



National body certifies 360 integrated PR as Carbon Smart

Winchester PR consultants announce plan to improve environmental performance still further

Winchester PR consultancy, 360 integrated PR has received Carbon Smart certification under a programme which helps businesses achieve their full environmental potential.

The certification commits [360 integrated PR](#) to act to reduce its carbon footprint from a base level established by [Carbon Smart Winchester](#), which was launched in October with the support of Winchester City Council.

Philip Tutt, partner in 360 integrated PR says, "We have been advising clients for many years on how to communicate their environmental commitments, products and achievements in a manner which does not smack of 'greenwash'. We were excited by the launch of Carbon Smart Winchester, which gave us an opportunity to take a stand ourselves, measure our own carbon footprint and agree targets to make real improvements in our business.

"Our move to Winchester in 2011 and increased use of home working and Cloud computing for both our partners have dramatically cut our travel impacts, so we were surprised to see that transport still accounted for over 75% of our carbon footprint. This is an area we are especially keen to reduce further this year by smarter use of Skype and conference calling and by using public transport more for travel within the UK."

Becky Paffard, Carbon Smart Environmental Manager, says "Being Carbon Smart means taking an intelligent and flexible approach to reducing your carbon footprint. Carbon Smart status certifies the practical actions 360 integrated PR has taken to reduce its environmental impact. It clearly demonstrates the company's commitment to customers, staff and suppliers."

For further information and a selection of high resolution and web optimised images please contact Philip Tutt at 360 integrated PR on:

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