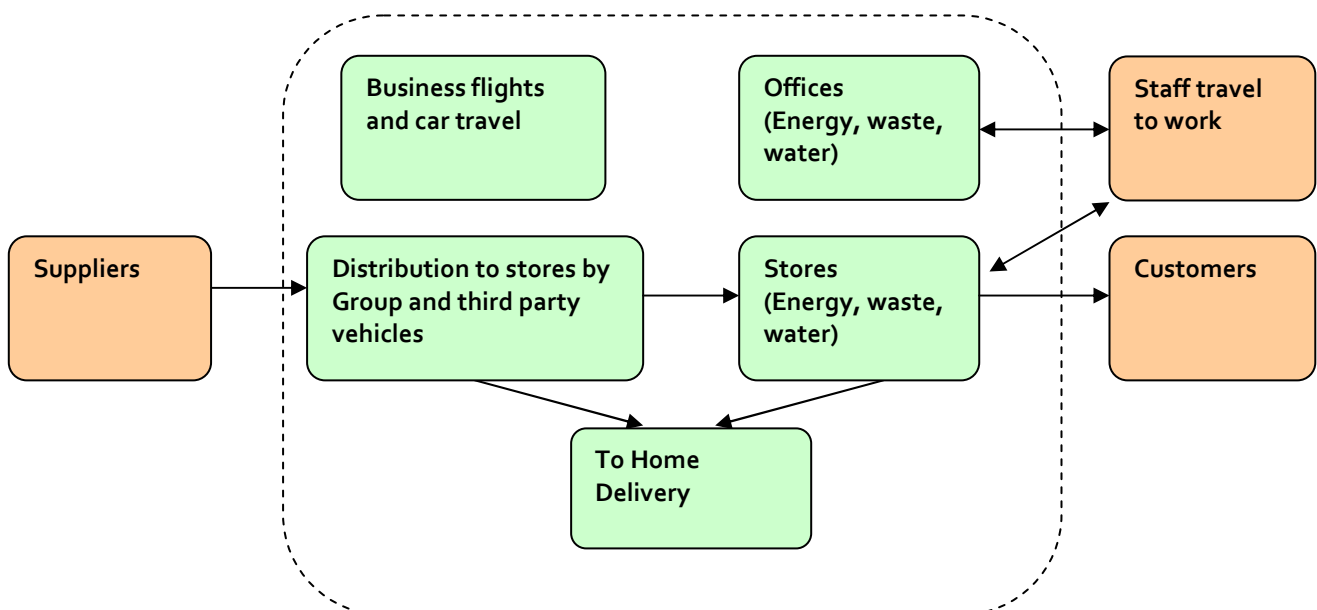
B&Q's long term target is to reduce CO₂ emissions by 90% by 2023 (based on 2006 emissions). B&Q committed to BioRegional's one planet living targets in February 2008 so this graph demonstrates our reductions during the first year of our partnership against the baseline.



Carbon footprint has been calculated using Defra's Guide to Company Reporting 2008. Consequently, the conversion factor for grid electricity has increased from 5.23 in 2006 to 5.37 in 2008. Emissions from waste to landfill use a conversion factor derived by Enviros from Warm v8 study

Measuring B&Q's carbon footprint

What we include in B&Q's carbon footprint:



Summary of Progress

BioRegional are impressed by the progress that has been made by B&Q to deliver one planet living across many areas of the business operations. We are particularly impressed by reduction in waste to landfill, and by reductions in emissions from retail haulage and home deliveries that were achieved during 2008, with a range of new initiatives trialled.

Achieving Zero Carbon across the existing estate will require that greater absolute reductions in energy used in buildings are made through energy efficiency measures, renewables are retrofitted on site and that opportunities for new dedicated renewable energy farms such as wind farms or biomass plants are properly explored.

B&Q took the lead back in 1991 as one of the first retailers to seriously address the issue of sustainable timber, and today 89% of timber is either FSC or PEFC certified. In the same vein, BioRegional would like to see B&Q taking more of a stand on the issue of peat which is an issue that is still not being addressed quickly enough by the industry.

The sections indicate whether B&Q are on track for meeting headline targets, the main activities that took place in 2008 and plans for the programme in the coming year.

Key



Target exceeded or met ahead of deadline



Target met or on track



Target not met or off track

Zero Carbon



Reduce electricity consumption by 10% per m² by 2011/12 (against 2006 baseline)



New stores zero carbon by 2012



Zero carbon across existing estate by 2023 in line with 90% target



Key activities and achievements in 2008

- League tables available to environment champions for electricity (monthly) and gas (annual)
- 11 stores were retrofitted with hi frequency fluorescent lighting and dimming controls
- Trend timings and external lighting level set points were reduced at 126 stores
- New store at New Malden incorporates a number of low carbon technologies
- 2MW wind turbine operational at Worksop distribution centre from February 2009

Summary of review

Whist B&Q are still on track to meet their Kingfisher target of a 10% reduction in electricity consumption per m², BioRegional would like to see greater reductions in absolute fossil fuel energy used each year to ensure that they are on course for meeting the zero carbon target by 2023. We do understand however that we experienced a very cold winter which increased heating demands whilst the carbon factor for electricity has also increased. The rate of implementation of energy efficiency measures needs to increase, and a comprehensive strategy for achieving the 2023 target developed.

On the positive side, the success of the New Malden store, the 2 MW wind turbine at Worksop and the work towards making all new stores zero carbon is very encouraging. BioRegional would like to develop an options appraisal for zero carbon, and will put together a project brief outlining the work by June 2009.

Case Study: B&Q Awarded Carbon Trust Standard

B&Q was one of twelve organisations from across England and Scotland to achieve the "Carbon Trust Standard" - a new certificate launched in June 2008 to help organisations prove they are tackling climate change and have made genuine reductions in their carbon emissions. Unlike other award schemes, organisations take action themselves by cutting carbon across their own operations and in their supply chain, rather than paying others to reduce via off-setting – a practice seen as credible by only one in ten consumer respondents in a recent Carbon Trust study.

Plans for 2009

- Continue with retrofit programme of hi frequency fluorescent lighting and dimming controls
- Continue to investigate solution for automated gas meter readings
- Develop evidence base for zero carbon across the existing store estate
- Explore opportunities for new dedicated off site renewable energy generation

Zero Waste



By 2012 at least 90% of waste by weight generated reclaimed, composted or recycled



By 2020 no more than 2% of waste by weight should be sent to landfill



Cut waste to landfill by 98% against 2006 baseline (in line with 90% carbon reduction target) by 2023



Key activities and achievements in 2008

- CO₂ emissions from waste reduced by 48% (13,000 tonnes CO₂)
- Working cross functionally with Range Reviews to divert waste from landfill and generate a recycle and reuse culture
- Trialled removal of traditional general skip and introduced more segregated waste streams at Farnborough Store which achieved 60% recycling rate

Summary of review

Achieving nearly a 50% reduction in waste to landfill over the past two years is one of the key successes of B&Q's one planet living programme to date. Staff are engaged in the 'Reduce Reuse Recycle' culture in store operations and other parts of the business. The "skip-less store" trial was a success and will help to increase the average recycling rate as the system is rolled out across the store estate. BioRegional would like to see a clear strategy on how B&Q plan to achieve the target of 90% reuse and recycling by 2012. Capturing the quantities of material that are reused would help.

BioRegional also believe engaging with the network of ReLY centres would be a great opportunity for B&Q both as a reuse option for any un-saleable stock but would also provide a robust audit of waste generated at specific store sites. Opportunities for take back of customer packaging waste should also be addressed, particularly where there is not a domestic recycling solution.

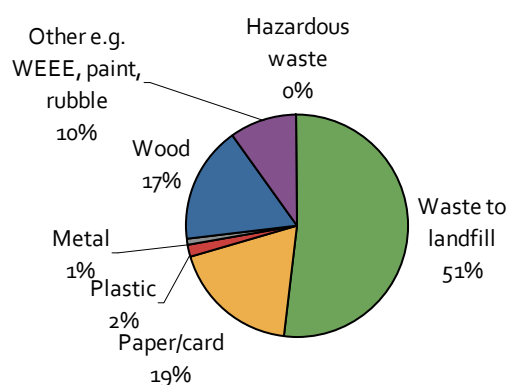


Figure 1: B&Q waste profile in 2008

Plans for 2009

- Extend Farnborough trial across 50% of store estate by 2010
- Actively donating 80% of waste paint through Community RePaint schemes
- In store recycling bins installed across 50% of store estate by end of 2009

Sustainable Transport



50% cut in flights within Great Britain by 2012

50% CO₂ reduction by 2023 (06/07 baseline)

Trial the use of electric vehicles for short trips such as store to home deliveries



Key activities and achievements in 2008

- Maximising load carried per vehicle
- Improved route planning
- Speed reduced on all Retail Logistics vehicles (7% fuel saving estimated)
- Double deck trailers trialled and proved
- Car policy aligned with carbon reduction
- Car share incentive introduced
- Electric vehicles tested on store fleet

Summary of review

BioRegional are very impressed by the reductions that have been achieved so far in the retail network and home delivery and it is evident that this will continue to reduce with the roll out of double deck trailers.

Strategies to reduce the impacts of car travel appear to be helping to reduce emissions from company cars and we would expect this to decrease further as awareness of initiatives such as the allowance for car share become more widely known across the business. Domestic flights are still an area that needs to be tackled but we know that there are some initiatives in lined up for 2009.

Customer travel is an area where it is difficult to quantify the emissions, but with millions of customers visiting stores every week the impacts are significant and will be much greater than B&Q's own business and staff travel. BioRegional would therefore like to explore how B&Q could potentially make it easier for customers to shop with B&Q without a private car, not only to help reduce emissions, but also to ensure that B&Q is accessible to all people including those without a car.

Case study: Car sharing

B&Q's business travel team have introduced a 5p per mile per passenger incentive for car sharing which is seen as a more appropriate way of reducing company car mileage and more cost effective for the business. This was introduced in August 2008 and early indications show that there has already been significant take up of this offer.

Plans for 2009

- Continued focus on improving cube per load and route planning
- Replacement of home delivery fleet with smaller, more fuel efficient vehicles
- Roll out staff travel plans across all stores during August 2009

Local and Sustainable Materials



Supplier assessment procedure introduced for Goods Not for Resale (GNFR). All vendors assessed by 2010

Develop low impact sourcing policy

Increase proportion of local and sustainable materials



Key activities and achievements in 2008

- All paper now PEFC/FSC (13,000 tonnes)
- Point of Sale Material now recyclable (formally PVC)
- Reduced carrier bag volume by 65%, 20% recycled material
- Construction materials embodied carbon assessment completed by BioRegional

Summary of review

The work that has been done to date on GNFR is impressive and really highlights the commitment that B&Q have to sustainable sourcing across all areas of the business. The vendor website for GNFR took longer to set up than anticipated so unfortunately, it is unlikely that all vendors will be assessed by 2010. The collaborations that B&Q have with universities and other bodies of research are also central to developing the right solutions for reducing the impacts of key product lines. BioRegional are also pleased that the results of their analysis on embodied carbon of new store construction is being used to help inform material specification for new store construction.

BioRegional would like B&Q to agree to us undertaking a full Triple Bottom Line assessment to highlight the hot spots of environmental impact within B&Q's supply chain to shape future priorities.

In 2009 BioRegional will help B&Q to understand where more local products could be included in B&Q's current range and this has been incorporated into the plans for this work stream in 2009.

Case study: Eliminating the use of chemicals

Examples of programmes underway at B&Q to reduce the use of chemicals include:

- ◆ VOC reduction in paints. Collaboration with paint suppliers has also resulted in development of water based paint technologies.
- ◆ Eliminated PVC shower curtains from business (decision taken in 2008).
- ◆ DEHP removed from garden hoses.
- ◆ Working with York University Green Chemistry Dept on formaldehyde free MDF products - based on non-wood fibre (*Sponsored by Defra Through the Renewable Materials LINK Programme*)

Plans for 2009

- Ongoing work with York University to develop a sustainable alternative to MDF
- Triple Bottom Line analysis to assess full impacts of B&Q and identify 'hot spots'
- Move to 100% recycled content in plastic bags (EU production)
- Specification for all new stores to explore lower impact construction

Local and Sustainable Food



Develop a food sourcing policy that ensures food sourced is certifiably sustainable, fair trade and healthy. A minimum of 25% of food must meet these criteria by 2012

Understand the contribution food makes to the impacts of B&Q and encourage low impact and healthier diets

Promote a grow your own culture to help customers reduce their eco footprint



Key activities and achievements in 2008

- Commitment to sustainable food in all food contracts
- Roll out of Whittard's Fair to Farmers in all 108 cafes
- Fairtrade offer in all snack machines
- Rainforest Alliance drinks in main canteen
- Healthy options highlighted
- Local sourcing posters

Summary of review

Given that this is an area of sustainability that B&Q had never looked to address before, it is great to see that progress has been made relative to the baseline. There is a strong commitment to fair trade and healthy eating.

BioRegional agreed with the first version of the food policy under the condition that a food buying standard would be developed during the course of 2008 and unfortunately this has not been completed. It is important when signing new contracts to ensure that they are meeting B&Q's standards as a sustainable business however there has been no clear guidance on sourcing organic, local, seasonal produce or which certification schemes are the most robust for example Soil Association Organic.

Case study: Year of Food and farming

At the beginning of March 2008 B&Q gave away enough tomato plants for 175,000 primary school children to 'grow their own'. Primary school teachers were encouraged to register for enough free plants for every child in their class, on a first come first served basis. B&Q's classroom activity was designed with the Year of Food and Farming to enable teachers to plan a lesson around the 'growing' of food and helping their children learn about where food comes from.

Plans for 2009

- Introduce at least 5 regionally sourced lines into every café menu
- Introduce Fairtrade tea into all beverage vending machines
- Increase healthier options in both cafés and canteens

Sustainable Water



Introduction of smart metering in all stores by 2011



10% reduction in water usage/ m² by 2011/12 (2007/08 baseline)



Installation of rainwater harvesting and green roofs in new stores



Key activities and achievements in 2008

- Rainwater harvesting in 5 stores and first green roof (450 m²) at New Malden
- Smart water meters in all stores in Scotland
- Water use reduced by 2%/ m² (2.5% was needed to stay on target)
- Advice given to environment champions

Summary of review

We are pleased to see that water use has decreased by nearly 10% over the past two years however would be interested to know why there was no change over the past year. New stores are being designed to minimise the use of mains water and green roofs can also help as part of a SUDs scheme.

Whilst finding and stopping leaks through the use of smart metering is clearly a good way to prevent water from being wasted, BioRegional would also like B&Q to explore how they could retrofit stores to reduce water consumption in bathrooms and garden centres in line with best practice.

Case Study: Advice given to store environment champions

Hints and tips – checking for water leaks:

- ◆ A 5mm drip from a single tap could cost more than £900 per year in water/wastewater treatment costs, when a repair may only cost £100!
- ◆ Broken taps – check taps in washrooms are in good condition, not broken and running constantly.
- ◆ External taps – Check every outside tap doesn't leak, external taps can sometimes be forgotten!
- ◆ One store found that by adjusting their urinal controls reducing the number of flushes in an hour saved £2,000 per year!

Plans for 2009

- Identify best practice for garden centre irrigation (trial 2 regions)
- Collect rainwater harvesting data from 5 stores
- Scoping study to assess feasibility of retrofitting rain water harvesting into existing stores

Natural Habitats and Wildlife



Working towards eliminating peat in line with government target of 90% dilution by 2010

Enhance biodiversity on existing store sites with two best practice examples by Feb 2009

Favour previously developed land over Greenfield sites and undertake documented environmental assessment for all new store construction



Key activities and achievements in 2008

- All planting on new store sites peat free
- B&Q founding member of the Growing Media Initiative
- Encouraging peat free through price parity, marketing, eliminated 100% peat bales
- One Planet Living Awards for community projects around habitats and wildlife

Summary of Review

The issue of peat is very difficult and B&Q is clearly working with partners to achieve the 90% target as soon as possible. However B&Q should do more to lead the way in a public facing campaign as persuading amateur gardeners to use peat free compost is critical. Trialling a 'peat free' store that only sells peat free bagged growing media is one possible way to really make a stand against the use of peat.

B&Q's estate has a large land footprint and it is important that they endeavour to enhance biodiversity across the store estate. B&Q need to identify a suitable person within B&Q to lead on such an activity and BioRegional will help by investigating suitable funding opportunities to help with this programme.

Another suggestion is that whilst B&Q has invested in some great local community projects, we would like to see information on these projects disseminated to encourage other communities to set up similar projects.

Case Study: Moving towards peat free

In September 2008, B&Q became one of the founding members of the Growing Media Initiative, which has been set up to help the horticultural industry in the UK meet government targets for reduction in peat use. The GMI scheme aims to increase awareness about the need to protect the world's peat lands and the need therefore to use more sustainable materials for growing their plants and improving the soil in their gardens. In the 2008 growing season, B&Q had a peat dilution rate of 53%, meaning that of the 850 million litres of growing media sold, 53% was a peat free alternative. B&Q are constantly working to improve upon this level and hopes to obtain full GMI membership in 2009/10 which requires a minimum of 55% peat alternative.

Plans for 2009

- Enhance habitats and wildlife on store sites
- Encourage customers to switch to peat-free compost

Culture and Heritage



Launch of environment champions in all stores in 2008



Launch of One Planet Living Awards and Grants and encourage engagement in all stores



Develop a consistent message to staff about the One Planet Living programme



Key activities and achievements in 2008

- Commitment from all stores to have environment champion and newsletters sent on regular basis
- One Planet Living e-learning module developed and launched aimed at new starters and environment champions but available to anyone with an interest in the programme
- Over 1000 applications for One Planet Living Awards received

Summary of Review

There has been clear and consistent communication about one planet living across the business and the development of the One Planet Living e-learning module has exceeded our expectations in this area. Environment Champions are very important in helping to make existing stores more energy, water and waste efficient however consideration should be given to paid time for environment champions to carry out their duties. Perhaps we need to understand the financial savings the business could make if environment champions carried out all possible checks and changes in stores.

The One Planet Living Awards and Grants have supported some great projects. In the future BioRegional would like to see more done to ensure that any new B&Q stores endeavour to reflect any local area vernacular, and that they help to improve the community in which they are located, for example through the provision of local services and amenities. Local consultation could be used to identify the best way for B&Q to improve their store neighbourhoods

Case Study: One Planet Living Award for West Town Farm

West Town Farm is an organic farm home to an organisation "Organic Arts" which aims to educate the public in rural and environmental issues and the arts. Organic Arts offers visitors the chance to learn all about the tradition of working with clay including finding and reclaiming organic clay on site, transporting it manually and using it for sculpturing ceramics. Visitors to the farm include people with mental health problems, disabilities, special needs and members of the local community.

The award of £2,800 was used to refurbish part of a grain barn to enable it to be used as a pottery.

Plans for 2009

- Produce a new Environment Champion booklet
- Ongoing commitment to promoting One Planet Living Awards and Grants with new category of Grow Your Own

Equity and Fair Trade



By 2011 all Own Brand vendors will be using SEDEX

All B&Q vendors to achieve Grade C and above by 2023

Ensure diversity levels continue to be monitored and reported on



Key activities and achievements in 2008

- Reporting requirements finalised with SEDEX. 53% of own and co-brand vendors already using SEDEX
- Diversity levels reported were 41% women full time equivalents (FTEs), 4% FTEs declared disability, 27% FTEs aged 50+, 10% FTEs declared from an ethnic minority
- Of those vendors that have been assessed over the past five years, 65% achieve Grade C or higher for supply chain transparency

Summary of Review

B&Q are clearly committed to monitoring and improving on vendor assessments and equity in their supply chains. Regional projects are also very valuable and it would be useful to see this strategy developed in the coming year. B&Q also need to address the services it uses in a similar way to its responsible sourcing of Goods Not for Resale, for example the pensions offered to staff. Finally, whilst figures such as diversity levels are reported on and there are policies behind these, it would be good to understand how these figures compare to national or regional benchmarks.

Case Study: SEDEX

B&Q identified that SEDEX – the suppliers ethical data exchange is particularly useful system for managing data on labour practices in the supply chain. SEDEX was founded as a not for profit organisation in 2004, its purpose being to ease the burden on suppliers who were being audited multiple times and drive improvements in labour standards at sites of employment globally. Sedex focuses on four pillars: Labour Standards, Health & Safety, Environment and Business Integrity.

<https://www.sedex.org.uk>

Plans for 2009

- Continue QUEST assessments to ensure all vendors have been reassessed by 2011
- Develop strategy for regional projects
- Identify and develop ethical projects in the supply chain

Health and Happiness



Maintain/improve participation in employee engagement survey and in engagement levels



Develop communication strategy to engage and update staff on implementation of one planet living



Continue to improve Grass Roots forum and introduce other forums to give employees the opportunity to present their opinion about how B&Q is run as a business



Key activities and achievements in 2008

- 83% employees participating in employee engagement survey
- Environment question introduced. Average scores were 4.37 in June 2008, and 4.47 in November 2008.
- B&Q shortlisted for two flexible working awards
- Childcare vouchers introduced with 98 vouchers issued in 2008
- 'Tell Euan About' (or TEA sessions) run on a regular basis, giving employees the chance to meet informally with Chief Executive Euan Sutherland to discuss issues and share ideas

Summary of Review

B&Q's employee engagement score and level of participation is very impressive. BioRegional are pleased that a question on the environment has been included in the employee engagement survey. We are aware of the range of internal communications around one planet living and it would be great to see some of the success stories from the One Planet programme such as the new initiatives that have been introduced as a result and the hard work of the team leads. B&Q is clearly supporting flexible working and return from maternity leave. It would be good to benchmark some of these figures to get a feel for how the diversity of employees at B&Q compares to other retailers.

Case Study: Employee engagement

Employees at B&Q have been rated among the most engaged in the world for the third time running by workplace behaviour experts Gallup. The leading home improvement retailer is one of only eight organisations worldwide to win the prestigious Gallup Great Workplace Award three times, and the only UK business awarded. Four years ago the retailer launched a comprehensive plan to improve staff engagement levels. The plan has been a huge success and B&Q is currently enjoying its highest employee engagement levels to date – scoring an average of 4.23 in the Gallup survey against a top score of 5.0.

Plans for 2009

- Improve average score for environment question with target of 4.57
- Provide regular updates on the implementation of one planet living actions and ensure all 'green article's in internal publications are badged as One Planet Home or One Planet Living
- Identify opportunities to support H&H principle during planning of how B&Q will live in the new Store Support Office (SSO) site

One Planet Home



Develop One Planet Home brand and roll out in stores with 2000 accredited products by 2010



Introduce new products to the range that will enable customers to reduce their footprint by 10%



Develop supportive mechanisms to make it easy for customers to choose One Planet Living



Key activities and achievements in 2008

- Launched One Planet Home range with six categories: Save Energy, Save Water, Recycle, Grow Your Own, Conserve Nature and Healthy Homes
- BioRegional launched the One Planet Living calculator and action plan in May 2008
- Developed a range of supportive information including How to insulated DVD, leaflets on conserving birds, One Planet Home and a Grow Your Own calendar.
- B&Q banned the sale of patio heaters.

Summary of Review

BioRegional and B&Q have set up a clear product accreditation criteria and process to ensure that all products either help a customer to reduce their footprint, or are the lowest impact choice within a range. The One Planet Home range launched in October 2008 with 2000 products across the six categories of One Planet Home. BioRegional have also developed a 'One Planet Home Range Table' identifying the products that B&Q should introduce to the One Planet Home range to help customers further reduce their eco footprint. Whilst some in store Point of Sale information has been developed, the presence of One Planet Home in stores is highly variable and B&Q will continue to develop in-store messaging to direct customers to One Planet Home products.

Case study: One Planet Living Calculator and Action Plan - <http://calculator.bioregional.com/>

In 2008, BioRegional developed an on-line One Planet Living Calculator and Action Plan so that people can work out their carbon and ecological footprints. BioRegional developed two calculator options; the quick and easy version (5 minutes) available on B&Q's website or the full calculator (15 minutes) which gives more accurate results and a detailed personalised action plan. The action plan contains hundreds of tips, suggestions and projects to help people to reduce their environmental impact and improve quality of life.

Plans for 2009

- Increase brand awareness of year on year performance of One Planet Home
- Develop the range alongside the commercial team to introduce new products enabling customers to reduce their impacts

Looking ahead

This review demonstrates B&Q's commitment to the One Planet programme and they are clearly tackling the one planet living principles head-on. This first B&Q annual review has identified huge progress that has been made – as well as highlighting what a challenge it is for an organisation to reduce their direct CO₂ emissions by 90% in a 15 year period.

In 2009, BioRegional will continue to work with B&Q to help deliver the One Planet Living objectives. Some key areas of activity will include:

- Analysis using the software Bottomline3 to understand the full impacts of B&Q's supply chain
- Conceptualise and trial a One Planet Living B&Q Store
- Develop a strategy for achieving zero carbon across the B&Q estate
- Investigate how B&Q can help customers to reduce the need to shop at B&Q by private car
- Continue product accreditation and developing ideas for expanding the One Planet Home range

Closing comments from Matt Sexton, Director of Social Responsibility for B&Q



B&Q has a long heritage in sustainability. It began more than a decade ago when we helped set up the Forestry Stewardship Council (FSC). Timber products with an FSC logo come from forests that are managed to ensure long-term timber supplies while protecting the environment and the lives of people dependent on them and today more than 90% of B&Q's timber has FSC labels.

We're passionate about sustainability at B&Q and I'm personally delighted to be heading up social responsibility at such an exciting time, which is being driven through our partnership with BioRegional, who continuously push us to do even better.

As this report demonstrates, a year on, we've made great progress. As well as recognising the enormous effort undertaken within our business to achieve this, credit must also be given to BioRegional, who act as a great conscience.

The report also shows that there is a great deal more we still need to do and in my update next year I very much hope to be reporting further strides towards our ambition for B&Q to become a One Planet Living Business.

What BioRegional have demonstrated this year is that the goals of an independent sustainability charity and corporate business don't have to be at odds with each other. It would be untruthful of me to claim the first year of our partnership has been a walk in the park but BioRegional have been a great partner in listening to some of the commercial barriers to making progress in certain areas. What they have been great at is suggesting ways to overcome these barriers and in helping us prioritise where we should focus our efforts.

Comparing the endeavours of others in reducing their environmental impacts is difficult because every business is different. There's been much talk about Plan A, which seems to have been well received but others who play lip service to this area have been accused of confusing the CSR picture by misleading the public and have been criticised for green-wash. I believe one of the key strengths in our partnership with BioRegional is that they are independent sustainability experts. It is their assessment of our progress this year contained within this report and an honest reflection of what we've actually achieved and where we need to do more. Our partnership is unique and I firmly believe Plan B 'B&Q' is head and shoulders above our competitors. We already have a strong heritage in sustainability and we're determined to build this and continue to take a leadership role. Like anything worth striving for, sustainability takes work and often involves tough decisions. With thanks to the help and expertise of BioRegional, we're on a journey to become a One Planet Living Business. This commitment is not easy but what I hope this report demonstrates is that commerce and sustainability are not mutually exclusive - it sounds like a cliché but small steps can make a big (environmental) difference.

Appendix: About one planet living

In 2001, BioRegional came up with a way of describing sustainability which has caught on around the world. We used carbon and ecological footprinting to show that our current way of life in the UK, in common with other developed countries, is unsustainable. The world's population is rising rapidly and ecological footprinting shows we are already consuming 25 per cent more renewable resources every year than the planet can replenish.



If everyone in the world lived as we do in the UK then we would need three planets to support us. Of course we only have one. BioRegional developed "one planet living" as a vision of a sustainable future, and a framework to help us achieve this.

The ten principles of one planet living

One planet living is based on ten guiding principles of sustainability which provide a framework to highlight the sustainability challenge in a given situation, and to develop and present solutions.

BioRegional have applied the one planet living framework to large projects involving government, communities and companies. The principles keep partners working towards a big-picture of long-term environmental and social improvements. These principles act as a "green DNA", embedded in every business plan, building design, and construction or procurement contract.

1	Zero Carbon
2	Zero Waste
3	Sustainable Transport
4	Local and Sustainable Materials
5	Local and Sustainable Food
6	Sustainable Water
7	Culture and Heritage
8	Natural Habitats and Wildlife
9	Equity and Fairtrade
10	Health and Happiness

Sustainability Action Plans

The one planet living framework forms the basis of all Sustainability Action Plans which are developed in collaboration with BioRegional's clients or partners. These plans outline the targets that will need to be met if we are to realise our vision of a sustainable future and the mechanisms that will be needed in the short and longer term to meet the agreed targets.

BioRegional and the home improvement retailer B&Q signed a three year environmental partnership agreement in November 2007. This includes the development and implementation of an action plan to reduce the impacts of their company operations, based on the ten principles of one planet living. In addition, BioRegional are addressing how to help customers achieve one planet living and have used the principles to develop both a product range and supporting guidance in the form of an online footprint calculator and action plan.

About BioRegional

BioRegional Development Group is an entrepreneurial, independent environmental organisation that develops commercially viable products and services which meet more of our everyday needs from local renewable and waste resources, to help enable one planet living – living within our fair share of the Earth's resources. www.bioregional.com

BioRegional have developed a number of projects and initiatives which demonstrate One Planet Living in action, including the award winning BedZED eco-village with the Peabody Trust where energy, water and car use are cut by more than 50%. BioRegional has supplied B&Q with locally produced charcoal and firewood for 14 years through an innovative system which allows local producers to supply national retailers. This local product reduces CO₂ emissions associated with transporting the product from producer to store by 85% compared to imports.

About B&Q

B&Q is the largest home improvement and garden centre retailer in the UK and Europe employing 40,500 people nation-wide, 24% of whom are over 50 years of age. Across the UK, B&Q has 325 stores, including 116 B&Q Warehouses. B&Q is part of Kingfisher plc, the world's third largest home improvement retailer with 760 stores in 10 markets in Europe and Asia. These include 60 B&Q stores in China, including B&Q Beijing, which is now the largest B&Q store in the world.

B&Q has a long heritage of social responsibility and environmental awareness. Its environmental achievements include developing a timber policy in 1991 and being a founding FSC member in 1993, and developing a policy to reduce and eliminate the use of peat by 2015, which has already been reduced by 50%. B&Q was also the first retailer to introduce a VOC labelling system on all paint in 1995 – now an industry standard, and the first to offer affordable, energy-efficient products to the domestic market in 2006 including wind turbines and solar panels.

For more information about B&Q please go to www.diy.com/aboutus

For more information about B&Q's social responsibility Key Performance Indicators, please see www.kingfisher.com, B&Q's parent company.

BioRegional
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