

THE CASE STUDIES

The aim of this section is to provide context by using case studies of organisations on the Island who already have embedded sustainability at the core of their operations or have a purpose centred around sustainability.

The organisations included within these case studies have either won a UNESCO Biosphere Isle of Man Award or have helped with the development of this toolkit. The organisations all have different structures and fall within different sectors, so they provide a diverse insight.

In addition to these case studies, each of our UNESCO Biosphere Partners has an entry on our website, highlighting the work the organisation undertakes to address sustainability issues.

The UNESCO Biosphere Isle of Man Awards are held annually to recognise the work organisations are doing to address sustainability issues related to their business and how they connect with the community. The accolades are awarded in 5 categories which connect with our strategy. The categories are:



Explore our Partner entries [HERE](#).

To find out more about our Annual Awards click [HERE](#).

HOW COULD THE WAY THESE CASE STUDY BUSINESSES OPERATE TRANSLATE INTO YOUR BUSINESS'S OPERATIONS?

CASE STUDY – THE CHILDREN'S CENTRE



Registered IOM Charity no. 921

The Children's Centre won our 2021 Award in the Energy category. With expert guidance they have converted their whole site to solar power.



It has always been The Children's Centre's ambition to achieve as green an approach as possible before the Island became a Biosphere in 2016. Their journey started 14 years ago with a review of their suppliers and the creation of an Environmental Policy to benchmark their intentions. This then became even more important an agenda item when they took on the Farm. Through this they became a UBIOM Partner and are currently a member of the Stakeholder Partnership Group who ensure accountability and direction is given to UBIOM.

"We have been there from the beginning and view sustainability as key to our and everyone's continued existence, not just success."

The Children's Centre have exposure to Young Minds mental health charity through their work with young people and families. Due consideration is given to everything they do. As part of their service delivery they offer practical experience, such as growing plants and looking after animals. Their activities all must have reasoning, with each having at least five outcomes to foster learning, development and healing. For instance, personal development, educational development, environmental development and skills development.

"With our small and dedicated team, we are achieving amazing things in the world of awareness and contributing in our own way to a more sustainable future. Young and old alike are given the opportunity to engage and help us, themselves and our Biosphere."



The plant pots they use are biodegradable and they create and blend their own compost. They have also planted over 3,000 trees in the 2021 alone. Waste created by the farms animals creates a unique partnership with foraging hens and ducks which, in turn, yields amazing eggs and produce. Young people are involved at all levels and in all areas. In doing so they are creating a tactile level of awareness that cannot be experienced through the digital world we now rely on.

In 2022 they worked to create a small Apiary which will hopefully grow in coming years to provide much needed support to and from bees. They are working hard to create an environment that both we and the bees benefit from. Wildflowers, clover and managed 'Wild Spaces' provide a fantastic foothold for bees.



CASE STUDY — CAPITAL INTERNATIONAL GROUP



“Our mission is to provide the best possible future for our clients, and this cannot be achieved with a blinkered focus on preserving their wealth alone. It is therefore imperative that we play our part in the urgent fight against climate change in order to protect our planet and ensure a future for all life on earth.”



Reduction in emissions produced by staff travel is being achieved by incentivising both active travel and greener commuting methods. An electric vehicle leasing scheme was set up as well as a cycle to work initiative and there are plans to offer subsidised bus travel in the future. Electric vehicle charging points have also been installed at their Isle of Man office.



In 2020, they undertook a carbon audit which revealed their two biggest contributors were energy use within the office buildings and the daily commute of staff. Following the audit, they set an ambitious aim to become carbon neutral by the end of 2025.

Capital International Group won our Economy award in 2021 having developed their ‘Conscious Capital’ manifesto which encompasses the Group’s environmental, social and governance initiatives.



Capital International Group’s goal is to reduce the impact of their business activities on both the environment and society as much as possible whilst leveraging their position to make a positive and lasting impact. Everything they do in this regards falls under the banner of “Conscious Capital”. Click to find out more

**Conscious Capital
Our ESG Manifesto**



Reusable digital bamboo business cards



What the Group is unable to eliminate in terms of energy usage, they are striving to offset as part of their initiative to reach net zero by the end of 2025. In 2021 they planted over 4,000 saplings across the two jurisdictions in which they operate: the Isle of Man and South Africa. They are also identifying local community projects that they can provide financial support to.

Regulated activities are carried out on behalf of the Capital International Group by its licensed member companies. Capital International Limited, Capital International Bank Limited, Capital Treasury Services Limited and Capital Financial Markets Limited are all licensed by the Isle of Man Financial Services Authority. Capital International Limited is a member of the London Stock Exchange. For further information visit capital-iom.com.

CASE STUDY – MANX HEDGEHOG CONSERVATION SOCIETY

The Manx Hedgehog Conservation Society (MHCS) won our award for Education and Public Awareness in 2019 for the work and the commitment they have for raising awareness and educating the local community on hedgehog conservation and the environment.



The Manx Hedgehog Conservation Society is a Charity dedicated to providing advice to the Manx public concerning the rehabilitation and preservation of sick, injured and orphaned hedgehogs. The charities objectives are to fund research into the behavioural habits of Manx hedgehogs and ascertain the best methods of assisting their survival so that they do not become an endangered species.

The MHCS is not the only charity or organisation dedicated to protecting our wildlife and environment. Pictured below is a collaboration between a number of local charities run by the Department of Education, Sport and Culture to help educate and connect young people with nature, conservation and sustainable development.



Although the MHCS is a charity, third sector organisations operate much like a normal business model, having very similar functions and operations. Third sector organisations require an income to survive and require a finance and marketing function as well as investment in time and resources.

The MHCS support a number of Duke of Edinburgh students choosing to undertake their volunteering through MHCS each year. The students help nurture young hoglets through their 'Fostering a Winter Rescue' initiative until they are strong enough to be released in March / April.



In 2018 MHCS, launched a 'Crisp Packet Recycling Scheme', working tirelessly with schools and other organisations and collected over 20,000 non-biodegradable pieces of plastic.



MHCS continue to work closely with the education system to bring as much awareness and education to children across the Island. They also spread their message on their [Facebook Page](#).

CASE STUDY — MANX BLUETITS

Manx Bluetits Chill Swimmers won the Enjoyment category in the 2024 awards.



Although, when the group was formed, sustainability wasn't their main aim, the group quickly realised that it was impossible to not form the connection between open water swimming and protecting our environment.

The group shares knowledge about the physical environment and wildlife they have encountered on their swims and have gone on to engage in other outdoor activities aside from open water swimming.

“Open water swimming sustains people! It has an incredible positive effect on physical and mental health and a massive impact on social inclusion and companionship.”



Some very simple measure the group use to minimise their environmental impact are using reusable mugs and snack containers, and pride themselves on leaving no trace. In addition, they also collect others' rubbish from the sea, rivers, beaches and the riverbanks where they swim.

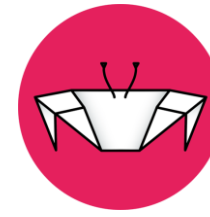
Open water swimming is sustainable in itself, there are no emissions, energy use, or pollution generated. The group can share where possible, and the equipment they use to support their swimming (dry robes, wetsuits, tow floats etc) they try and source from companies that use recycling materials. They also have an active buy / sell / swap culture.

From an economic point of view, the group loves to support local businesses where they can, especially for the essential after swim snacks. They have also seen an increase in the number of tourists looking to get involved with sea swimming – with the group offering advice on safe places to swim.



CASE STUDY — BETTY LAURINCOVA

Betty Laurincova is an urban and architectural designer focused on participation and engagement. Her work can be defined as a process to connect people with their urban environment. But what does this mean?



As a society, we live in urban areas, walk the streets, commute and shop in our towns. We rarely think about how these places are designed, who is responsible, and how we can be part of the planning.

Betty operates a one-person business, a consultant minimising her impact on the environment. She moves around the island only by public transport or bike and works mainly in digital format. Her local clients include the Department of Infrastructure, Castletown commissioners and different private architectural studios. She also invests time to work on some personal projects, and she communicates through her social media.

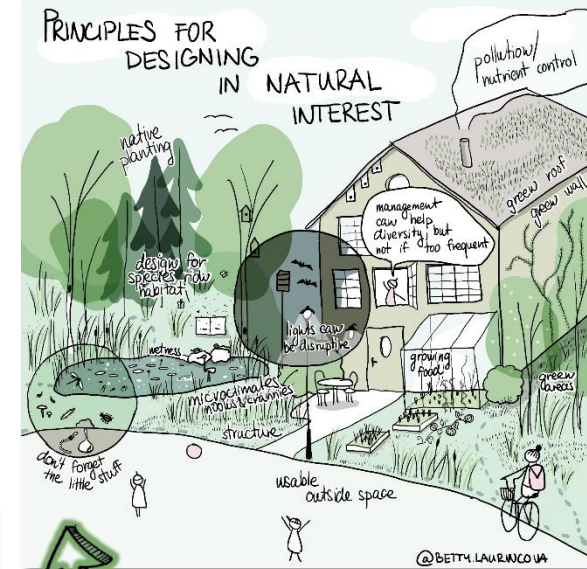
Welcome to Castletown is a collaborative document created with Castletown commissioners. It is the starting point of a series of activities that will turn Castletown into a lively town with minimised environmental impact. Find out more [here](#).

Betty's work tries to bridge the gap between society and institutions making decisions about the urban space around us. At the moment, Betty's services belong to 3 groups. Visual work as illustrations to communicate. Design projects that focus on social sustainability and workshops to raise awareness, engagement and collect ideas from the public.

Public workshop on Tynwald day 2021 inviting people to design a street of their dreams. Betty later turns these plans into illustrations.



Betty is introducing our urban areas as spaces that are part of our ecosystem. Wildlife and people benefit from our urban spaces if built and created consciously. This process must include the combined teamwork of inhabitants and authorities.



The above illustration was inspired by a lecture from Dr Richard Selman organised by Biosphere IOM to communicate principles of building with wildlife in mind.

How is urban design connected with the sustainability and resilience of our environment? The places where we live and work influence many aspects of our lives that contribute to carbon emissions. The space where we live influences our choices regarding transport, purchasing choices and waste management.

CASE STUDY – MANX WILDLIFE TRUST



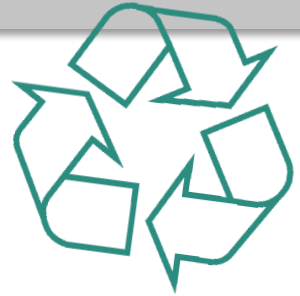
The Manx Wildlife Trust won the Biosphere Award for Education in 2021 for the importance of their biodiversity education programme and how it is engaging and educating the Island's public through a variety of different sessions.



“Operating in a sustainable way is the only way to ensure a positive future for both ourselves and the wildlife we love.”

Sustainability, living within our planet's social and environmental boundaries, is a key part of Manx Wildlife Trust's (MWT) strategy. Everything they do, buy and consume requires resources from the planet, which may adversely affect habitats and wildlife and could lead to a diminished quality of life for our fellow humans.

In 2021, MWT made a commitment to reduce their carbon footprint and become net carbon negative by 2035. In order to create a carbon reduction plan, they started by undertaking a carbon audit for the organisation.



Sustainability and the biodiversity crisis are intrinsically linked, our future depends as much on wildlife as wildlife's future depends on us. People hold the key to protecting Manx wildlife for the future and wildlife can do a great deal for us through Natural Solutions, Ecosystem Services and by providing wild places for us to enjoy whilst supporting our physical and mental health.



In 2021, MWT purchased an electric vehicle (EV) which is used as a pool vehicle based in Peel. This allows team members to use public transport or active travel to get to work then take the EV to go to events and meetings. This ensures a reduction of their carbon footprint regardless of how the electricity is generated.



RESOURCES ON ISLAND



The Manx NFU works to create a strong agricultural economy on the Isle of Man for their members and to provide a reliable, sustainable and secure food supply for the Manx people. They represent farmers from the majority of farm businesses on the Island, and provide information and education on farming to schools, businesses and the public.

You can find their website [HERE](#)

The One World Centre was set up as an education centre to encourage understanding and respect for different people and cultures, challenging stereotypes and addressing global issues. The charity has a wealth of resources and run a variety of projects



Visit their website [HERE](#)

VISIT
ISLE OF MAN



Visit Isle of Man are an agency of Department for Enterprise who work with businesses that sit within the Tourism sector to provide funding and support.

Their [website](#) also offers advice on how to market the Isle of Man in a way that supports local industry. They also promote the idea of sustainable tourism in order to align with the Island's UNESCO Biosphere status.

This is not an exhaustive list of resources on the Isle of Man. There are numerous charities and businesses who offer training, expertise and financial assistance for businesses who are interested in and looking to adopt more sustainable practices.



Net Zero Isle of Man is a Government run campaign looking to inform and promote climate change action to achieve net zero emissions, supporting the Government's action plan.

They have various resources on their website which encourage individuals and businesses to take action. Explore their website [HERE](#)



The Energy and Sustainability Centre Isle of Man researches, educates and advises in the practicalities of cutting greenhouse gas emissions. It is a charitable company working as an independent think tank with an aim of collaboration between industry, the Government, academia and wider society.

Explore their knowledge hub [HERE](#)

RESOURCES ON ISLAND



The Department for Enterprise offer a variety of grants and support for businesses which covers a wide range of topics. Some of those linked with sustainability are:

- **Business Energy Saving Scheme** – the Department offers an interest free loans for businesses looking at making their operations more energy efficient.
- **Business Improvement Scheme** – designed to help businesses engage with external consultants to undertake projects in a number of areas including addressing sustainability issues and undertaking energy audits through the Energy Audit Pathway.
- **Micro-business Grant Scheme** – the scheme offers training through the University College Isle of Man, financial assistance and business mentoring for new start-ups or for businesses trading for less than 18 months – ideal for a new sustainable business start-up.
- **The Financial Assistance Scheme** – provides a range of grants and soft loan support for new start up businesses, local businesses looking to expand and businesses looking to relocate to the Isle of Man. To find out what your business could benefit from click [HERE](#)

University College Isle of Man offers several courses related to sustainability including:

- City and Guilds Level 2 Award in Sustainability and the Green Environment – [overview](#).
- City and Guilds Award in electric and hybrid vehicles
- City and Guilds Level 3 certificate in domestic energy assessment qualification –
- City and Guilds level 2 in plumbing and domestic heating – [overview](#).

Explore a more about the courses UCM offer - [HERE](#)

REFERENCES

- Block, T., & Paredis, E. (2019). Four Misunderstandings about sustainability and transitions. Sustainable Development Teaching. Retrieved from [www.researchgate.net/publication/333000745 Four misunderstandings about sustainability and transitions](https://www.researchgate.net/publication/333000745_Four_misunderstandings_about_sustainability_and_transitions)
- Brundtland, G. H. (1987). Our Common Future, Report on the World Commission on Environment and Development. Retrieved from <https://sustainabledevelopment.un.org/content/documents/5987our-common-future.pdf>
- Collins. (2022). Definition of 'Biosphere'. Retrieved from www.collinsdictionary.com/dictionary/english/biosphere
- Edie. (n.d.). Residual waste. Retrieved from [Residual waste – edie](#)
- Edwards, C. (2022). What is Greenwashing? Retrieved from www.businessnewsdaily.com/10946-greenwashing.html#tips-to-avoid-inadvertent-greenwashing
- Elkington, J. (2004). Enter the triple bottom line. The triple bottom line: Does it all line up? Retrieved from <http://kmhassociates.ca/resources/1/Triple%20Bottom%20Line%20a%20history%201961-2001.pdf>
- Energy Saving Trust. (2021). Creating a sustainability strategy for your business. Retrieved from <https://energysavingtrust.org.uk/creating-a-sustainability-strategy-for-your-business/>
- GRI., UN Global Compact., & The World Business Council for Sustainable Development. (2015). SDG Compass. The guide for business action on the SDGs. Retrieved from https://sdgcompass.org/wp-content/uploads/2016/05/019104_SDG_Compass_Guide_2015_v29.pdf
- Isle of Man Government. (2022). 2021 Isle of Man Census Report Part 1. Retrieved from <https://www.gov.im/media/1375604/2021-01-27-census-report-part-i-final-2.pdf>
- Johnston, P., Everard, M., Asantillo, D., & Robert, L-H. (2007). Reclaiming the Definition of Sustainability. Environmental Science and Pollution. Retrieved from <https://www.greenpeace.to/publications/espr2007.01.375.pdf>
- Le Fleming, H. (2016). A wasted opportunity? Time for the service sector to take a look at waste and the circular economy. Retrieved from <https://www.linkedin.com/pulse/wasted-opportunity-time-service-sector-take-closer-look-le-fleming/>
- Moon, H-C., & Parc, J. (2019). Shifting corporate social responsibility to corporate social opportunity through creating shared value. Briefings in Entrepreneurial Finance. Retrieved from <https://onlinelibrary.wiley.com/doi/abs/10.1002/jsc.2252>
- Spiliakos, A. (2018). What does “sustainability2 mean in business? Retrieved from <https://online.hbs.edu/blog/post/what-is-sustainability-in-business>
- Stobierski, T. (2021). Types of Corporate Social Responsibility to be aware of. Retrieved from <https://online.hbs.edu/blog/post/types-of-corporate-social-responsibility>
- UNESCO. (2022). What are Biosphere Reserves? Retrieved from <https://en.unesco.org/biosphere/about>