

## Environmental Innovations Ltd: Channels

### Environmental Innovations Ltd



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### Company Profile:

Environmental Innovations Ltd. was established in 2007 to provide pollution consultancy, awareness training, pollution and firewater risk assessments and technological solutions to protect private and public sector businesses from the consequences of accidents, spills and firewater.

The company supports a broad range of organisations from small businesses to large corporate, across a spectrum of sectors that include dairy farming, food and drink, manufacturing, logistics, utilities, fire services and airports.

In addition to its consultancy services, which focus on avoidance and mitigation of chemical, oil and firewater incidents, the company designs and manufactures a range of patented products, in-house.

These include:

- Roadside pollution control technology
- Airport pollution and glycol re-cycling systems
- Pollution, spill and firewater check valves
- Pollution diversion systems
- Oil interceptor protection check valves
- Automatic firewater containment systems
- Wireless technology for monitoring in areas where there is no mains power

The company also specialises in remote measuring and monitoring devices for the water industry.



The **Flapstopper™** pollution and firewater check valve responding to the sounding of a fire alarm.

### Channels to Market:

Environmental Innovations Ltd initially took a relatively conventional route to raising market awareness

of their in house technologies, including advertising in trade magazines and presentations at industry events.

However, demand for their pollution and spill containment technologies requires an understanding by organisations of their obligations in terms of pollution prevention and post-incident clean up. In the UK, under the Environmental Liability Directive, operators are not only faced with fines following a pollution incident, **but are liable for the cost of remediation of environmental damage**, which in some cases can run into £ millions. Approximately half of all pollution incidents investigated by the Environment Agency are associated with firewater (the toxic runoff from fire fighting).

Speaking at a recent environmental conference, the Chairman of Environmental Innovations was concerned to discover that only 5% of the audience were aware of these obligations and, in particular, their understanding of the risks posed by firewater was very low. It was thus apparent that conventional advertising of their pollution prevention and mitigation technologies was not going to have any impact on a market that did not understand the risks such incidents could pose to a business.

As a solution, the company embarked on a substantial campaign of education and awareness-raising, which now has the backing of the UK Department of Environment and Rural Affairs (DEFRA). This involves publication of a series of 'Green Papers' on topical issues, and sponsorship of a not-for-profit organisation which produces two **free** monthly eNewsletters. These aim to inform and educate the marketplace in the laws surrounding pollution incidents, and the risks involved in failing to take appropriate action.

- **Containment News** gathers and edits a broad selection of environmental pollution stories from the UK and around the world and presents them in an accessible format. The examples illustrate the 'everyday' nature of these accidents, and the potentially devastating consequences, including fines, prison sentences and remediation costs. The newsletter also provides up to date information on the latest changes to environmental legislation, information on events and links to useful downloads.
- For the utilities sector, **Flood News** provides the same type of information around flood and stormwater events and legislation.

Both newsletters have been carefully developed so that they avoid the potential pitfalls of electronic communication (blacked out pictures/unreadable text etc.) and open directly within the recipient's email as a clear and attractive document.

The newsletters are now distributed to approximately 10,000 subscribers per month and encompass a broad readership, including environmental consultants and advisers, company directors, MP's, industry engineers and site managers.

Their efforts have been rewarded recently by a new partnership with the UK's Environment Agency, in which the EA will ensure internal distribution of the eNewsletters and supply advice and news stories direct via the publication. *'We look forward to working with EIL and Containment News to raise awareness of the huge impact incidents can have on business, the environment and the local community. It's also vitally important that sites have adequate systems in place to prevent accidents from escalating into incidents; prevention is better than cure'*. Mark Chandler, Pollution Prevention Team Leader, Environment Agency, Press Release March 2011.