

Marion Croy

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SENIOR LEVEL CONSULTANT, TECHNICAL DIRECTOR

PROFESSIONAL PROFILE

- Excellent strategic vision to positively position business focus and drive.
- Excellent oral and written communication skills, with proven track record.
- Decisive and results-driven.
- Self-reliant and self-driven with ability to mentor and motivate others.
- Creative problem solver with strong research and analytical skills.
- Technically competent and respected in the environmental field; educated to a doctoral level.

AREAS OF EXPERTISE

- 20 years practical experience of environmental legislation and environmental drivers influencing business and government strategy in the UK and EU.
- Determining direction, policy and strategy at government and corporate level.
- Managing strategic campaigns and programmes of work over a long-term basis (2-5 years).
- Leading and managing multi-disciplinary teams and campaign steering groups, including client members, sub-contractors and stakeholders.
- Executive accountability for corporate performance.
- Author of 40 publications, 60 government web pages, CD Rom and web-based training packages, numerous campaign newsletters, press releases and trade articles; contributor to CSR and Annual Corporate reports.
- Working under pressure and meeting deadlines.

PROFESSIONAL EXPERIENCE

I am a founder and Director of Enviromentor Ltd, a successful and unique type of environmental consultancy, specialising in high-impact campaigns, and created specifically for the modern market-place – to enable a flexible, responsive network of high skill partners form quickly to match exactly with the particular needs of each client. Enviromentor Ltd has a broad client base of 15 government agencies, world-class sports facilities and multi-national corporations. See www.enviromentor.co.uk.

I am, or have been, an independent advisor for many government programmes (since 1995) including the Carbon Trust, Scottish Enterprise, WRAP, Envirowise, Arena (Wales), Zero Waste Scotland, and, providing government support to business across the UK on environmental affairs. I have worked with corporations, public sector organisations, schools and universities on legal compliance, energy, waste/recycling/composting, water, measuring & benchmarking performance, and facilitating communication with local councils and the local community. I have also provided hundreds of technical environmental audits to large businesses (including retailers and shopping centres) and SME businesses. This means I need to keep abreast of

current and impending environmental legislation and stakeholder interests and my work has taken me to all regions of the UK and parts of the EU. See www.envirowise.gov.uk.

I have undertaken strategic government projects in Scotland, the UK and the EU over many years. For example, I undertook research for Scottish Government in 2003, on Incentives for Householders to Change their Waste Practices www.scotland.gov.uk/Publications, which resulted in an investment of £230 million, rolling out kerb-side collection schemes for recycling across Scotland. In Estonia in 2005, I worked with the Ministry of Environment and developed a public awareness campaign to encourage the reduction and recycling of household waste, including defining target groups, media requirements and budget allocation over 3 years.

I have worked extensively in the retail sector. In 1996, I was a member of the Packaging Waste Regulations Steering Committee, advising on implementation in the UK. Since 2001, I have managed the Retailers Supply Chain Partnership Project, a joint campaign initiative funded by Envirowise (Defra), the British Retail Consortium and the Carbon Trust to support retailers and their suppliers to reduce wastes and costs, improve efficiency and encourage best practice. Run on an annual basis, 37 retailers (including ASDA, M&S, Boots, Virgin and Home Retail Group) and over 600 suppliers have participated fully, with audited savings of around £15million, as well as significant environmental benefits www.enviromentor.co.uk/downloads.htm. I also support the leisure and hospitality sectors, using this model, through my work with Manchester United in the "Reds Go Green" campaign (since 2002) and the Millennium Stadium (Cardiff) www.millenniumstadium.com/news. I am currently working with Culture & Sport Glasgow and Edinburgh Leisure to improve environmental best practice in anticipation of the Commonwealth Games in 2014.

I was a corporate environmental advisor to Welsh Water plc and its subsidiary companies (1992-1994) and a member of the Steering Group, comprised of Managing Directors, Chief Scientist and Corporate Branding Director. The role was to develop the Group environmental policy, set benchmarks to measure performance, prepare the Annual Report and advise on the Group Customer Perception Enhancement Strategy.

CAREER HISTORY

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| 1984 | University of Edinburgh, Research Assistant |
| 1989 | University of Wales (Bangor), Teaching Co-ordinator Europartenariat |
| 1990 | Mount Allison University, New Brunswick, Canada, Post Doctoral Fellow |
| 1990 - 1993 | Wallace Evans, (Welsh Water), Scientist, Senior Scientist, Project Manager |
| 1993 - 1994 | Acer, (Welsh Water), Principal Consultant |
| 1995 - 1997 | Graham Consulting Group (now WSP), Associate Director |
| 1997 - 2000 | Symonds Group (now Dalkia PLC), Associate Director |
| 2000 to date | Enviromentor Ltd, Director |

QUALIFICATIONS

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| 1981 – 1985 | University of Edinburgh, BSc (Hons) 2.1 Ecological Sciences |
| 1986 - 1989 | University of Wales, PhD Behavioural Ecology |
| 1994 to date | Member of IEMA and Registered Principal Environmental Auditor (EARA) |
| 1996 to date | Member of Society of Biology, Chartered Biologist |
| Eco- Schools | Qualified Assessor (voluntary position) for Eco-schools Awards in Scotland. |