

halt the

Greenwash





Defining Greenwash

In response to heightened awareness of environmental and social issues, an unwelcome trend is emerging in the landscaping market: **Greenwash**.

It's now the most fashionable way of creating eco-appeal quite effortlessly – and many companies in the gardening and construction industries are catching on.

As the Horticultural Trade Association recently pointed out: “No politician, social commentator or business worth their salt fails to parade their green credentials.”¹ In fact, the practice is now so widespread that CorpWatch gives out bimonthly Greenwash awards to companies that invest more in promoting their green image, than in actually protecting the environment.

Greenwash: (a portmanteau of green and whitewash) is a term that is used to describe the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service. *Wikipedia*.

Green*wash: (n) Disinformation disseminated by an organisation so as to present an environmentally responsible public image. *The Tenth Edition of the Concise Oxford English Dictionary*.

Green*wash: Environmental whitewash. Any attempt to brainwash consumers or policy makers into believing polluting mega-corporations are the key to environmentally sound sustainable development. *Hogwash. CorpWatch Definition*.

Climatewash: It's the all new greenwash. Climatewash - Greenwash 2.0. Simple, cheap and no real change needed - great for big business! *Greenpeace International*.

¹'Gardens, gardeners and the environment', HTA, October 2007. Research undertaken on behalf of HTA by Ipsos-Mori as part of their Capibus Omnibus survey. 1014 British adults sampled in June 2007.

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The Changing Landscape



² 'Sustainability: Are Consumers Buying It?', PricewaterhouseCoopers 2008

³ The L.E.K. Consulting Carbon Footprint Report 2007. Research conducted by YouGov. Representative sample of 2,039 UK consumers

⁴ 'Sustainability: Are Consumers Buying It?', PricewaterhouseCoopers 2008

The landscape has changed dramatically in the last 12 months. Our awareness of environmental concerns has soared. Climate change is an urgent issue. In fact, over 60% of consumers feel that sustainability issues are the most important issues facing the world today.²

Green activities are being adopted increasingly in households. We are more aware than ever of our 'carbon footprints' and our personal impact upon the planet.

Ethical issues are getting much more media attention too. Child labour and poor working conditions in international supply chains have been exposed – though far from being eradicated.

However, sensational media coverage and businesses' hasty eco and ethical pledges could cause an equally rapid backlash. While consumers are clearly concerned about sustainability issues, many remain sceptical of green claims currently being made by businesses, with nearly 60% saying manufacturers' and retailers' claims are not entirely credible.³

When asked who they trust to tell the truth about the environmental impact of a product, consumers placed producers (16%) and retailers (9%) much behind non-governmental organisations (51%), the Government (20%) and media (20%).⁴

It is a concern that the landscaping industry needs to take seriously.

"A lack of transparency, misleading claims and tokenistic involvement by big players will ultimately turn consumers away from building fair trade from niche market to mainstream... Communications should not be about forcing consumers to choose between or prioritise the plethora of sustainability issues that will arise in a companies (sic) supply chain. It is about making the responsibility choice the easy choice."

The Challenge of Being an Ethical Consumer, Marilena Lazzarini, President, Consumers International.



The Marshalls Sustainability Garden,
RHS Chelsea Flower Show 2007.

Eco-Appeal

The increasing demand for green products is a great indication that many people are willing to adopt a more climate conscious lifestyle if they know what action to take (although nearly a quarter of UK consumers and over half of US consumers still don't know where to start).⁴

No doubt, clear and reliable information is crucial to effective decision making. Some 70% of people in the UK and US say that climate change claims should be proven by independent parties, while 60% want to see more product-based information at point of sale.⁴

But companies' ability to market products as 'sustainable' races ahead of their capacity to ensure that supply chain integrity and environmental performance are rigorously substantiated. In the meantime, Greenwash must not be allowed to taint the industry...

⁴ What Assures Consumers on Climate Change, Switching on Citizen Power, June 2007, AccountAbility & Consumers International

How to Spot Greenwash

1. The Hidden Trade Off:

Failing to declare conflicts between sustainability issues.

Example: A supermarket's reusable shopping bag declaring 'I am not a plastic bag' was discovered to have been made using cheap labour in China and was neither organic nor fair trade.

2. Lack of Joined Up Thinking:

Failing to address all the environmental and social impacts.

Example: Products that make claims about a single environmental benefit, rather than examining their entire environmental impact on a range of measures.

3. Absence of Proof:

Independent auditing and accreditation are the best evidence.

Example: Builders' merchants reassure mystery shoppers that all their stone is ethically sourced, without providing any evidence.

4. False Reassurances:

Misleading or inappropriate use of 3rd party certification.

Example: Inspection certificates shown as proof child labour is never used, when certificate actually reads "No child labour was working in the establishment during any visit".

5. Vague Claims:

Aiming to be sustainable or 'against' child labour is no guarantee.

Example: A stone importer's claim to be '100% behind the ETI base code' is meaningless.

6. Ignoring The Obvious:

'Natural or recycled' doesn't necessarily mean environmentally friendly.

Example: Declaring 'Natural stone is one of the most environmentally friendly materials used in construction'⁵ ignores the potential environmental impact of quarrying, the quarries' location and the impact of transporting natural stone.

These practices are dangerously close to exploitation - and a real danger to sustainability. Companies are profiting from people who wish to purchase sustainably. Despite having the power to change businesses, consumer spending continues to support un-sustainable business.

What you should look for:

- Clear product information on sourcing and environmental impact
- Rigorous and accountable standards
e.g. Biodiversity Benchmark, British Standards Quality Mark
- Independently verified labelling
e.g. FSC 100%, BRE Eco Points, Carbon Trust carbon reduction labels
- Membership of stakeholder organisations
e.g. Ethical Trading Initiative, FTSE4Good
- Compliance to codes such as the ETI Base Code
membership does not equate to compliance.

Myths & Legends

When making informed choices about landscaping products, wading through the Greenwash is not the only problem. Modern folklore is also a great source of misinformation – and an even greater excuse for continued inaction.

Here are a few of the most popular myths about Indian sandstone:

Child labour is not an issue

“We asked about child labour and were told that there is no child labour, the work is simply too hard or too skilled.”

Rock Unique, April 2007

“Questions are being asked of suppliers about their sources. But where do you stop? It wouldn't be allowed in this country but whole families sometimes depend on the labour of a child.”

Builders' Merchants Federation, April 2007

In fact, child labour does occur, even though it's long been against the law. The Child Labour (Prohibition & Regulation) Act 1986 of India prohibits the employment of children below the age of 14 in factories, mines and in other forms of hazardous employment.

The ‘Ships ballast’ Saga

“In some cases, the packs of [imported sandstone] flags were literally being used as ballast aboard ships delivering other goods to the EU. And the market was ready for it!”

<http://www.pavingexpert.com/stonpv01.htm>

“I've recently been informed by national newspapers that... using imported Indian sandstone—which comes in as ships' ballast—is “non-ethical”

http://news.top-consultant.com/US/news_story.asp?ID=3784.

Actually, the total volume of Indian sandstone imports into the UK reached 171,853,261 kgs in 2007, up from 1,475,983 kgs in 1997. What's more, modern ships use water for ballast; stone was used as ballast back when ships had sails!

More Sustainability Myths

- Recycled content means a product is sustainable & environmental
- Global warming is not related to human activity
- Renewable energy is always beneficial
- Water is plentiful
- Construction products can be zero carbon
- Offsetting is inappropriate
- Biofuel creates more carbon than it saves

All recycling is beneficial...?

Recycling is imperative as a way of minimising waste going to landfill, reducing the energy expended in manufacturing products, cutting down pollution and preserving raw materials.

However, if recycling is exported overseas, different questions need to be asked whether:

- The carbon impact of transporting recyclates for processing overseas outweighs the carbon benefit of recycling rather than landfilling.
- Pollution may be increased in less developed countries by reprocessing materials abroad.
- Health and safety standards are acceptable in materials reprocessing centres.

Hard Landscaping Choices

There's no doubt that there are some hard choices to make, if we are to create a truly sustainable landscape. While domestic customers can make informed decisions to minimise their own impact on the planet, businesses can make an even greater difference.

And the benefits of action
far **outweigh** the risks of inaction.

The cost of doing nothing

IPCC reported that keeping greenhouse gas concentrations to levels equivalent to between 445 and 535 parts per million of carbon dioxide, might cost anything up to 3% of global GDP by 2030.

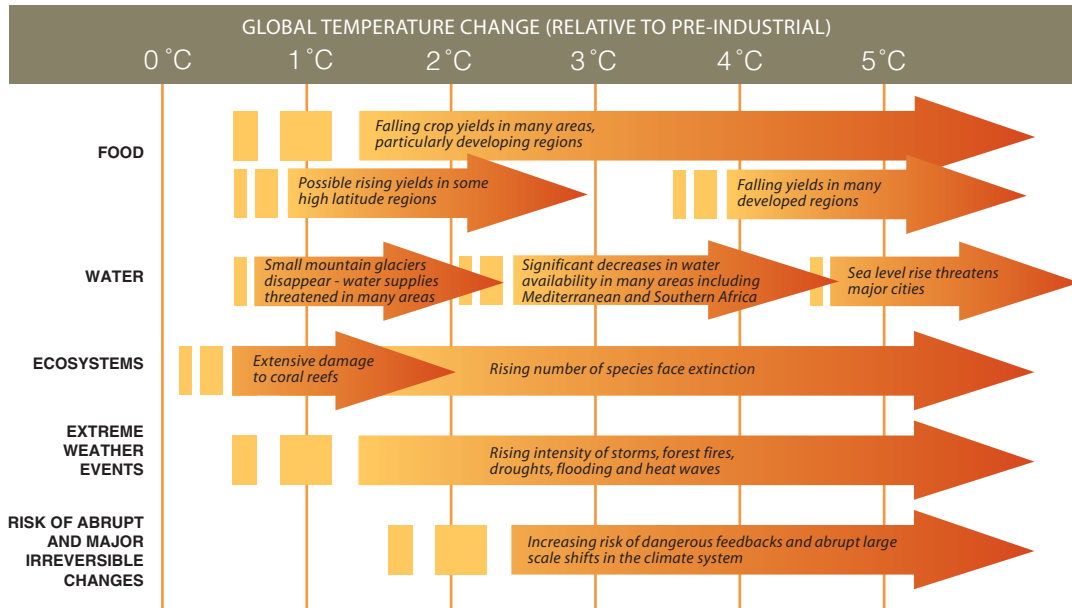
The Stern Review Report on the Economics of Climate Change stated, "Mitigation – taking strong actions to reduce emissions – must be viewed as an investment, a cost incurred now and in the coming few decades to avoid the risks of very severe consequences in the future."

The commitment to make a difference

Marshalls recognises that its operations contribute to man-made climate change and has undertaken extensive research to investigate how, through modern methods of manufacturing, it can continue to lessen its impact on the environment.

Delivering on environmental and ethical criteria in business is a continual (and highly demanding) process of benchmarking, analysis and improvement. Continuing to meet independent standards demands rigorous, regular auditing. It requires a long-term, holistic approach, not ad-hoc tactics.

Projected Impacts of Climate Change



The Intergovernmental Panel on Climate Change (IPCC) in 2007 projected temperature increases in the range of 1.1 to 6.4°C above 1990 levels by 2100⁶ - a rise which will have a profound impact on our global weather systems, biodiversity and land masses.

“The current atmospheric concentrations are equivalent to about 425 parts per million of CO₂. Many researchers believe that keeping concentrations below about 450ppm CO₂ - eq is necessary if the average global temperature rise is to be kept below 2°C, and major impacts avoided.”

<http://www.carbon-credit-trading.com/news.html>

PUBLIC AVAILABLE SPECIFICATION 99

BS EN ISO 14001

Environmental

Water use
CO₂ and CO_{2e}

Biodiversity

Waste to
landfill

Legal

Social

Ethical sourcing
Corporate social
responsibility

Safety

Economic

Total shareholder
return
Labour
productivity

OH SAS 18001

BS EN ISO 9001

The Triple Bottom Line

Marshalls is committed to developing both its business and its products in a sustainable manner, rather than just focusing on environmental performance. True sustainability is achieved by balancing the environmental, social and economic impacts of a business.

Marshalls' business decisions are made over the long term against a triple bottom line:

- Effective protection of our environment
- Social progress which recognises the needs of everyone
- Maintenance of stable economic growth

However these are not just commitments in principle. Companies must back up their claims with hard evidence and this is only easy if you deliver what you promise. Key performance indicators have been set for all three measures against independently verifiable standards, as the diagram opposite shows.

Together these form the Integrated Management Systems that underpin Marshalls' drive for sustainable operations. With 68% of Marshalls' manufacturing output currently covered by Integrated Management Systems, the target is to have 85% registered by the end of 2008.

Environmental Protection



So, what is Marshalls really doing to deliver on its environmental commitments ?

Water

Marshalls continues to make significant progress in the recycling and harvesting of water, achieving:

- A decrease in water used from 0.0856 litres in 2004 to 0.0525 litres in 2007 per tonne of production output and resulting reduction in the purchase of treated water
- Two of the precast concrete production units are self sufficient in production process water, given average climatic conditions
- Third party testing of discharge water at all sites producing precast concrete, which raised no concerns by the relevant authorities
- The “Business Commitment to the Environment” Process Award, for work in recycling and harvesting water at the Brookfoot and Ramsbottom manufacturing units
- Water recycling is already underway at the Stoneshippers India processing plant

Waste Reduction

Marshalls uses a single waste contractor to manage all waste activities to maximise opportunities for recycling waste streams. As a result, recycling both on and off site recovered 82% of the Group's waste for other uses. The remaining 18% was sent to landfill. Marshalls also uses waste from other industries in its own production. Innovative concrete mix ensures product quality, while using waste materials such as recycled concrete, china clay, slate, cement and steel slag.

Packaging

Reducing packaging is a major priority, while still ensuring secure transportation, safe handling and minimising product damage and wastage between manufacturing sites and point of use. Marshalls monitors suppliers of packaging products to ensure that supplies either are obtained from sustainable sources, e.g. pallet timber, or from recycled materials wherever possible e.g. strapping.



"Cynics tend to think that it's too difficult to carbon label, because of the work that's needed to look at manufacture and supply chains and the confusion over the carbon footprinting of landscaping products. But carbon labelling is not only possible in the landscaping industry, it is imperative. Consumers have a right to know the impact of their buying decisions."

*Chris Harrop,
Marshalls Group Marketing Director*

Low Carb Landscaping

Being green is not all about opting for the simple life... Marshalls does not have an 'Eco-range'. The company has taken action on all of its products and will continue to do so.

To help customers understand the environmental impact of their landscaping choices, Marshalls has been working with the Carbon Trust to carbon label all of its domestic products and has developed a carbon calculator at www.marshalls.co.uk/sustainability which shows the CO₂ impact of different hard landscaping products.

Meanwhile, Marshalls' industry-leading research and development also means that its products now use a higher content of recycled materials. For example, the CO₂e* embodiment of Marshalls' concrete block paving has been reduced by up to 39% - a major result verified by independently approved data.



*Carbon
Calculator*

working with
the Carbon Trust



per product

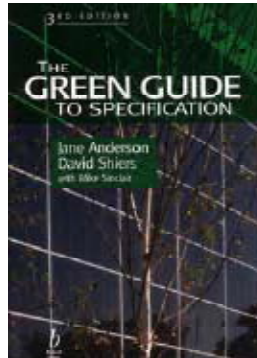
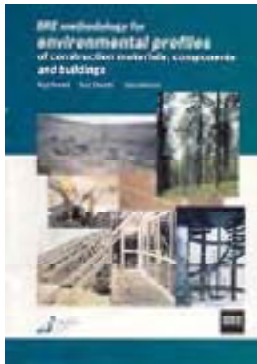
Illustration only

Environmental Profiling

A perennial problem in the construction industry is how to assess the environmental impact of a scheme.

Accurate environmental profiling is vital in order to provide meaningful comparisons between using different products, e.g. natural v reconstituted stone. It is overly simplistic and subjective to measure the CO₂ equivalent, without also assessing other environmental impacts such as freight transport, waste disposal and water extraction. This is why the Building Research Establishment (BRE) has developed Ecopoints, to provide a single score environmental assessment of different building materials.

Ecopoints are based on a range of 13 different environmental impacts, which are then given percentage weightings based on the relative importance of different sustainability issues. Marshalls is now working with BRE to establish the Ecopoints rating of its products based on a complete Life Cycle Assessment.



Product Data

ENVIRONMENTAL IMPACT CATEGORY	MEASURE	WEIGHTING	EU CITIZEN IMPACT	TYPICAL DATA	ECOPOINTS
Climate Change	kg CO ₂ eq	21.6%	12270	12270	0.02
Water Extraction	m ³	11.7%	378	378	0.005
Minerals Resource Depletion	tonne	9.8%	24.4	24.4	0.04
Stratospheric Ozone Depletion	kg CFC 11 eq	9.1%	0.217	0.217	0
Human Toxicity	tonne 1,4-DB eq	8.6%	19700	19700	0.005
Ecotoxicity to Water	tonne 1,4-DB eq	8.6%	1320	1320	0.005
Nuclear Waste	mm ³ high level waste	8.2%	23700	23700	0.005
Ecotoxicity to Land	mm ³ 1,4-DB eq	8.0%	123	123	0.005
Waste Disposal	tonne	7.7%	3.75	3.75	0.005
Fossil Fuel Depletion	tonne oil equivalent (toe)	3.3%	6.51	6.51	0.005
Eutrophication	kg PO ₄	3.0%	32.5	32.5	0.005
Photochemical Ozone Creation	kg C ₂ H ₄ eq	0.2%	21.5	21.5	0
Acidification	kg SO ₂ eq	0.1%	71.2	71.2	0
		100%			0.10

Biodiversity Benchmarking

Conserving natural habitats, encouraging wildlife and sympathetic restoration of quarry sites, is crucial to ensure that quarrying causes no lasting ecological damage. But to achieve definite environmental improvements, the quality of land management must be rigorously audited.

Marshalls' Maltby manufacturing works was the first active manufacturing site in the UK to attain The Wildlife Trusts' Biodiversity Benchmark in 2007, having developed an exacting Biodiversity Action Plan to ensure that the site would be properly managed to improve its wildlife in the long term.

A year on, new wetland areas, grasslands and trees are flourishing amidst actively managed hedgerows and habitats, where new flora and fauna includes a flock of Sand Martins who have made their home around the lagoon area.





Social Progress?

In 2007, Marshalls led a high profile campaign to raise awareness in the industry of the many social issues associated with sandstone quarrying in India. The harsh reality of the dangerous and often inhumane working conditions in many quarries was exposed – with evidence of child labour sending shockwaves throughout the industry.

While some importers were quick to deny that child labour was used in the supply chain, industry associations were reluctant to do more than issue vague statements of support for improved ethical and environmental standards, besides urging caution that insistence on better standards could threaten quarries and labourers' income.

Although much was said, little was done. Now stone suppliers might *claim* that their natural stone is ethically sourced. But obtaining evidence of real action is like... well, like getting blood from stone.



Ethical Trading Initiative

The ETI focuses on developing practical solutions to ethical trade that deliver concrete benefits for workers. Marshalls was the first member of the hard landscaping industry to join the Ethical Trading Initiative in 2005 and is still one of only three stone importers in the entire world which has signed up to the ETI Base Code, based on the following principles:

- Employment is freely chosen
- Freedom of association and the right to collective bargaining are respected
- Working conditions are safe and hygienic
- Child labour shall not be used
- Living wages are paid
- Working hours are not excessive
- No discrimination is practised
- Regular employment is provided
- No harsh or inhumane treatment is allowed

Recently, a Marshalls competitor claimed to be '100% behind the ETI Base Code'. However this is no guarantee that a company is a member of the Ethical Trading Initiative. Of course, both the ETI and Marshalls encourage all companies to adopt the principles of the ETI Base Code, whether members or not. However it is only through its actions that a company can be trusted. Vague statements that are not backed by definite action can easily undermine consumers' trust. And once trust is lost, it is very hard for an industry to regain it.



CERTIFICATE OF COMPLIANCE

Stone Shippers

Head Office: 117, Jolly Molew St, Noida, Uttar Pradesh, India - 201301, India
Parking Vardh: 118-20, W-9 (1st floor), Tolson Road, Kirti Nagar, New Delhi - 110028, India
Factory 1: Plot No. 8, 11/1, 14/14, Phase III, Industrial Area, Sector 13, Gurgaon, India
Factory 2: Plot No. 8, Road No. 1, Industrial Area, Sector 13, Gurgaon, India

Was successfully verified for compliance
to the requirements of

Ethical Trading Initiative (ETI) Base Code

Scope: *The verification of code of conduct as per ETI base code & verification of non-employment of child labour at supplier's sites.*

Certificate Number: 34 (2004-2005)
Date of original registration: 27 July 2004
Date of current registration: 27 July 2007
Date of expiration: 27 July 2009



This certificate is valid for the period of 24 months from the date of issue. It is subject to the condition that the certificate holder shall agree to the terms and conditions of the certificate and shall maintain the same for the period of 24 months from the date of issue. The certificate holder shall be liable for the cost of the certificate and shall be liable for the cost of the certificate.



CERTIFICATE

Contract No. 01/08

STONE SHIPPERS

Head Office: 117, Jolly Molew St, Noida, Uttar Pradesh, India - 201301, India
Factory 1: Plot No. 8, 11/1, 14/14, Phase III, Industrial Area, Sector 13, Gurgaon, India

ISO 9001: 2000
ISO 14001: 2004
OHSAS 18001: 2007

The management system includes:

Manufacturer & Exporter of Processed Natural Stones

Valid until 27 July 2009

This certificate is valid for the period of 24 months from the date of issue. It is subject to the condition that the certificate holder shall agree to the terms and conditions of the certificate and shall maintain the same for the period of 24 months from the date of issue. The certificate holder shall be liable for the cost of the certificate and shall be liable for the cost of the certificate.

ISO 9001: 2000



Valid until 27 July 2009

The Auditing Challenge

As members of the Ethical Trading Initiative, corporates also commit to monitoring and independent verification of their supply chains, driving year-on-year improvements and assessing the impact of their core business activities on labour standards.

As part of this process, Marshalls has employed independent organisations such as SGS to audit its main Chinese Granite supplier and AQSR to audit its sole Indian Sandstone supplier for compliance with the ETI Base Code.

Yet maintaining standards is an ongoing challenge – and one which requires constant vigilance. Independent auditing inspections have to be rigorous, regular and unannounced to gain an accurate picture of working conditions.

Any issues must be dealt with decisively.
Only then can ethical claims be trusted as genuine.



Sustainable Development

Marshalls recognises that standards cannot simply be imposed in developing countries, without also supporting a more sustainable form of development. Having helped to improve health & safety, ensure fair working practices and support investment in production facilities at its sole supplier, Stoneshippers India, Marshalls is all too aware that injustices could be happening just down the road at another site.

To support wider social progress in the area, Marshalls has provided funds since February 2007 for voluntary organisation, Hadoti Hast Shilp Sansthan, which aims to transform the lives of desperately poor migrant quarry workers.

Marshalls' funding has helped to provide social insurance (in case of illness or injury) and health check camps for itinerant quarry workers, which offer immunisation for children and pregnant women and distribute free medicines for prevalent diseases.

This year, Marshalls has committed to a 50% increase in funding in 2008 for more healthcare provision and social insurance, plus educational classes for the children of the quarry workers. And sometimes the simplest changes make the most difference.

That's why Marshalls raised funds to buy shoes for local children – so that more pupils could make the walk to school.



Marsha

Your Choices Have Impact

Marshalls supports every effort in the industry to become more sustainable: whether the initiative comes from our customers, our suppliers or our competitors.

After all, if any message has come through loud and clear over the last year, it is that our individual actions do have an impact. And that together - and only together - can we make the large-scale changes needed to switch to a low carbon economy where social responsibility influences our purchasing decisions.

Ultimately, a hard core of businesses will only change bad habits when consumer spending forces them to. But Greenwash stops this happening - by undermining trust, spreading cynicism and perpetuating myths. If people are to make the right choices, they must have the right information.

As consumers, we can avoid being greenwashed by demanding proof; as businesses, by seeking independent verification. Being sustainable involves action, not just words. As an industry, we must rise to this challenge and ensure that we call a halt to Greenwash and work towards a greener future.





'Marshalls Grassguard driveway products are specifically designed for second car drives, allowing grass to grow through the paving.'



Marshalls

for sustainable landscapes

Marshalls plc Landscape House Premier Way
Lowfields Business Park Elland HX5 9HT
www.marshalls.co.uk/sustainability

