# GREEN BUSINESS

## Introduction to greenbusiness.ie

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# What is Green Business ?

- Green Business is a free resource efficiency advisory service for SMEs, set up under the *National Waste Prevention Programme* (NWPP) by EPA.
- Developed GBI with EPA.
- Green Hospitality Awards is similar project focusing on hotels.

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# What is Green Business ?

- Service for any SME, to help reduce waste, water and energy consumption and bills by learning to manage resources more efficiently.
- A website and self auditing tools were developed in 2008.
- Pilot operation of the service in Sept 08, full service and site assessments since Feb 2009

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# What is Resource Efficiency?

- Resource efficiency (RE) is a systematic approach to reducing (at source) materials, consumables, energy and water
- Doing more with less – hence strong links to Lean Manufacturing
- Resource efficiency should save businesses money by reducing overheads



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# The Service

- Green Business Service is provided via a website www.greenbusiness.ie which includes audit tools for;
  - waste management
  - water management
  - waste and water audit reports
  - Link to SEAI's energy map
  - Link to Limerick/Clare Energy Agency audit tool
- Follow up Site Assessment & report.
- Helpdesk/email support service

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# Work in 2010

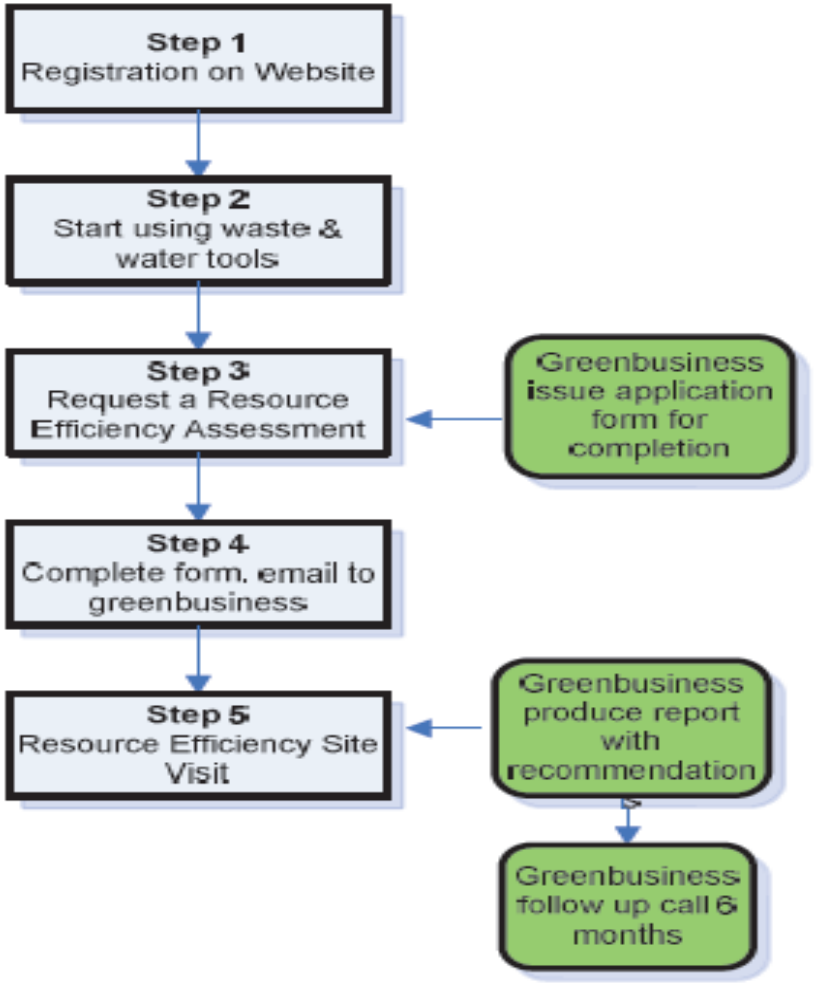
- Greenbusiness team have completed 20 site visits in 2010
- Sectors- food/drink, healthcare, hospitality, retail, manufacturing, leisure, pharmaceutical
- Savings identified btw €2,500 and €295k

Issues

- Companies not providing utility data
- Very little understanding of true cost of waste
- Many businesses do not see RE as a means to make costs savings

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# Steps to becoming a greenbusiness

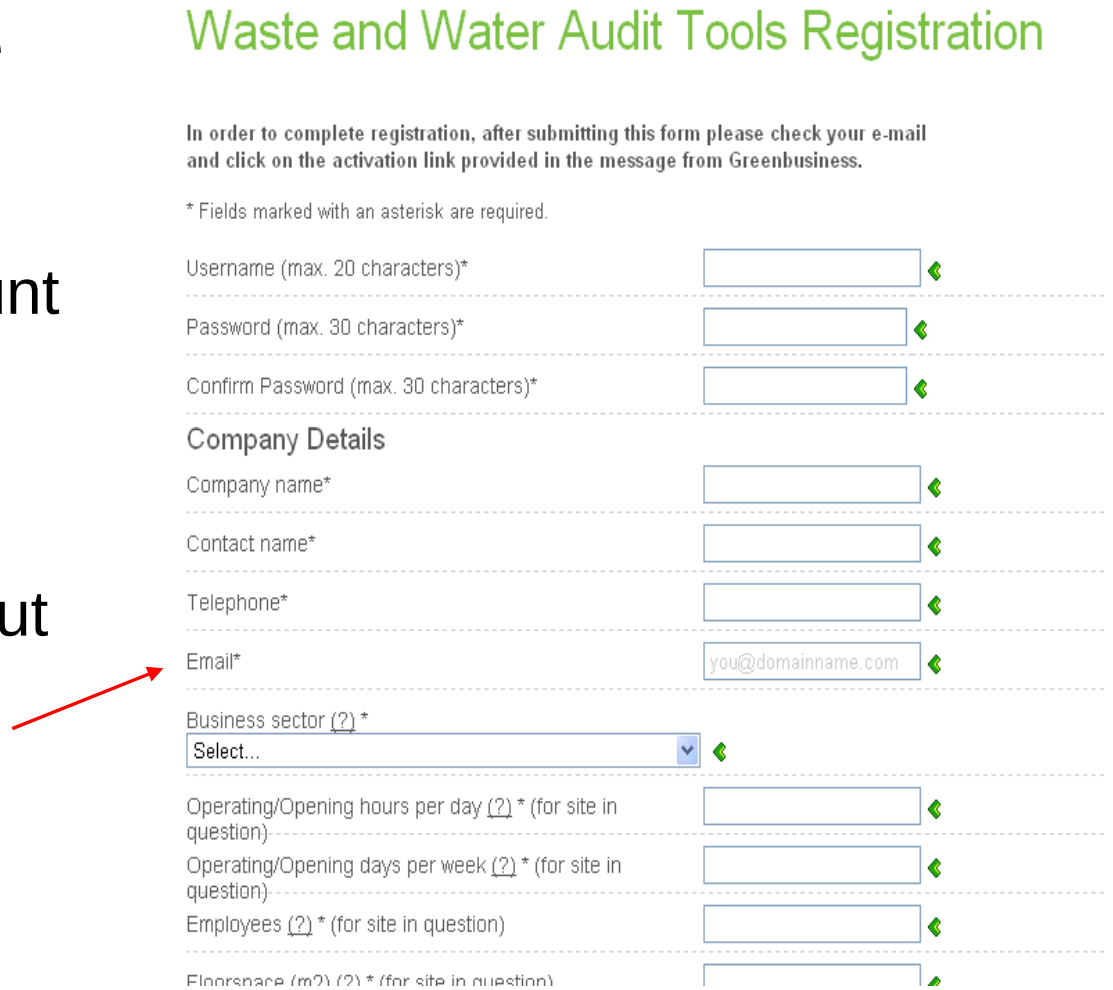



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# Step 1 - How to get started

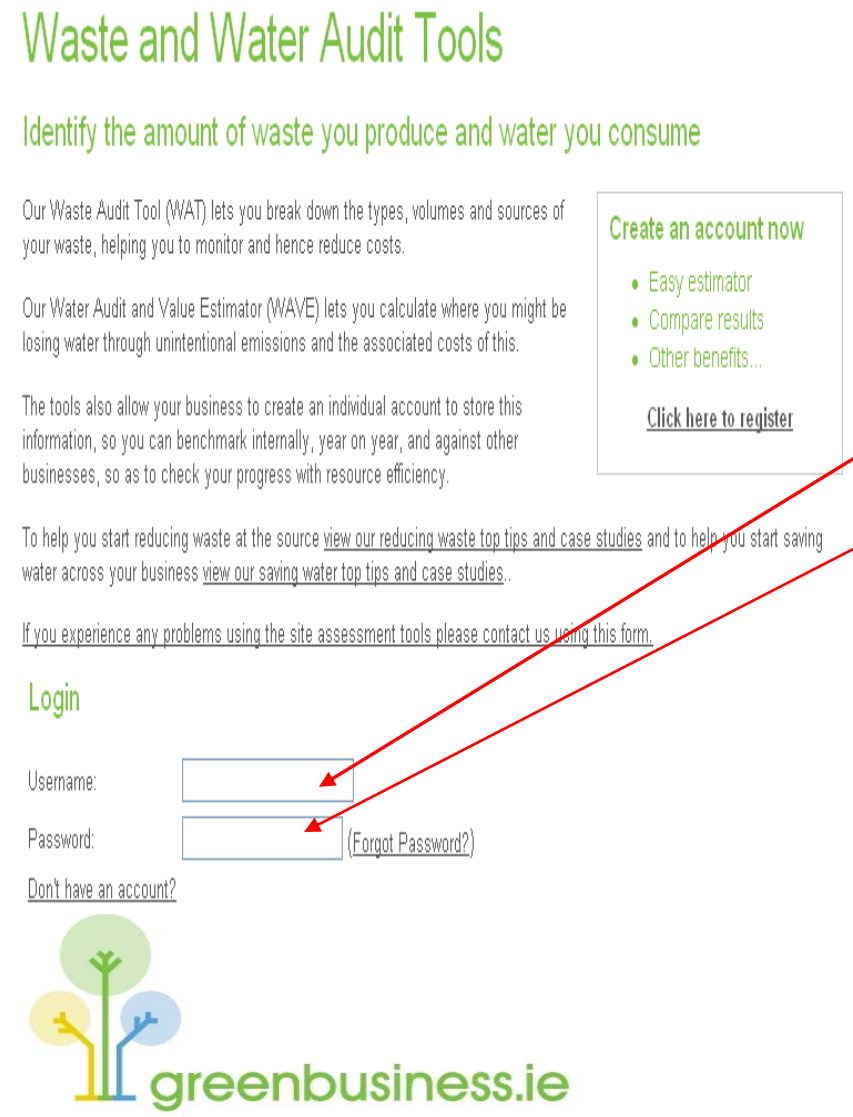
Register to use the tools

- Create an individual account to store and access information.
- Important to input correct email address




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# Step 2 - Water and Waste Audit tools




Input username & password to get started

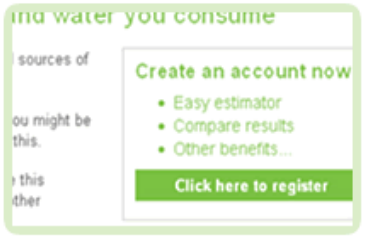
# How to use our waste audit tool

## A easy guide about how to use our Waste Audit Tool

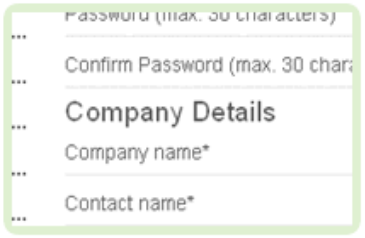
Our Waste Audit Tool (WAT) lets you break down the types, volumes and sources of your waste, helping you to monitor and hence reduce costs. Click on any of the thumbnail images below to view screenshots of our Waste Audit Tool in use. When viewing any of the screenshots you can use the *Next* and *Previous* buttons to navigate between the different screenshots. We recommend that you view the guides for both our Green Business site assessment tools to learn all the different features.

- View our guide to using the Green Business Water Audit and Value Estimator (WAVE)

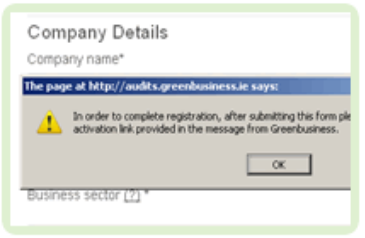
## Twelve simple steps to using our Waste Audit Tool



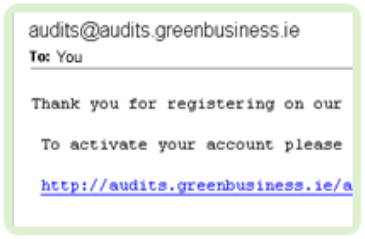

You only need to register once with this website to use both our site assessment tools



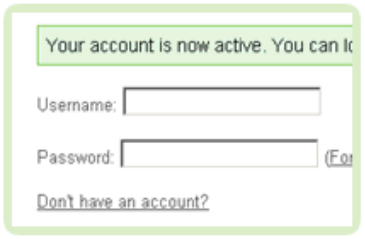

Enter the details about your business, look out for required fields you need to complete



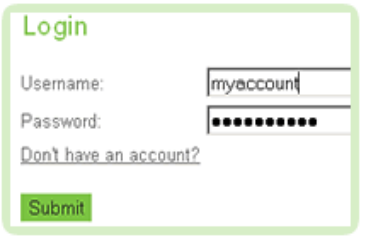

Add audit.greenbusiness.ie to your e-mail address book to receive your activation e-mail



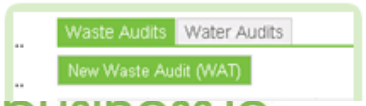

Check your e-mail account for your activation e-mail and click on the link

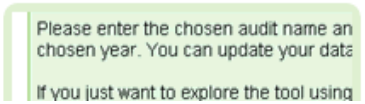



Look out for the message confirming your account has been activated




Log in to our site assessment tools using your user name and password



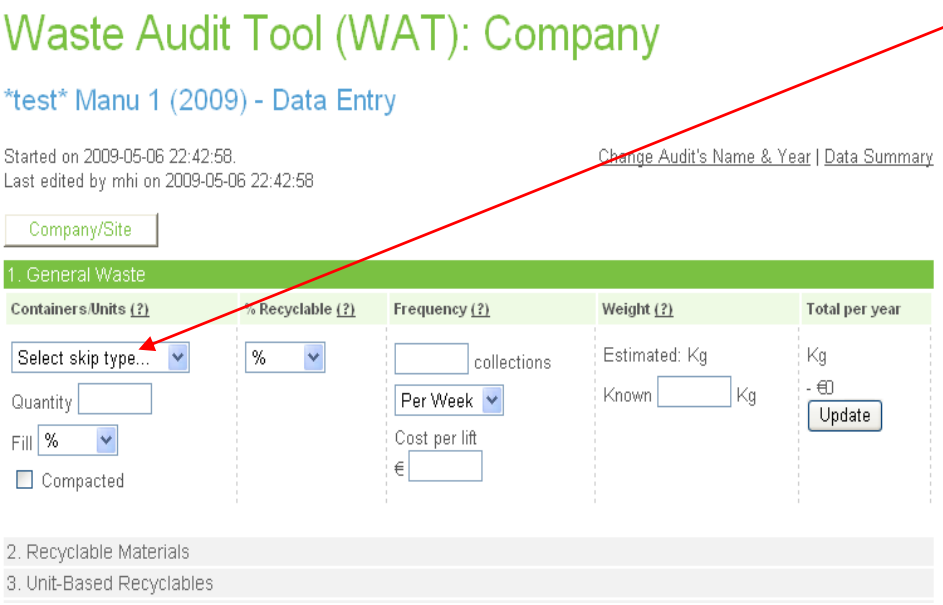







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# Water and Waste Audit tools




Audit tools provide the following:

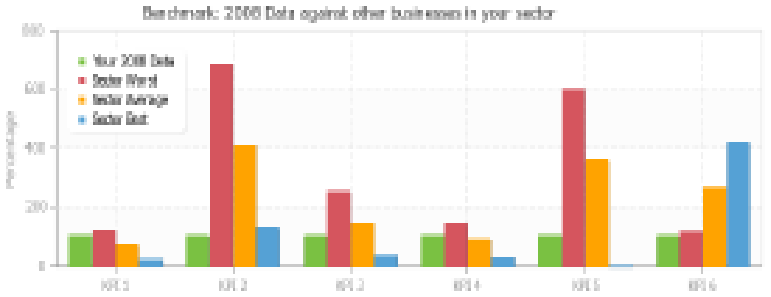
- The tool is pre-populated with drop down boxes for bin sizes & type & number of lifts so that the user can select the most appropriate details for their business.
- Anonymously compare your performance with other businesses, and monitor and improve it over time
- Report on waste quantity/costs/potential savings.
- Audit reports for water and waste management.

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# Waste audit reports

- When you add or select data in the audit tools you can run a report
- Report presents
- Total waste/Weight/cost
- Breakdown by waste type
- Key performance indicator data i.e waste volume per €turnover/staff no.
- Benchmark data from 1yr to next
- KPI data of your business in similar sectors

**Benchmark against other businesses in your sector**

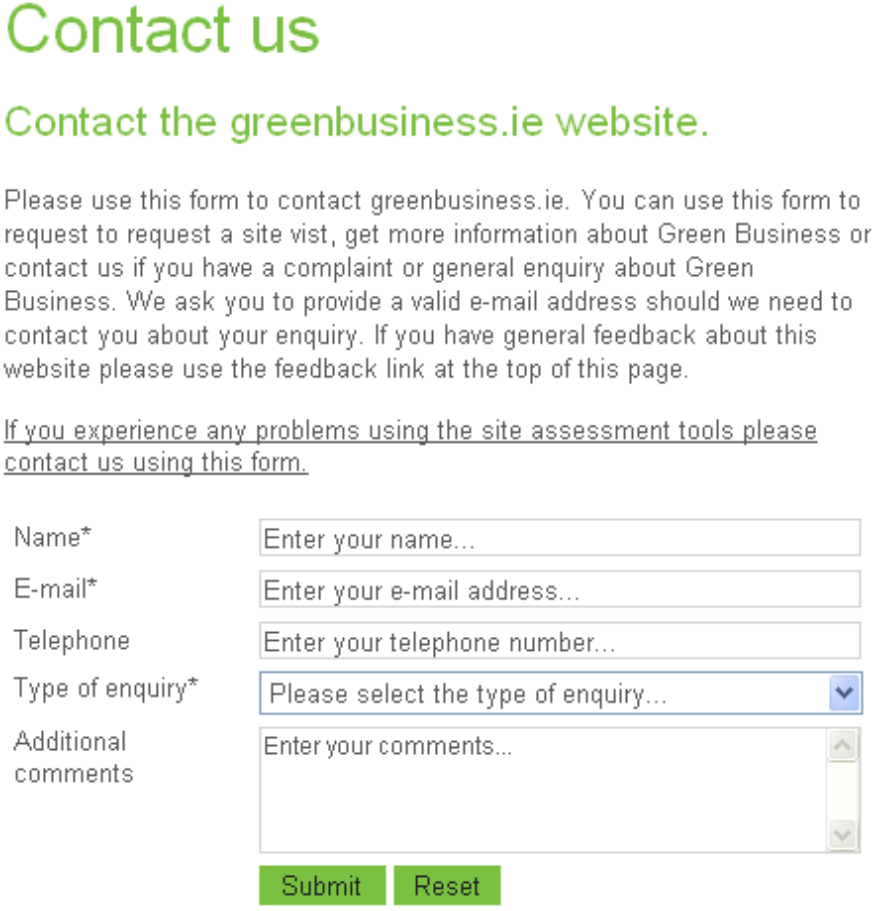


- **KPI 1** - Kg per employee
- **KPI 2** - Kg per hour of activity
- **KPI 3** - Kg per sq. m of floor-space
- **KPI 4** - Kg per 10K Euro of turnover
- **KPI 5** - Kg per unit of activity
- **KPI 6** - % Recycling

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# Steps 3 & 4 Request a Resource Efficiency Assessment (REA)

- Before a site visit is agreed to, businesses should start using the audits tools – this shows commitment in participating in the resource reduction measures.
- Step 3 – Request an REA through contact us
- Greenbusiness will email form for completion
- Return form to greenbusiness email



## Contact us

### Contact the greenbusiness.ie website.

Please use this form to contact greenbusiness.ie. You can use this form to request to request a site vist, get more information about Green Business or contact us if you have a complaint or general enquiry about Green Business. We ask you to provide a valid e-mail address should we need to contact you about your enquiry. If you have general feedback about this website please use the feedback link at the top of this page.

If you experience any problems using the site assessment tools please contact us using this form.

| | |
|---|---|
| Name* | Enter your name... |
| E-mail* | Enter your e-mail address... |
| Telephone | Enter your telephone number... |
| Type of enquiry* | Please select the type of enquiry... |
| Additional comments | Enter your comments... |

Submit Reset

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# Step 5 Resource Efficiency Assessment

- Specialist Advisors will visit companies and interpret waste, water and resource data & look at operational processes.
- Necessary to view utility bills for 1 year
- A follow up site visit report is issued to the business with a bullet-point action plan – highlighting short, medium and long term actions & an estimation of potential environmental benefits & cost savings.
- Where relevant we will advise of any environmental regulatory issues.

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# Confidentiality

- All information and data generated by using the service is treated in strictest confidence.
- It is NOT intended as an enforcement mechanism for any statutory authority.
- Users will only be able to access their own company information.
- The data inputted will be collated on a database to facilitate sectoral, yet ‘anonymous’ benchmarking statistics.

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# Case Studies

- Participating companies invited to provide case studies on their success at reducing water, waste and financial outlay and details of best practice adopted by the company.
- The total value of cost savings will be highlighted as example to other similar facilities.
- We would like to present other case studies where resource efficiency showed cost savings.

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# Other elements of website

- Other elements to the website include Top Tips on water, waste and energy reduction
- News stories
- Case studies – to be developed over time
- Events listing
- Links
- Legislation

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# Further Development of greenbusiness

- Current further development of tools – ie monthly reporting, additional wastes, new tool for true cost off waste
- Provision of advice on other programmes eg
  - SEAI's energy advice and mentoring service
  - Enterprise Ireland- GreenTech support (Environmental Superior Products/EMS)
- Workshops for specific sectors.
- Awards scheme.

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# Contact Details

- www.greenbusiness.ie
- contactus@greenbusiness.ie
- Helpline 1850-473361

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