

## At a Glance

The B2B Green Mentor Programme for Limerick/Clare/Kerry encourages larger good practice companies to provide guidance on waste prevention, to small to medium enterprises (SMEs). Programme activities include a visit by SMEs to a host company for talks and plant tour, followed by individual guidance. The target was that eight good practice firms would take on the role of Green Mentor, which would include the hosting of waste prevention events. These events would provide a focal point, in that attendees would learn through direct information and observation and also that the events would lead to a follow-up programme with the individual SMEs.

Businesses were prompted to apply performance indicators, especially with regard to waste, energy and water. A number of companies, twenty to date, have implemented an environmental policy, outlining areas to be measured and with targets on waste reduction in a number of areas such as packaging and raw material process waste, recycling, energy and water use. Significant progress was made in a number of companies, with waste reduction initiatives resulting in direct savings or reduced supplier base, as, for example, one supplier became both supplier and recycler for one commodity. There was extensive publicity throughout the duration of the project, including coverage of the presentation of Certificates of Acknowledgement to each Green Mentor. The Limerick/Clare/Kerry Region plans to continue with the now established Programme, which has potential to be replicated by other bodies on a local, regional or national basis.

## CGPP2004/9

### B2B Green Mentor Programme (Business-to-Business Green Mentor Programme for Waste Prevention)



Limerick / Clare / Kerry Regional Waste Management Office

*Limerick / Clare / Kerry Regional Waste Management Office, Dooradoyle, Co Limerick*

The Green Mentor Programme was established in April 2003 by Limerick/Clare/Kerry Regional Waste Management Office. The office is funded by the four local authorities involved, i.e. Limerick County and City Councils, Clare County Council and Kerry County Council. These local authorities implement waste management strategy in accordance with the Limerick Clare Kerry Waste Management Plan - the Plan was initially adopted in 2001 and is now replaced by the Plan for 2006-2011.



*Group of Green Mentors who were awarded Certificates of Acknowledgement at the Regional Forum 'Businesses Networking for Waste Prevention' From left to right: Pat Griffin, Klinge Pharma, Breda Walshe, ESB Customer Supply (Tralee office); Billy O'Shea, Roche Ireland; Brian Shiel, Wyeth Nutritionals; Philippa King, Regional Waste Management Office; Brendan O'Donoghue, Avocent International; Geraldine Gregan, O'Connors Bakery; Margaret Murphy, Regional Waste Management Office; Gerry Cahill, Roche Ireland; Colman McCarthy, Clean Technology Centre.; David Fitzgerald, Fitzgerald's Woodlands House Hotel*

### Participant Companies

The participant companies who benefited were mainly SMEs who voluntarily attended Green Mentor Events in their area or sector and subsequently applied the principles of waste prevention to their own operation.

Several of these companies already had significant waste minimisation programmes

underway and the Green Mentor Programme facilitated them on their path of continuous improvement. The companies were from a variety of manufacturing, engineering and service companies throughout the Limerick/Clare/Kerry region.



*Margarine arrives in reusable crates at O'Connors Bakery, Ennis*

### Green Mentors

Volunteer Green Mentor companies, while not official partners to the project, gave willingly of their own time and resources and were invaluable participants in the implementation of the Programme. Green Mentors were as follows:

- Avocent International, Shannon
- ESB Customer Supply, Ardnacrusha, Co. Clare
- Fitzgerald's Woodlands House Hotel, Adare
- Klinge Pharma, Killorglin, Co. Kerry
- O'Connors Bakery, Ennis
- Roche Ireland, Clarecastle, Co. Clare
- Vistakon Ireland, Castletroy, Co. Limerick
- Wyeth Nutritionals, Askeaton, Co. Limerick
- Lee Strand Co-operative Society, Tralee

### Aim of this Project

The B2B Green Mentor Programme encourages larger best practice companies to become Green Mentors. These companies in turn provide assistance on waste prevention to suppliers, customers or smaller enterprises in their sector or geographical area. The direct use of examples of business best practice and case studies provides a clear means of communicating the possibilities and benefits of waste prevention.

### Principal Objectives

- To recruit reputable, commendable Mentor companies
- 'Green Mentor Events' to take place on an ongoing basis and also to be particularly targeted for designated dates such as Environmental Awareness Week, World Environment Day, Energy Awareness Week, etc.

- The Programme should be cost effective in promoting waste prevention and cleaner production techniques among smaller businesses.
- The Programme would provide a structured approach, enabling businesses to help each other and would enhance related activities already in place such as one-to-one informal advice, and use of case studies in seminar presentations and newsletters.
- To facilitate the development of waste minimisation clubs or networks.

The most attractive element of the B2B Green Mentor Programme was that SMEs could see directly and locally how waste reduction was implemented, i.e. systems, facilities and equipment used.

## Project Description

The target was that, from June 2005 to June 2006, eight good practice firms would host Green Mentor waste prevention information events on their premises. These events would provide a focal point, in that attendees would learn through direct information and observation and also that the events should lead to a follow-up programme with the individual SMEs. With an average attendance of eight at each event, the objective was that at least sixty four companies should benefit.

Selection of Green Mentors was primarily based on the application of best practice (essential), size, sector and location. Indeed, it is noteworthy that in practice, the Green Mentor companies did not have to be large by definition – it transpired that some were within the SME category. Selecting companies to invite to events and their involvement in follow-up activities was based on size, sector and location. In all cases, there was flexibility depending on the specific situation.

The Regional Waste Management Office and the consultants, Almir Business Ltd, facilitated follow-up with individual SMEs. Guidance was given to each enterprise on how to measure their waste generated so that they could identify and implement ways of reducing waste generation or energy or water consumption.

## Achievements

The following are examples of implemented improvements and their results:

### Company - Europaks

**Action** - They reduced the waste trim on the corrugated board as it was manufactured - from 40mm to 25mm.

**Result** - Savings of approximately €2,000 per month have been realised with a projected annual saving of €24,000.

**Company:** FEXCO

**Action** - They reduced waste going to Waste disposal by implementing a Measure and Segregate programme.

**Result** - All waste is now segregated and all dry recyclables are moved to recycling at a cost of €18 per 1100L bin. The cost in 2005 of sending 35 tonnes of waste to landfill was €13,433 excluding VAT. Significant cost savings are expected from 2006 onwards.

**Company:** Promed

**Action** - Reuse of incoming back door packaging – cardboard, plastic, filler.

**Result** - Reduced purchasing costs for outgoing packaging, reduced waste disposal and recycling costs.

## Observations

Following publication of individual achievements within both Green Mentors and SMEs, other companies could apply similar systems and technologies within their own organisation. Many waste reduction programmes can be applied to any type of organisation, as the fundamentals are the same in relation to the approach to be used, while also having physical elements in common such as materials handling, packaging, energy and water.

## Lessons

The general situation in many companies is that they had little established baseline data regarding quantity and cost of waste generated and energy and water consumed. In order to achieve greater outcomes within a relatively short timescale, the drive to guide companies to use performance indicators would need to be very enduring and intensive. However, this in turn would necessitate devotion of more time and resources by the project facilitators and so the number of companies targeted might have had to be restricted. Imparting increased awareness of performance indicators is an achievement in itself and points to great potential for future improvements among the SMEs involved.

## More Information

For more information on this project please contact:

**Margaret Murphy,**  
Regional Industrial Waste Minimisation Officer  
c/o Limerick County Council, Dooradoyle,  
Co Limerick

**email.** [rwmo@limerickcoco.ie](mailto:rwmo@limerickcoco.ie)  
**tel.** 00 353 (0) 61 496596  
**fax.** 00 353 (0) 61 440011

## Cleaner Greener Production Programme

The Cleaner Greener Production Programme (CGPP) of the EPA was funded under the National Development Plan 2000 – 2006. The CGPP was launched in 2001 as a grant scheme to Irish organisations to implement cleaner greener practices while achieving significant cost savings.

Cleaner Greener Production is the application of integrated preventive environmental strategies to processes, products and services to increase overall efficiency and reduce risks to humans and the environment.

- Production processes: conserving raw materials and energy, eliminating toxic raw materials, and reducing the quantity and toxicity of all emissions and wastes
- Products: reducing negative impacts along the life cycle of a product, from raw materials extraction to its ultimate disposal.
- Services: incorporating environmental concerns into designing and delivering services.

The programme aims are focussed on avoiding and preventing adverse environmental impact rather than treating or cleaning up afterwards. This approach brings better economic and environmental efficiency.

Under Phase 2 of CGPP, 22 organisations were funded from a variety of sectors (e.g. chemicals, food, metals, electronics, service). The total achievements from the projects for the participating organisations included annual reductions of 250,000 tonnes in input/output streams (water/waste water), 660 MWh energy reduction and €1.6m cost savings.

The programme will continue to be funded by the EPA in the NDP 2007-2013.

This case study report is one of the reports available from the companies that participated in the second phase of the Cleaner Greener Production Programme. A summary of all the projects and CD containing all the reports are also available.

More information on the programme is available from the EPA:

Ms. Lisa Sheils or Dr Brian Donlon,  
Environmental Protection Agency,  
Richview, Clonskeagh Rd., Dublin 14, Ireland.  
[www.epa.ie/researchandeducation/research/](http://www.epa.ie/researchandeducation/research/)

## Programme Managers...

The Clean Technology Centre (CTC) at Cork Institute of Technology was appointed to manage the programme. Established in 1991, the CTC is now nationally and internationally regarded as a centre of excellence in cleaner production, environmental management and eco-innovation across a range of industrial sectors.

