



TOGETHER FOR OUR PLANET

Making Projects
Sustainable
Rushmoor Voluntary Services

Projects can be resource intensive. When organisers are up against tight deadlines, thinking green is not going to be the top priority. Here is a great example of how a project can be more sustainable.

In 2023 Rushmoor Voluntary Services took over the planning and delivery of Rushmoor Community in Bloom (formerly organised by Rushmoor Borough Council).

We had two key ambitions for the project. We wanted to strengthen links with our communities, and we wanted to deliver a project that had sustainability as a core theme.

The first objective required a name change and rebranding to Rushmoor Community in Bloom. The second, surprisingly, was not as challenging as we thought. It simply needed the objective to be set and then championed, which led to great things being achieved.

What did we do?

Promotion was our biggest challenge. The planning team did consider the possibility of not producing printed materials, but it was important our messages reached everyone in our local community.

We took the time to research sustainable options for printed materials and found a printing company who offered:

- 100% recycled, part recycled and FSC® certified papers
- A courier service from a company who are committed to making every parcel delivered carbon neutral

- Prices that are comparable with other printers

We decided not to date our printed materials. This means our banners and posters can be used every year.

We included a QR code on all promotional material, to reduce the need to take a paper copy.



Roll up banners – the planning team wanted to avoid buying roll up banners that were used for one year and then sidelined to a corner of the office to collect dust. Again, a quick search on the internet revealed some great solutions.

We found a company who

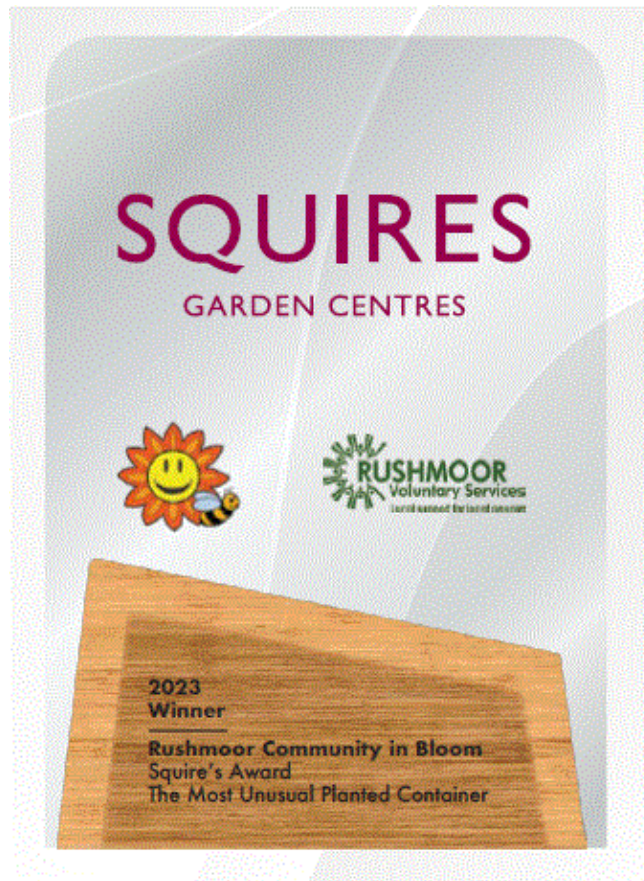
- Printed on a specially developed paper-based material, made from soft touch recyclable paper
- Used inks that biodegrades at about the same rate as a leaf from a tree – around six months.
- Produced base units from recycled alloys
- Produced a roller cartridge that can be re-used and the old banner is compostable.
- Used packing materials made from recycled cardboard
- Use paper packing tape

In total 95% of the product can be recycled.

What else did we do?

We ordered biodegradable badges.

Our trophies were purchased from an ecofriendly company who use a variety of materials including recycled glass & acrylics, sustainable bamboo and storm damaged fallen tree timbers.



We significantly reduced the amount of catering that had previously been served at the Awards event.

We borrowed cups, saucers and plates to prevent the use of disposable catering supplies.



We also used social media for promotion.

Why did it work?

Green principles were integral to project from the start.

The time was taken to research options rather than order as usual.

Team agreement was needed before orders were placed.

The team were open to challenge on decisions where sustainability could be improved.

There was a determination and tenacity to see it through!

What did we learn?

Projects can be delivered more sustainably.

You don't have to compromise or cut out part of the process.

The cost of going green is not necessarily more expensive.

Word spreads and informs others, which in turn increases the number of sustainable projects delivered.

If you would like further information on any of the products mentioned here please email debbie.whitcombe@rvs.org.uk