



case study

environmental sustainability



Objective One is
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The Objective One Partnership
for Cornwall & the Isles of Scilly

CORNWALL SUSTAINABLE BUILDING TRUST

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the project

The Cornwall Sustainable Building Trust received European Social Fund monies towards the Constructive Skills project. CSBT courses and seminars include:

- Sustainable transport
- DIY solar heating
- Introduction to photovoltaic and solar heating
- Site waste management
- Sustainable graphic communication
- Sustainable interior decorative effects
- Recycled materials and their use



Timber framing

measures of environmental sustainability adopted

To promote the prudent use of natural resources

Energy: The project promotes energy conservation using energy management systems for existing buildings, and zero energy in new build through energy efficiency measures such as insulation, air tightness etc. Seminars and conferences on energy efficiency and renewable energy technologies are targeted at CSBT members, local professionals in the construction trade as well as individuals. The project uses electronic communication and turns off lights and equipment.

Waste minimisation: the project receives some donations of construction materials and reuses this and other materials on the different courses being run e.g. these materials include slate, lime, stone and bricks. In the future CSBT hopes to run seminars on the reuse of construction materials to demonstrate how materials can be sorted for recycling and that conditions of subcontracting could include sorting for reuse. Second-hand equipment and furniture furnish the project offices, paper and cartridges are recycled and paper copies are double-sided whenever possible or reused for scrap notes. The project stipulates that as far as possible promotional materials must be made from recycled paper or paper from sustainable forests.

Water conservation: is promoted through consultancy and future training could be on subjects such as water harvesting designs and water efficiency features.

Sustainable transport: CSBT promotes the use of efficient transport systems for large building developments: suggesting car sharing, locating workspace within walking distance of residential areas, infrastructure for public transport, cycle racks etc. The project has a car sharing policy by promoting car sharing for its trainees and sometimes helps with expenses. Staff are able to work from home.

To protect and improve the environment

Courses and seminars emphasise the potential to use materials which have lower greenhouse gas emissions e.g. those which are PVC free.

To take advantage of the business opportunities afforded by growing demands for environmental goods, processes and services

The organisation has chosen to use a 'green' designer for publicity materials and Triodos Bank for its investments (only investing in environmentally friendly organisations).

To increase awareness of residents, businesses and visitors of the value and importance of the environment

The seminars and courses make information and expertise available to those already in, or wishing to enter the construction trade, people who wish to complete their own building projects; in fact anyone who is interested in building sustainably.



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benefits of environmental sustainability

Energy efficiency is an element which attracts clients to the courses because of the potential for savings on their fuel bills.

Seminars help to focus people on sustainability issues and to increase their general knowledge. Staff are happy to talk to trainees and attendees of seminars about CSBT's work which acts as a good marketing tool for the organisation.

Electronic communication and other energy efficiency measures are used because it saves money and is a quicker and easier way to do business. Adopting environmentally sustainable measures within the organisation is advantageous as it reinforces the message of what CSBT does and its philosophy.

Materials are reused within courses as this is cost effective and clients get increasing knowledge of how to reuse construction materials. Plus it fits with the ethos of the company.

Trainee car sharing helps them get to know each other and save on train fares. Sustainable transport for staff and working from home translates to savings on energy, decreased transport costs and flexibility for the staff and the organisation.

In summary the economic benefits created through the adoption of environmental sustainability measures are reduced fuel bills for owners of building projects, upskilling for trainees leading to greater opportunities in the construction job market and cost savings for the organisation.

lessons learnt

Gina Harvey of CSBT says: *"The bigger picture is that sustainable construction helps save the planet from environmental degradation."*

"We are used as consultants because our environmental ethos is clear. We are now getting far more interest in our work which is partly government led but also people want to upskill from both a commercial and private perspective. Increased knowledge helps people to understand what their builders are doing and whether they are giving consideration to environmental issues and building techniques. There's now a higher expectancy for jobs to be done properly and this includes doing it right for the environment."



Cornish hedging

"Recycling materials on construction jobs is very important and would reduce the environmental impact of a build."

"Giving accurate information and a balanced view about sustainability is very important. Be honest about it; there are always compromises to be made so go through the process of weighing up the pros and cons of adopting various environmental measures. Don't aim so high that you end up falling off the pedestal. It will mean that your organisation gains kudos for giving both sides of the argument and can be trusted which will encourage people to go that step further."

For more information about how you can incorporate environmental sustainability into your project please contact the Objective One Partnership Office on 01872 241379 or email objectiveone@cornwall.gov.uk.