



## Going green

Essilor's commitment to sustainability made the company a worthy winner of the Environment Award

**A** new category at the *Optician Awards* 2010 was the Environment Award, which was created to honour an optical practice, individual or company that has taken positive steps towards a better environment for those inside optics and outside. Entrants were asked to demonstrate true commitment to the environment with details including a plan of action and the consequential results.

At the *Optician Awards*, held at the London Hilton, it was announced that Essilor UK had won the award after the judges has praised its dedication to the environment.

'As a business our approach is to exceed our challenging legislative responsibilities, develop sustainable processes, reduce water and energy usage and to manage waste efficiently,' says Justin Rocyn-Jones, head of marketing at Essilor UK. 'All Essilor employees and stakeholders are actively engaged in this initiative. We are continually improving our practices and have an open door policy to authorities, customers and suppliers.'



Clive Davy of Essilor collects the Environment Award

In terms of environmental issues the company benefits from the group standards set by Essilor International. These include adhering to a corporate sustainability ethic that has resulted in the company being audited as excellent by environmental ratings agencies.

'Our environmental roadmap commenced with certification to ISO14001 in 2006,' adds Rocyn-Jones. 'This provided the foundation for a true understanding of our environmental impacts. To ensure full regulatory compliance, we engaged actively with the Environment Agency, the Local Authority and waste management companies as well as subcontractors,

suppliers and the neighbours to our business, including small businesses and residential housing.'

The positive outcomes of these policies include reducing water usage (by 20 per cent) and chemical usage (by over 10 per cent) in Essilor's coating operation, and progressively changing the sales fleet to vehicles with a lower carbon footprint.

Rocyn-Jones stresses that the company's achievements in the environmental sphere could not be achieved without the full involvement of the staff. 'Our employees fully engage with the company's environmental policy through our sustainability governance and a number of environmental working groups. We are very aware of our responsibilities and wanted to let people know that the work we have done has actually reduced our environmental impact. We hope that others within our industry will be inspired to do the same.'

### Winning formula

Since the awards, Essilor has promoted its win in the company's *Insight* magazine and used it in customer communications too. The company is now in the process of producing a short film about managing its environmental impact, which will be on the Essilor website soon. ●

### THE ENVIRONMENT AWARD

- Winner Essilor
- Shortlisted
  - Mongey Opticians
  - Aston University
  - Birmingham Optical Group

NEW

# Clariti 1 day

A silicone hydrogel daily disposable lens



# extra business

Clariti 1 day is exclusive to Eye Care Professionals, guaranteeing repeat sales.

T 020 8322 4222 F 0845 051 8702 E info@sauflon.co.uk www.sauflon.com



25 YEARS OF EXCLUSIVELY SUPPLYING EYE CARE PROFESSIONALS