

Pangolin Associates case study

FB Rice

An intellectual property firm

Founded over 60 years ago, **FB Rice** is a leading Australian intellectual property firm with offices in Sydney and Melbourne.

FB Rice assists businesses with patents, trademarks, and a range of intellectual property protection actions. Consultants come from a range of disciplines so the company can provide technical and strategic advice in biotechnology, chemistry, engineering, medical technology, pharmaceuticals and IT.

FB RICE



Reasons for greening the company

FB Rice wants to show leadership in environmental accountability. COO, Julian Perry, is a champion for sustainability. Both he and Managing Partner, Brett Lunn, are keen to achieve a greener, more energy efficient workplace.

Goals and challenges:

- Lead the business community in environmental initiatives
- Reach the company goal of carbon neutrality
- Find cost savings through reducing energy, waste, and other eco-driven initiatives
- Understand the impact of the carbon price on the business' bottom line

Sustainability solutions

1. Undertake [energy audits](#) of the Sydney office
2. Undertake comprehensive [greenhouse gas assessments](#)
3. Educate staff and drive viable sustainability behavioural changes
4. Implement office procedure changes to reduce FB Rice's carbon footprint
5. Promote eco-friendly action in the industry

Energy audit

In 2009 the company completed an [energy efficiency audit](#) of the Sydney office (for FY 2007/2008).

Following the audit and resulting report, FB Rice took action, including:

- Switching from halogen down-lighting to long lasting, energy efficient LEDs.
- Reducing computer hardware requirements through server virtualisation.
- Introducing 'lights off' in meeting rooms when not in use. This is a manual process introduced for meeting room users, and overseen by receptionists in both offices.

Since energy reporting began in FY 2007/2008, FB Rice has achieved an overall reduction of 9% in power. This equates to a 9% reduction in carbon emissions from electricity use.

Greenhouse gas assessments

FB Rice has undertaken [GHG assessments](#) since FY 2007/2008 to track progress annually. The company is committed to monitoring their greenhouse gas emissions into the future.



Education: staff actions and behavioural changes

Travel to work

FB Rice encourages staff to walk, cycle or run to work. The company provides bike lockers for employees, as well as shower facilities.

Footprint education

The company provides education about greenhouse gases (GHG) and FB Rice's carbon footprint. Employees receive regular email communications about reducing emissions. Emails also include carbon footprint reports from Pangolin Associates.

Office procedures

Recycling: FB Rice began separation of office waste to assist recycling of toner cartridges and other recyclable consumables.

Paper usage: FB Rice implemented several eco-friendly, paper-saving procedures, including:

- Selecting paper and suppliers on environmentally driven criteria
- Setting printers to default to duplex
- Purchasing energy efficient printers
- Introducing 'FollowMe' printing to eliminate printing in error, and prevent uncollected print jobs
- Implementing an email communication policy, paper based communication is upon client request only
- Encouraging staff to maintain soft copy files (all HR and accounting files are now soft form)

Industry action

FB Rice promotes eco-friendly business practice industry-wide. They have recently joined the [Australian Legal Sector Alliance \(AusLSA\)](#) and actively participate. This includes contributing to the 2010 / 2011 report on the environmental consumption of members. The report is filed as document 1561681.



AusLSA aims to develop best practice sustainability guidelines for the legal sector. The organisation helps firms achieve measurable environmental targets. AusLSA is based on the UK Legal Sector Alliance, which has 30% of all lawyers in private practice in England and Wales as members.

New initiatives

FB Rice commissioned Pangolin Associates' **Carbon Strategy and Risk Report** in late 2011. This report helps them understand and prepare for the financial impact of Australia's carbon price starting from July 2012. It includes justifiable price increases through their supply chain.

In an effort to become carbon neutral, FB Rice is looking into carbon offsetting through [Australian GreenPower](#) and [certified carbon credits](#), along with further reduction strategies.

Testimonial

At FB Rice we have long been aware that carbon pricing is to come into effect in 2012. However it was the Pangolin Report that finally gave us a clear understanding of the potential impact on our business. The report also gives us clear guidelines into how the firm can prepare for the approaching changes and we look forward to continuing to work with Pangolin Associates to reduce our carbon footprint and move towards carbon neutrality.

Dr. Brett Lunn
Managing Partner, FB Rice
March 2012

For more on FB Rice's sustainability, [see the website](#).

About Pangolin Associates

We help organisations increase efficiencies, reduce costs and stay competitive in the carbon economy. Our team has comprehensive, accredited experience in carbon and energy. Auditors leading our assessment team are registered with the Australian Government's Department of Climate Change and Energy Efficiency.

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