

# Andrew Morrison



**Name:**  
Andrew Morrison

**Position/occupation:**  
Director of Operations  
(London and the South East), B&Q.

**Residence:**  
Rugby, but works in London.

“It’s about changing the way we think.”

**B&Q is a market leader in the UK, not just for its sales and range of products, but for its exceptional rates of Forest Stewardship Council (FSC) certification of timber. Andrew sees his role as not only making sure B&Q has sustainable practices, but taking advantage of the opportunity to change customers’ habits as well.**

“The best thing about London is the people - it’s a real cauldron of diversity, but congestion and delays are still a major problem.” For Andrew, London in 2050 could be a gridlocked city, but he takes a more positive view. “So many people are becoming involved in promoting sustainability, I believe London is a much more positive place to be now than it was even three years ago. Things are definitely improving.”

## Sustainability experience

It was having children that inspired Andrew to work in the sustainability field and he is a supporter of the One Planet Living concept. “We need to live within the planet’s means. It’s not about being extremist - making a difference in small things can make a big difference on a global scale. I want to play my part, to make a difference and do what I can to help.”

Andrew has worked at B&Q for five years, has been in his sustainable development role for the past two years and sits on the company’s Corporate Social Responsibility Committee. Andrew views sustainability in its entirety and sees a massive opportunity to help transform the city by reducing the impact on the environment and promoting alternatives such as efficient resources and energy saving

products. He believes business has an important role to play in sustainability and subscribes to a two-fold approach to best achieve his sustainability goals. He works to ensure that the stores operate in a socially responsible way, but at the same time he is working to make sure sustainability is also top of his customers’ agenda. Andrew is proud of the fact that B&Q communicates its sustainability commitments to the store teams, “by having staff focussed on good environmental practices, the customer will also benefit, either directly or indirectly”.

To Andrew, his sustainability role is a practical one – it’s about getting more sustainable products into the company’s stores, raising the profile of sustainable products and practices and establishing partnerships to generate more sustainable results, in areas such as emission reductions. Andrew recognises the power that strong business leadership can play in bringing sustainable development to the forefront. “At B&Q sustainability has been very high on the agenda for long time and I have often drawn my inspiration from the leadership shown by our company’s CEO, Ian Cheshire.”

## The sustainability challenge

“I define sustainable development using the One Planet Living idea – that we only have a limited amount of resources and if we carry on as we are and change nothing, then the impacts will be beyond what the planet can currently support. Sustainability is about acknowledging limited resources and being responsible for the future and ensuring today’s children have a decent lifestyle. We all lead busy lives but it’s about getting off that treadmill and thinking about the future and the impact we are having.”

“The biggest sustainability challenge for London is controlling the massive impact the city’s activities have on the environment. London’s ecological footprint takes up an area equivalent to a geographical area twice the size of the UK. It would be interesting to know how London actually ranks itself in sustainability terms - how sustainable do Londoners really think their city is and how sustainable do they think

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they are individuals?” Andrew sees a fantastic opportunity for London to lead other cities in the UK and globally in getting people thinking differently.

“The personal challenges are about getting people to think about they way they think and make themselves more aware of what is happening around them. Through individual contributions we can make a massive difference. We have seen this through the use of energy efficient light bulbs and the use of Forest Stewardship Council approved timber. Overall, living a sustainable lifestyle is about standing up and being counted – a slight, permanent change can make a real sustainable difference.”

## **London Leaders programme**

Through the London Leaders programme, Andrew hopes to widen his horizons by meeting people working in different sustainability roles and learning to become a better leader himself by sharing experiences. “I want to help London through the resources I have available, including promoting access to products that can help the community of London achieve its world class sustainable city goal.”

Andrew sees the London Leaders programme as providing a great opportunity to get influential leaders to lead by example and to give a face to sustainability. “It’s important to get buy-in from a wide spectrum to support implementation of this strategy. And success must be celebrated.”