



ENTERPRISE IRELAND SUPPORTS FOR SME'S

Declan White
Environment and Green Technologies Dept.

INTRODUCTION

- Eco-efficiency
- GreenTech Support
- Envirocentre website

Why now during a recession?????????????

- Because right now its all about reducing costs
- Threat of tighter restrictions, carbon taxes, regulations
- We can't run away from our environmental responsibilities!



What will it cost me?

- Identifying environmental improvements in your business can produce cost savings which go straight to the bottom line.



Helping the environment can help your business
– a 'win/win' scenario

ECO-EFFICIENCY

- Improvements in environmental business sustainability can be achieved through the use of eco-efficiency. One method is the use of eco-efficiency assessments.
 - involves the compiling of various parameters used in the manufacture of a particular product or service. It can include many environmental indicators that can have a bearing on production and financial aspects of the business.
- This can be a simple or complex process

ECO-EFFICIENCY CONT'D

- What do we mean by environmental indicators?
 - Energy
 - Waste
 - Water use
 - Materials consumption
 - Greenhouse gas emissions
 - Emissions to water

ECO-EFFICIENCY CONT'D

- Enterprise Ireland voluntary Eco-Efficiency scheme
 - Run for last eight years involving voluntary, confidential supply of information by Enterprise Ireland companies
 - Up to sixteen indicators including: Electricity, energy, water, emissions to water, waste, acidification
 - Provides report on trends in environmental impacts per unit of production, i.e. financial/product against environmental indicator
 - Information provided bi-annually can give accurate picture of how managing parameters can prompt reduction in CO₂ emissions, waste and water usage

Eco-Efficiency cont'd

Client: **CKB ID:**
Ltd.,
Co.

Date of last assessment: 17/10/07
Assessed by:

Product or Service Value Indicators (V)

Indicator V1: Financial						Indicator V2: Production			
2001	2002	2004	2006	2008	2010	2001	2002	2004	2006
100	166	215	176			100	150	190	147

Environmental Indicators (E)

Data included only for parameters of significance in the context of current company operations.

	2001	2002	2004	2006	2008	2010
1. Energy consumption	100	145	169	134		
2. Materials consumption						
3. Water consumption	100	103	105	97		
4. Greenhouse gases (GHG)	100	144	168	131		
5. Ozone depletion (ODS)						
6. Acidification (air) emissions	100	141	163	120		
7. Total waste	100	100	131	154		
8. Emissions from product use						
9. Emissions by suppliers						
10. Metals to waters						
11. Waste to landfill	100	100	24	43		
12. Waste to incineration						
13. Photochemical oxidant (POC)						
14. Eutrophication emissions						
15. COD to waters						
16. Packaging	100	290	473	440		

Eco-efficiency Profiles (V/E) (% of Year 2001)

Increasing values indicate improving efficiency.

V1/E						V2/E			
2001	2002	2004	2006	2008	2010	2001	2002	2004	2006
100	114	127	132			100	103	112	110
100	161	204	182			100	145	180	152
100	115	128	134			100	104	113	112
100	117	132	146			100	106	117	122
100	166	164	114			100	150	145	96
100	166	914	408			100	150	807	341
100	57	45	40			100	52	40	33

Comments: All Environmental Indicators continue to be favourable with the exception of Packaging where its consumption continues to increase at a greater rate than Financial or Production growth.

NOTE: Unfavourable trends are highlighted thus...

(Variations of 5% or less are not highlighted)

ECO-EFFICIENCY CONTACT

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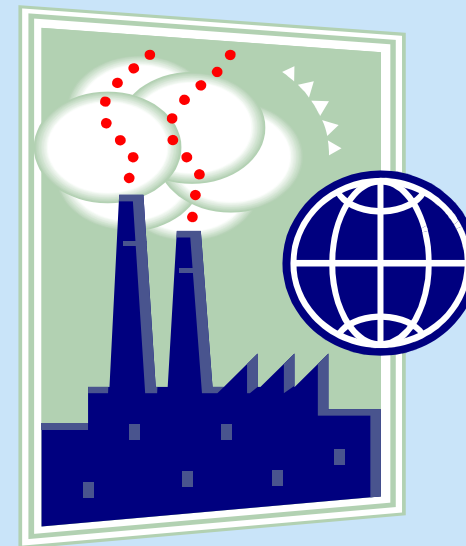
GREENTECH SUPPORT

- Environmentally Superior Products – provides financial and advisory support for companies to assess the potential for reducing the environmental impact of their products. ESPs can lead to an enhanced business performance
- Environmental Standards – provides financial support for companies to install an EMS or other environmental standard
- Carbon Management/Reduction – provides financial support to implement a carbon management strategy including using verifiable methods of measuring a corporate or product/service carbon footprint
- Eco-labels – provides financial support for Eco-label applications
- Other environmental improvements eligible under the scheme



ESP SCHEME

- ESP scheme designed to support Irish companies respond to these drivers and exploit the business opportunities to gain competitive advantage



ESP SCHEME

- Aim to assess ESP potential in existing or new product range
- Incorporate Eco-design to reduce environmental impact without compromising product functionality, quality, ability to manufacture or cost



TYPICAL ESP PROJECT

- Typical elements of ESP feasibility assessment:
 - Life Cycle Assessment (LCA)
Simplified LCA conducted to identify and evaluate main environmental issues and options to make environmentally superior e.g. each stage of life cycle of product can be examined:

Life Cycle Assessment

- Raw Materials
- Production
- Distribution/Transport
- Consumption
- End of Life



- **Market Research**

Review of market for product identifying:

- Target Market: home/export
- Competitors & competing products
- Demand & customer requirements
- Size & value of market for product
- Relevance of third party recognition schemes e.g. product eco-labelling schemes



- **Technical Feasibility**

Proposed product changes assessed for ability to manufacture, product specification, quality and functionality

- **Legislative / Industry Requirements**

Requirements of relevant legislation, industry, export market requirements

- **Cost Assessment**

Proposed changes assessed in terms of associated costs or cost benefits

ENVIRONMENTALLY SUPERIOR PRODUCTS

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ENVIRONMENTAL STANDARDS

- Environmental Management Systems (EMS)
- Formal, site specific, documented system to enable companies to manage the environmental aspects of their business. ISO 14001 and EMAS verifiable schemes. Extended to cover new EMSs such as BS 8555 – stepped approach and EMAS easy



ENVIRONMENTAL STANDARDS (CONT'D)

- Other acceptable standards:

- IS 393



- OHSAS 18001



- Other standards will be reviewed over time

ENVIRONMENTAL STANDARDS CONT'D

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DRIVERS FOR ACTION

- Legal Drivers – EU Directives: Packaging and Packaging Waste, ELV, WEEE, RoHS
- Market Pressures – Improved Environmental Performance through Supply Chain
- Economic Factors – Increasing Energy and Waste Disposal Costs
- Pressure from ‘green’ consumer market – Tesco going ‘green’
- Increasing importance of Product Certification initiatives
 - Eco-labels



WHAT BENEFITS?

- Cost savings on waste disposal
- Market Advantages – Maintaining and developing existing, opening new, preferred supplier listing
- Gain competitive advantage
- Potential in green public procurement
- Credibility in the marketplace
- Meets or exceeds requirements of emission licences from regulatory bodies



CARBON MANAGEMENT/REDUCTION

- Support for companies wishing to implement a carbon management strategy within their company.

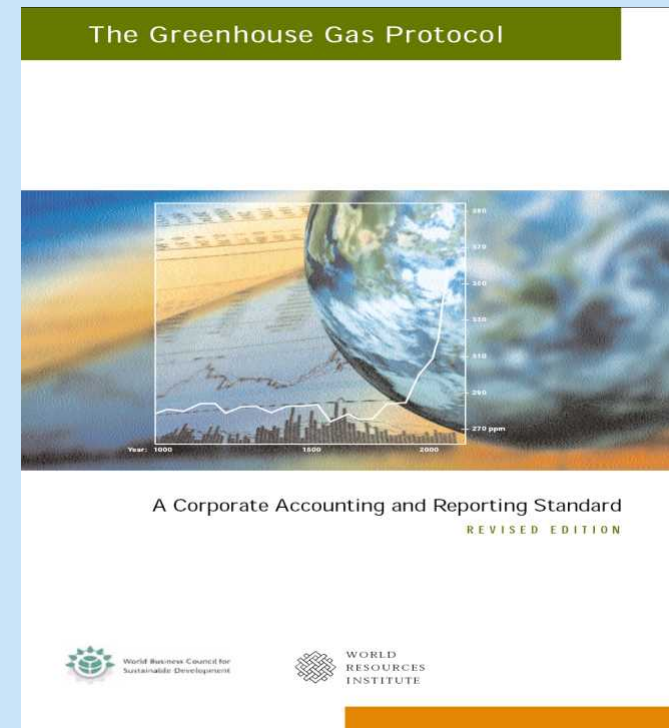
Involves:

- Devising a carbon management policy
- Measure carbon footprint
- Reduce emissions over time

Can be used to account for emissions at organisation or product level. The latter Generally involves Life Cycle Analysis to assess the amount of Greenhouse Gases (GHGs) of which Carbon Dioxide is the most prevalent, produced by the company. Can lead to use a carbon label to display how much CO₂ was emitted in the manufacture of a product.

CARBON MANAGEMENT/REDUCTION (CONT'D)

- Scheme in its infancy but growing rapidly. PAS 2050 for products, ISO 14064, WRI/WBCSD protocol for corporate footprint
- Expertise required in consultancy companies wishing to help SMEs measure carbon footprint to verifiable standard



CARBON MANAGEMENT/REDUCTION (CONT'D)

Benefits:

- Identify emissions hotspots and make cost savings
- Gain competitive advantage
- Preferred supplier listing
- Credibility in the marketplace



CARBON MANAGEMENT/REDUCTION (CONT'D)

Drivers:

- Supply chain pressure
- Market advantage



THE FUTURE?

UK - Government suppliers face calls to disclose carbon emissions

In the UK, the extent to which government procurement policy can help cut carbon emissions has been highlighted with the launch of the **Carbon Disclosure Project's (CDP)** first report on the carbon footprint of suppliers to the public sector.

The investor-backed lobby group, which aims to encourage businesses to publicly disclose their carbon footprint, worked with eight public sector bodies to request data on the environmental performance of their suppliers.

A total of more than 2,400 suppliers to Defra, the Foreign and Commonwealth Office, the Office of Government Commerce, the Victoria & Albert Museum, Essex council, the London Borough of Islington, Gloucestershire council and Leeds city council received [CDP](#) information requests asking them to provide data on their carbon emissions and climate change policy.

Just under 10 per cent of firms responded to the requests, about half of which were classified as small and medium-sized enterprises (SMEs).

The report found that, while two-thirds of large suppliers responding to the information request have emissions reduction plans in place, only one in five small suppliers have similar plans in place and only one-third were able to quantify emissions.

Paul Simpson, chief operating officer at the CDP, said that the relatively low response rate highlighted the extent to which the public sector can help drive climate change policy among SMEs - which, together, account for a quarter of UK emissions.

"The low response rate was expected, given this is the first time we have done this and many of the businesses contacted were SMEs" - he said. "A lot of smaller business are still struggling with climate change, **which is why public procurement has so much potential to encourage them to put climate change policies in place.**"

ECO-LABELS

- European environmental label for certain products which informs customers that product has meet verifiable environmental standards for a product range.
- Voluntary scheme.
- Can involve costs on testing, application to competent authority etc. NSAI in Ireland

ECO-LABELS CONT'D

Benefits:

- Gain competitive advantage
- Preferred supplier listing
- Credibility in the marketplace

ECO-LABELS CONT'D

Drivers:

- Supply chain pressure
- Market advantage

OTHER PROPOSALS

- Any proposal from a company involving changes which bring about a verifiable benefit to the environment from the business
- Will be assessed on application to ensure compliance with the scheme
- Funding of 50% of total costs associated with project

GREENTECH SUPPORT

- Overall object of scheme is to encourage companies to examine all areas of their business to assess the potential for improvements that will not only have environmental benefits but will have a clear business benefit as well.
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ENVIROCENTRE WEBSITE

- Standalone website designed to provide useful environmental information
- Set up in 2003 by Environment and Green Technologies Dept.
- Provides downloadable guidance documents, legislation, information on Enterprise Ireland supports, events and news
- Incorporates new Carbon Footprint calculator
- Provides bi-monthly ezine to subscribers

ENVIROCENTRE CONT'D

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THANK YOU