

Muntons Environmental Awareness Survey

Over a number of years we benefitted from the Sunday Times Best Green Survey which independently verified our staff commitment to environmental excellence. We decided to carry out our own anonymous survey to determine how best to communicate environmental issues across the Muntons group and to receive feedback on our environmental systems, goals and information.



99% thought our environmental policies were NOT a waste of time
– a good basis for doing the questionnaire!

What were the top 10 questions with strongest agreement?

- 97%** Know where to dispose of waste
- 96%** Understand that we focus strongly on sustainability
- 95%** Believe that Muntons does what's best for the environment
- 94%** Think Muntons green credentials improve our business
- 94%** Always check waste to see if it can be recycled before disposing of it
- 93%** Understand that carbon footprint describes the impact of greenhouse gasses
- 92%** Like the fact that Muntons is an ethical company
- 91%** Believe that Muntons being green gains or maintains sales opportunities
- 90%** Are proud of Muntons green lead

The completion rate for this anonymous survey really is important so that we know we have captured everyone's thoughts and/or concerns.

A series of just over 50 questions enquired about

- **CORPORATE PERFORMANCE**
- **LEADERSHIP & MOTIVATION**
- **WASTE**
- **ENERGY and CARBON FOOTPRINT**
- **POLICIES**
- **TRAINING**

Who drives environmental initiatives within Muntons? Interestingly 89% do not think this is solely the remit of the younger members of the company. That statistic confirms that Muntons is in fact quite opposite to most manufacturing companies. The government's environmental committee reported last year that in most companies environmental initiatives are not embraced by older members of the workforce. Thankfully we have bucked that trend which is why we do so well in environmental audits and competitions.

What sorts of questions did we ask and what did we learn from the responses?

When we asked if people understood what ISO14001 and ISO50001 were we found around 78% reported a high level of knowledge and a further 12% at least knew what areas they referred to. However, around 10% reported that they did not know these standards. The questionnaire was anonymous but we were able to determine from individual responses that these were most likely newer starters who may not have yet benefitted from the induction and communication program. ISO14001 is our environmental standard that helps us identify and avoid potential areas for environmental damage due to our operations and ISO50001 is our Energy Management standard that enables us to maintain a robust analysis of our major energy use on site and continually improve efficiency.

What are the major contributors to Muntons carbon footprint?

We have communicated over the past few years that Muntons has a low carbon malt goal which concentrates on reducing the impact of barley growing – our largest carbon footprint constituent. Company car use was ranked much higher than it's true contribution to total emissions (<1%) so we need to publicise better that we favour choosing less polluting company vehicles and reflect this in the company car policy. Barley growing represents over 60% of Muntons carbon footprint which is why we are concentrating on initiatives with farmers that promote sustainability, carbon reduction and cost saving.

Order of contribution to Muntons carbon footprint - largest to smallest:

Barley growing

Gas use

Electricity use

Malt and barley haulage

Company car use

We asked about the significance of greenhouse gasses:

Just over 60% of replies were correct. The correct order is shown in the box (right). In this box the figures are rounded to make them easier to remember: 1, 30, 300. What this means is that 1 tonne of N₂O holds 300 times the heat in the atmosphere that 1 tonne of CO₂ can. Hence any process that emits N₂O is potentially more environmentally damaging. To come up with one figure for heat holding capacity the decision was taken by international government agreement to convert all emissions back to the carbon equivalent – the carbon footprint. The most likely area for Muntons to improve here is the use of fertiliser in growing malting barley by farmers. This is why we have for the past year had a low carbon statement for farmers that requires them to

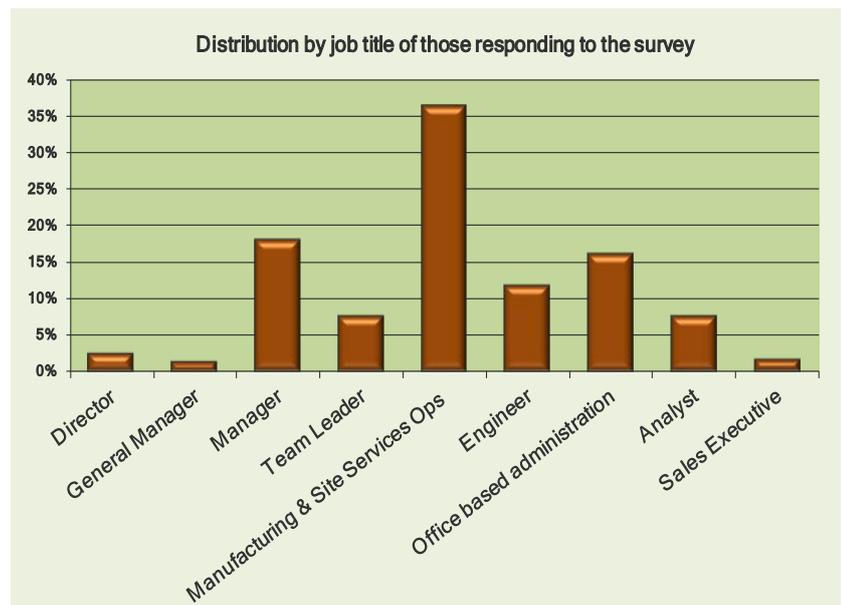
select at least 2 low carbon options to continue to supply us with malting barley. The easiest and most effective way to cut carbon footprint is to use abated nitrogen fertiliser. Abated means that the carbon footprint has been reduced – in the case of nitrogen fertilisers this is by reducing emissions by around 90% from the factory that makes the nitric acid that is then turned into fertiliser.

Order of contribution to of different gasses to the greenhouse effect in the atmosphere (from lowest effect to greatest effect):

Greenhouse Gas	Relative heating effect
Carbon Dioxide (CO ₂)	1
Methane (CH ₄)	30
Nitrous Oxides (N ₂ O)	300

Taking the message home? It would be great if we could have an even more beneficial impact on the environment by taking home with us things we learn at work about environmental protection. This is an area where we found only around 60% changing their own environmental stance of that of their friends and families based on the environmental excellence we use at Muntons. All of us are encouraged to be environmental ambassadors. Although 81% said they believe that global warming is affected by human activity it doesn't matter if you are unsure because we know that anything we can do to reduce our environmental impact protects our dwindling natural resources and often saves us money too. Whatever our stance on global warming environmental protection makes sense.

The response level to this survey was commendable and gave us a very useful snapshot of how our message on environmental issues has been received and understood. Areas of improvement have been identified and we will endeavour to address these. One of the highest levels of agreement at 88% was that most are happy communicating their environmental suggestions and concerns to their line manager. Please continue to engage in this way to ensure we build on the excellent feedback that we have now assimilated through the survey.



The results of this survey mirror the externally audited Suppliers Ethical Data Exchange (SEDEX) Ethical Trade Audit in which the auditor confidentially interviewed around 40 of our staff whom he selected for interview.

For some years now we have shared our data on ethical practices with key customers through a database called the Suppliers Ethical Data Exchange (SEDEX). This has been a voluntary scheme to enter information on what are called the four pillars of ethical trading: Labour Standards; Health and Safety; Environment; Business Practices. The auditor carried out a 3 day audit during which he exhaustively checked our documentation from all aspects of the Company handbook, to proof of identity, calculation of pay rates, monitoring of overtime, health, safety and environmental audit and review, policies on bribery, whistle blowing, staff facilities and communication of sustainability and ethics.

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