

Issue 02 | May 2022

News

Herefordshire Business

30 FOR 2030

30 Herefordshire organisations on 30 journeys to net zero by 2030

Herefordshire businesses step up to climate challenge

More than ten businesses have now come forward to join the Greener Footprints '30 for 2030' initiative.

The initiative will put the spotlight on 30 employers from the private, public and third sectors, tracking their progress as they work to reduce their carbon footprints. The businesses already on board represent a wide range of sectors and locations – from a mixed farm in the Wye Valley, to a packaging manufacturer in Hereford, to an antique lighting supplier in Ross-on-Wye.

For more information on getting involved in the initiative, interested organisations can download an information pack [here](#).

[Read more](#)



How to save £thousands by going green: new guide launched

The Greener Footprints campaign has published a new guide to help people across the county save thousands of pounds and help the environment at the same time.

With spiralling energy bills, rising food prices and costs at the pumps at an all-time high, many households in Herefordshire are starting to feel the squeeze. The good news is that living more sustainably doesn't have to be expensive – in fact, making green lifestyle changes can save thousands of pounds a year.

Download the guide now to find out how some simple actions requiring minimum effort can help to reduce your carbon footprint and produce significant savings.

[Download now](#)

Driving down carbon emissions: Learner school leads the way

Hereford-based learner driving school WyeDrive is one of the latest businesses to join the county's '30 for 2030' initiative.

WyeDrive is on track to reduce its carbon footprint by 13 tonnes a year with the purchase of two new electric vehicles (EVs) this month, replacing one petrol and one diesel car. Business owner Craig Preedy said: "We think the switch will be beneficial from a driving point of view and for our business – we expect to see a 66% drop in the amount per year we pay in fuel."



Read more about WyeDrive's journey to becoming greener and [see how the company is promoting its participation in the Greener Footprints campaign.](#)

[Read more](#)



Campaign bolstered by support of new partners

Greener Footprints has received another boost this month with several more organisations stepping forward to become campaign partners, bringing the total number to 12.

Our partners now include the likes of Herefordshire Green Network, Herefordshire Federation of Womens' Institutes, Herefordshire Association of Local Councils, Herefordshire Wildlife Trust, the National Trust, the Chamber of Commerce, the Rural Hub, Visit Herefordshire, Hoople, The Courtyard and the Diocese of Hereford. Campaign partners are supporting us in a variety of ways, for example by promoting Greener Footprints via their own communications channels and launching their own activities in support of the campaign.

Cllr Ellie Chowns, chair of the Climate and Nature Partnership Board, said: "I'm delighted that so many of the county's big organisations are getting behind the campaign. We've set an ambitious target to achieve net zero by the end of the decade and the more people that get on board, the closer we get to making it a reality."

Could your organisation get involved and help spread the word about Greener Footprints? Download our campaign partnerships information pack to find out more.

[Download the Campaign Partnerships information pack](#)

Greener Footprints making the headlines

Greener Footprints and the Climate and Nature Partnership were featured on ITV Central News recently when Cllr Ellie Chowns and James Marsden, chair and board member respectively were interviewed.

It is the latest high profile piece on the campaign that has been covered by the county's media since it was rolled out at the end of January.

James talked about the effects of climate change on his micro cider making business whilst Ellie took up the opportunity to promote the work of the Climate and Nature Partnership including Greener Footprints.

If you are doing something climate and nature friendly and you think it's newsworthy, get in touch with the Greener Footprints PR team at info@greenerfootprints.co.uk.

Get Involved

Sign the Greener Footprints pledge

Many Herefordians have already signed our campaign pledge to take climate and nature action – you can too. By making a pledge, you're more likely to turn your good intentions into positive change.

[Sign our pledge here](#)

Download our marketing assets

From promotional posters and window stickers to campaign-branded social media banners and picture frames, individuals and organisations can help raise awareness of Greener Footprints across the county.

[Download your free assets here](#)

