



Offsetting the carbon phoneprint

Altwood CofE School is a secondary school with specialist Business and Enterprise status, based in Maidenhead. With 765 pupils aged between 11 and 18, Altwood School is now offsetting its carbon phoneprint using STL's GreenMinutes initiative.

Green shoots

In 2010, Altwood School began the process of becoming a greener establishment. Mindful of protecting the planet for future generations, they have launched a green ethics project that includes investigating the conversion of their heating from oil to Biomass and the installation of photovoltaic cells on the roof to generate electricity using the power of the sun.

Easy green win

One of the first steps was to sign up for STL's GreenMinutes initiative, a decision that was made partly on environmental grounds, but primarily for financial reasons – not only is it green, but also cheaper than their current supplier, so ticked two boxes. With budgets in education tight, decisions on green technology need to provide clear financial gains to encourage investment in the projects – just being green is not always enough.

Every second counts

GreenMinutes enables Altwood School to redress the eco balance by offsetting their carbon phoneprint ie the carbon cost of telephone lines and calls. Making calls generates a small but significant carbon cost, in terms of energy used in running and cooling equipment. With GreenMinutes every second counts because the carbon cost of every telephone call is calculated and goes to support a genuine environmental project in conjunction with The CarbonNeutral Company. GreenMinutes helps the school work towards carbon neutrality and benefit from a range of other eco features.

Paperless billing

Another feature of GreenMinutes is that it is completely paperless with fully itemised online billing and electronic payment, saving paper and the associated environmental costs of postage, further strengthening the school's commitment to the environment. Every element of GreenMinutes is as eco friendly as possible, helping organisations to operate in a greener way.

Sustainable supplier

As a supplier of an environmental initiative, STL is committed to being eco friendly across all areas of the business. STL is a carbon neutral company with a strong environmental ethos and significant changes have been made to business procedures so that STL operates in a more environmentally friendly way whenever possible.



“GreenMinutes helps reduce our carbon footprint and so demonstrates that we are committed to the environment, but it also has clear financial benefits.”

*Paul Milligan,
Business Manager
Altwood School*