



# Be Seen To Be Green

Lauren Mawford, Group Health, Safety and Environmental Manager for the Glass & Glazing Federation says that the new ISO 14001 environmental management standard is more than just a box tick for big firms.

**The first step towards going for ISO 14001 must be a positive answer to the question: do you care about your company's impact on the environment? says the GGF's Lauren Mawford.**

If you do care and you have a strategy for reducing your firm's impact on the environment through an increasing range of actions, then you will most certainly benefit from ISO 14001, which the Glass & Glazing Federation, has now gained.

## What is ISO 14001?

ISO 14001 is an internationally recognised standard that sets out the requirements for an environmental management system. It helps you map out your organisation's broader, strategic objectives and align them with goals and outcomes that are environmentally sustainable, so you can inspire your customers and external stakeholders with your organisation's proactive approach to environmental concerns.

It provides a framework to to see how your organisation is currently having an impact on the environment, identifies areas of improvements and potential risks along the way.

It is suitable and beneficial for any size of business and actually, works well for smaller firms by

creating a strategy by which a firm may run its environmental programme, without a huge team of people.

It ensures companies are keeping up with legal compliance relating to any business, irrespective of how green (or not) a company may be.

## Show me the money

ISO 14001 will also help a firm's bottom line by managing waste reduction, whilst also, for example, identifying the reasons for unnecessary running of machinery. It can highlight if a lack of training is causing excessive use of materials.

In some cases, becoming ISO 14001 certified can reduce insurance premiums as it proves due diligence in managing environmental impact, which means less chance of being found liable for environmental negligence.

## Energy usage

ISO 14001 will also provide a framework within which an organisation, no matter how small, may identify and utilise more energy efficient energy sources and processes, resulting in often significant cost reductions.

It will invariably reduce a firm's carbon footprint, even if the objective at the outset, was not necessarily to become 'green'.

But once that is achieved, it can become great for business because businesses and homeowners are increasingly demanding the most energy efficient windows and doors for their properties and are also interested in the company that is supplying them. They will ask do they have a genuine commitment to the environment across the board, not just in the products they supply. Holders of ISO 14001 will increasingly be chosen against others that show no such commitment – slowly at first but in due course, it will be expected.

## Going neutral

The GGF decided to take a lead on reducing its members and the wider industry's impact on the environment. But before we could take such a lofty position, it was crucial that we got our own house in order and were seen to be doing so. Now, having the benefit of ISO 14001 to guide us, the GGF will be developing a range of strategies and guidance to assist its members, and the industry in general, towards the goal of carbon neutrality.

GGF members wishing to take ISO14001 accreditation themselves can benefit a small discount on fees. [i](#)

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