

Personal ecological statement: Simon Perry

1. Travel

One of my personal changes has been to slash the amount of personal or business travel that I undertake, and I am especially trying to avoid flying. I recognise that the business world isn't ready (yet) for a professional who needs to meet lots of people but doesn't want to travel and so it is a balance between staying effective, paying the bills, and sticking to principles.

In order of preference the following modes of transport are used:

1. Bicycle / walking
2. Public transport (rail)
3. Personal motorcycle or personal car (< 2 litre engine size)
4. Long distance rail
5. Flights (zero undertaken in 2009 as of June 1st)

The use of transport is generally governed by the following basic set of guidelines :

1. I will almost certainly travel to deliver a paid-for engagement of services, though I will seek to travel in a manner that minimises emissions. I will always seek the cleanest form of travel available even to the extensive detriment of personal convenience.
2. I will generally always travel to speak at a conference or similar if doing so will educate a good sized crowd of people on a subject related to sustainability (100+ people), and thus by potentially influencing their future behaviour my participation makes a net positive difference in future emissions. I will seek to travel in a manner that minimises emissions.
3. I will generally travel to a product or services vendors meeting if the subject of the meeting is entirely focused on a product with genuine potential to reduce emissions.
4. I will merely consider travel to a vendor / conference that has tenuous potential to reduce emissions. It is likely that I will not travel to such a meeting unless a zero emissions mode of transport is an option; which meaningfully means <25 miles cycling or a few miles walking.
5. I am always happy to participate in a meeting via one form or another of teleconferencing, and will work to overcome the challenges to effective human communication introduced by the use of such technologies.

Of course these aren't hard and fast guidelines and factors like "How far is it? What modes of transport are there?" etc come into play always.

I do not believe that current approaches to "offsetting emissions" are meaningful, and therefore am ambivalent as to their use.

2. Office

I work from home and therefore generate no emissions from daily commuting.

IT equipment automatically “sleeps” and is turned off when not in use. Printing is avoided, and whenever possible the “Sprang eco sans” font is used for documents that do need to be printed. The “Sprang eco sans” font is designed to reduce ink usage. For more information, and to download the font see http://www.ecofont.eu/splash_en_pro.html.

Natural lighting is relied upon whenever possible (which is most of the time). Heating for the home/office is gas central heating and the thermostat is set at 20c. The home/office is fully double glazed with roofing insulation. No air-conditioners are used. Electricity has been sourced from a renewable based supplier since 2003.

3. Food and catering

I follow a vegan diet (since 1995).

Food used in the home is sourced locally where possible, and organic produce is preferable. In a modest way, we also grow our own fruit and vegetables. All kitchen waste is composted. Extraneous packaging is avoided at purchase; all paper, plastics, glass and tin is recycled via available local council schemes.

The human rights record of the government of the producing country is also considered when selecting imported food for home/office use.

4. Miscellaneous

Cleaning products used in the home/office are sourced from “ecover” or are “natural” cleaning products such as vinegar.

Carpets and other floor coverings used in the home/office are formaldehyde free and are comprised of natural fibres and materials.

Paints used throughout the home/office are sourced from “ecospaints” and are formaldehyde free (<http://www.ecospaints.com/>).

Clothing that requires dry cleaning (for example suits) are handled by Byron’s (Windsor, Berkshire). Byron’s does not use perchloroethylene in their cleaning process, and also donates 50% of profits to charity.