

Green Business Initiative – Why Being Green Can Help You into the Black



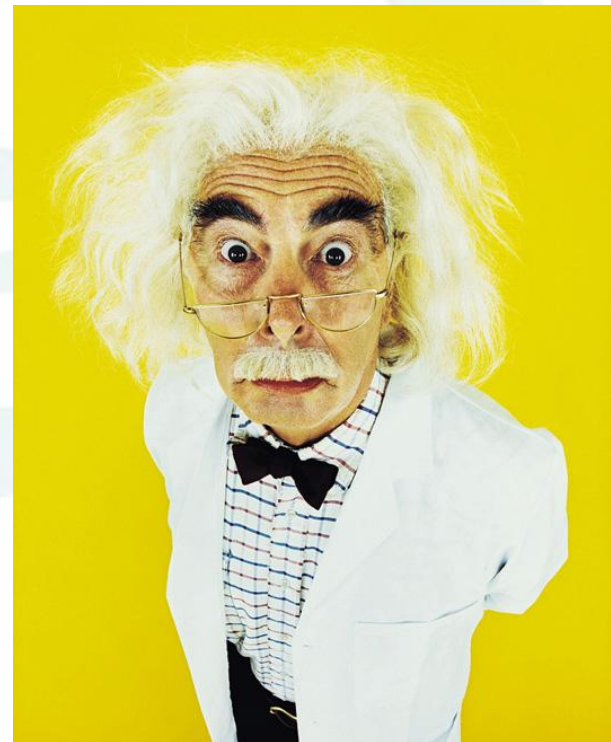
Keiron Phillips - OCLR

What I am going to be telling you.....

- Green Business Initiative
- Why should water be important to your business
- But this is Ireland, we have tons of water.....
- Some case studies
- Where to go for help
- The pitfalls of poor water management (and PR)

What I am NOT going to be telling you

■ How to run your business



What I am also NOT going to tell you.....



Climate Change The Facts!

- Last decade the warmest on record
- Rate of warming doubled over last 50 years compared with previous 50 years
- Ice sheets melting
- Glaciers disappearing
- Sea temperatures and acidity levels increasing
- Sea levels increasing
- By 2100 global temp to increase by between 3° and 7°

The North Pole Today



Ireland Today!

- Unemployment @14.6%
- 430,683 signing on
- €85 billion bailout
- 2010 – 4 companies went bust every day
- Economy contracted -1% 2008, -7.1 % 2009, -1% 2010
- Fuel prices increased 30% in the last year
- 50,000 a year leaving Ireland
- Growth slow
- Lack of available credit

Future Prospects



Win : Win Outcomes – Greenbusiness Initiative

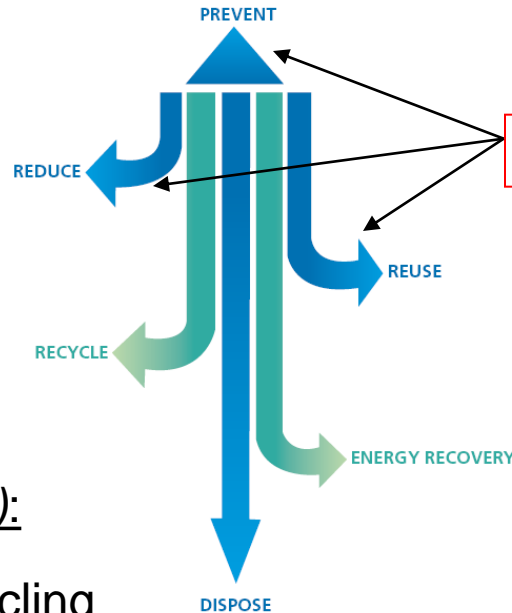


What is Green Business Initiative?

- Programme to drive **resource efficiency** prevention in SME's
- Provision of support/tools to business
- Number of elements/projects within GBI
- GBI aims to influence behaviour and **generate outcomes**
- Outcomes should be measurable

Overall Goal is show businesses examples of what can be done and help them to do it!

Resource Efficiency 101 !



“Resource Efficiency”

What it is:

- Elimination & Reduction
- Reuse of Materials or Products
- Repair of Products
- Reduced “Hazardousness” eg Substitution (RoHS, Deco-paints, REACH)
- Part of the eco-efficiency paradigm (conservation of *All* natural resources incl. Materials, Water & Energy)
- Common sense: “Waste Not, Want Not”

What it is *not* (??):

- It is not Recycling
- It is not Centralised Composting
- It is not Energy from Waste
- It is not Diversion from Landfill

Resource Efficiency

- Energy
- Waste
- Packaging
- Raw Materials
- Water



Whats in it for me?

Ray – “I've done everything I've been asked to do. I didn't understand, but I've done it. I haven't once asked what's in it for me.”

Shoeless Joe – “What are you saying?”

Ray – “I'm saying, ‘What's in it for me’?”

Kevin Costner – “Field of Dreams”



What's actually in it for the business?

- Increase profit through decreasing waste handling and disposal charges, reduced energy and water bills, more effective use of raw materials
- Access to specialist help
- Been “seen to be green” within sector and local community
- Legislative compliance – (GHA and FOG for example)
- Recognised award scheme for successful participation

GBI needs to help SME's to recognise the advantages, and provide the tools to realistically realise them!

Case Study 1

In a food processing factory visited by greenbusiness staff, it was discovered that ingredient containers were not emptied completely on delivery, leading to a loss of 112.5 tonnes of ingredient per year.

By improving their working practices to ensure all ingredients are removed could potentially save the business €112,500 per annum with **no investment required**.



Water water everywhere

Water falls in the
Autumn and the
winter, we need it in
the summer



But surely we have loads of water here in Ireland...

- Problem is storage, especially in the East
- Can impound (Blessington/Vartry) but.....
 - Expensive
 - Land intensive
 - Long time to complete
 - Suitability of land
 - Compensation flows – salmon, hydroelectric etc....
- Groundwater resource but.....
 - Not very good at looking after aquifers
 - Septic tanks
 - Large landfills built on top of aquifers etc....

But surely we have loads of water here in Ireland...

- Loss in Supply (29%)
 - Old infrastructure
 - Increased demand – higher pressure
 - Lack of maintenance
 - Difficulty of maintenance (road closures etc)
- UK 19% (economic boundary)

Ah, but we can abstract more, can't we?

- High quality water needs less treatment but will be further away, less volume and have higher ecological value
- Lower quality water may be closer, but be more expensive to treat.
- Could import from distant catchment but expensive and potentially contentious
- Desalination expensive

Most cost effective to be economic with use (i.e. demand management) and deal with leakage in supply

Water for business

- Taken for granted, pay less for it than it costs
- WFD says “thou shalt pay for water”
- Currently around €2.25 a cubic metre
- L.A. Revenue generator so cost always likely to go up
- Own borehole? UK model of abstraction licensing???
- Wasteful use
- Leaks
- Hot water (4/10:1)



Case Study 2 – A hotel

- Hotel in Wexford (c. 70 rooms)
- Eventually joined GHP in 2010 (after first being approached in 2006)
- Had no idea what water use was, just paid bill.
- 3 meters
 - Meter A – small leak, fixed, saved c. €7000 pa
 - Meter B – working correctly!!!
 - Meter C – leak at meter, no water entering hotel at all.



Result

- Meter C was costing hotel €23,000 pa.
- Yes, €23,000. Each year. Every year. No water entering hotel.
- Got rebate for 1 year sewage charge. €23k.
- Cost of not joining scheme in 2006?
 - Money saved in membership fees – c.€2000
 - Money lost in water >€100,000
- Come on down, the price is right!!



Case Study 3

A Dairy processor used large amounts of water for use in cooling during the process. This condensate is discharged through their on-site effluent treatment plant. By making some minor engineering changes, this water could be re-used on site saving around €200k p.a.



How can I identify these amazing opportunities???

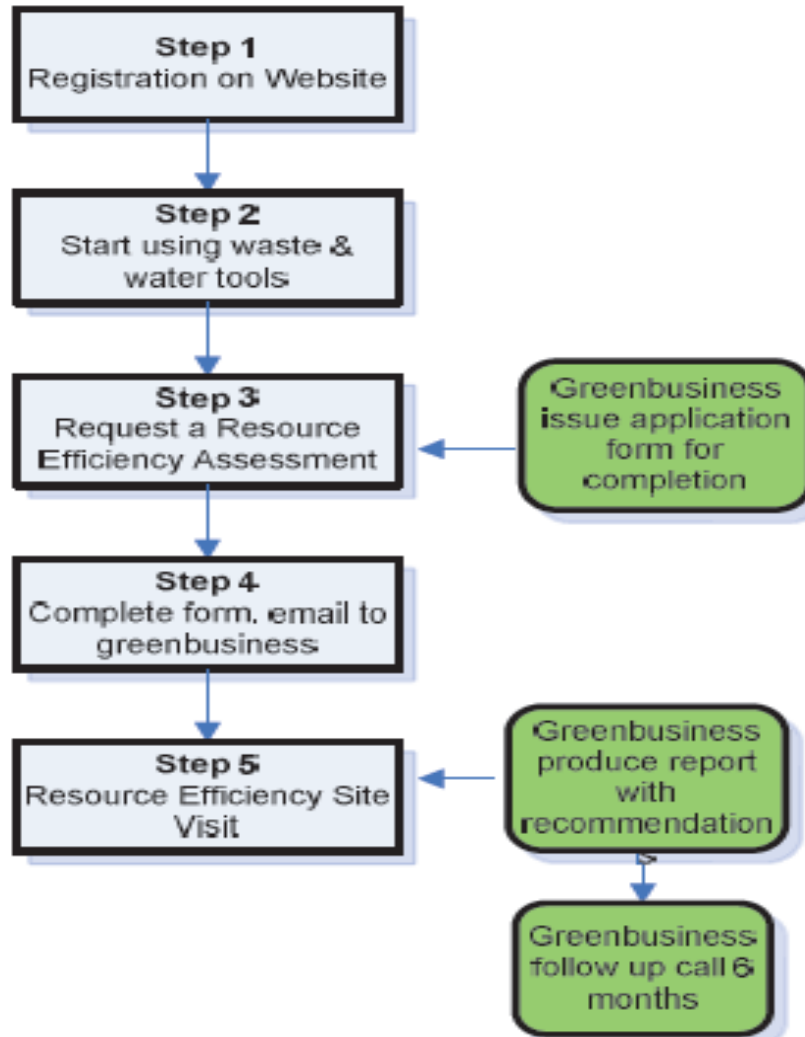


Greenbusiness.ie

- Cost – Free
- Audit tools, tips and access to specialised help
- €6 million potential savings identified in 2010/11
- Average c.€50,000 per company
- Up to €5000 free consultancy support time
- Confidential



What do I need to Do?



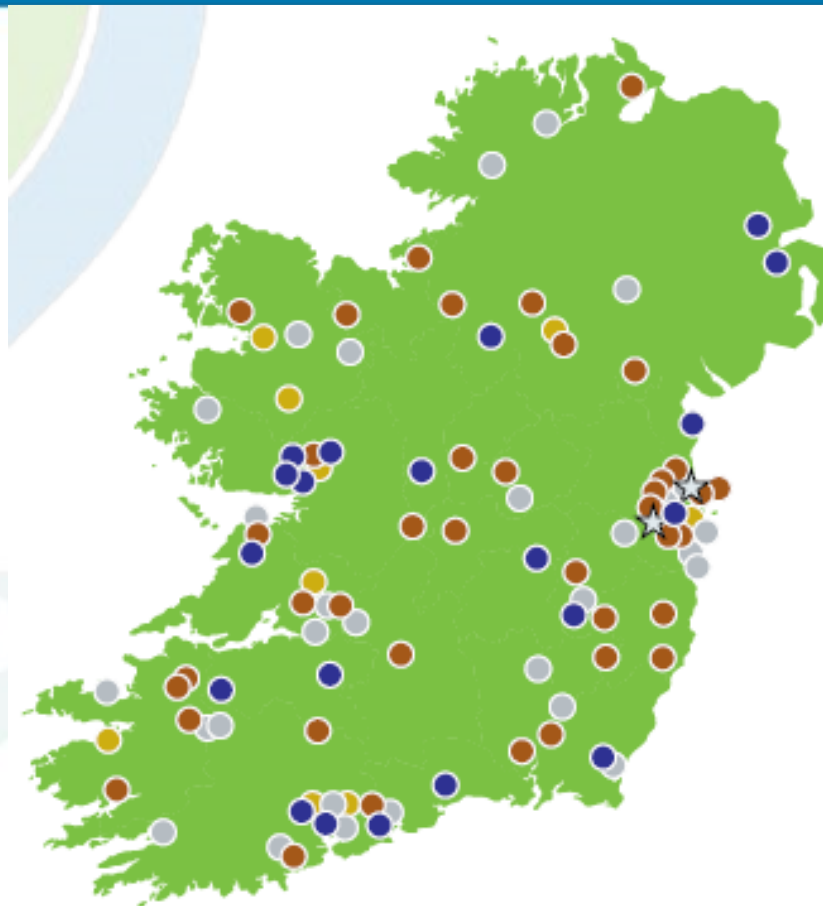
Green Hospitality Award

- 221 members, including Radisson Blu, Clarion, Carlton, Talbot and others (30% of Irish bedstock)
- Achievement of project to date include:
 - C. €1000 per room per year saving to hotels
 - 87,000,000 kW energy
 - €3.5m p.a. in 2008, €4.7m in 2009, €5.65 in 2010
 - >16400 tonnes waste
 - >938,000 cubic metres of water saved
 - 20,300 tonnes of CO₂ saved
- 12:1 return on EPA investment



greenhospitality.ie
clár féile glaise

Green Hospitality Programme – Award Winners



Eco-cert

- EMS-lite approach
- Designed for micro-business
- C. 50 members
- 31 certs issued
- C. €5000 per company
- 50% refund
- Dundrum TC, Stillorgan SC

€coCert

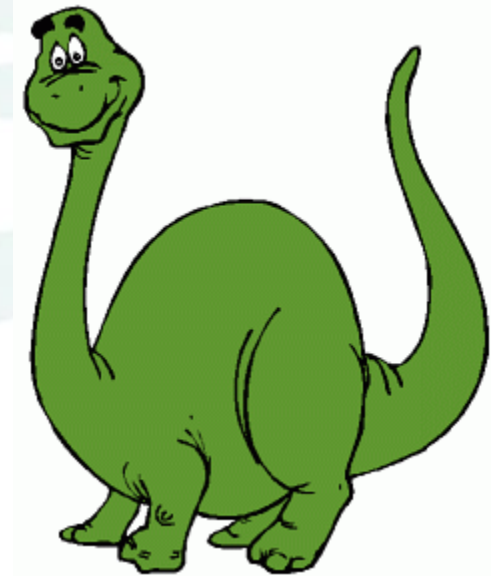
€co-cert Case Study

- Leak detected at crèche in Co. Waterford during €co-cert visit
- C. €4000 pa saved following fix
- 3 other sister crèches joined scheme



What are the excuses?

- “Too Busy”, “other priorities”, “trying to survive, ”
- IBEC at NWPP – “If you said to my members invest €1200 to save €35k a year, most Boards, Financial Controllers would prefer to absorb the €35K in operating costs”.
- WTF??



Win : Win Outcomes – Greenbusiness Initiative



Who benefits

- You save money because you pay Tom less !!
- Tom is happy because he spends less on supply and sewerage infrastructure !!
- I am happy because Tom is abstracting less water from surface and groundwater and not building large reservoirs and stuff

Case Study 4



- **Irish Water** – “...which will deliver key water investment functions at a national level. This national approach to water investment and management will, no doubt, lead to some significant changes and developments.”
- **Yorkshire Water 1996**
 - Lack of demand management
 - Failure to control leakage
 - Apparent profiteering and “diversification”



Summary – Green Business Initiative

- Tools/support provided so businesses can help themselves
- Emphasis on profit, payback times and user-friendliness
- When it comes to prevention, what's good for business, is good for the environment
- Not a briefcase full of money, more a set of directions

National Waste Prevention Programme

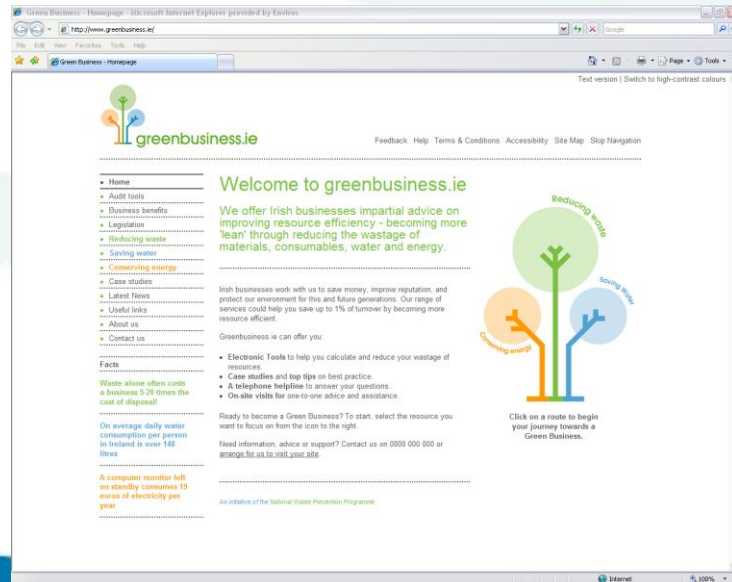
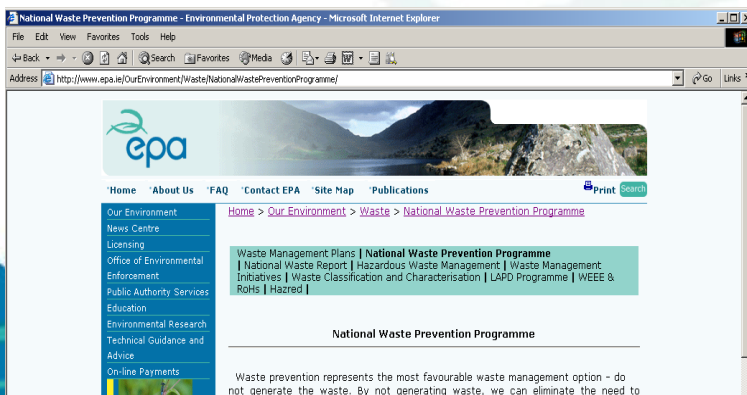
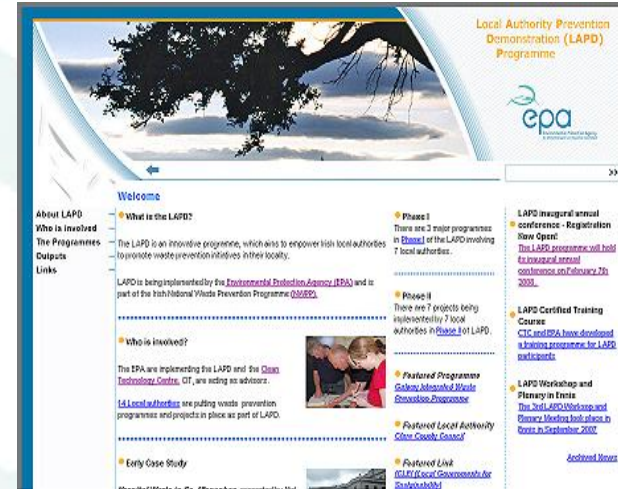
For More See:

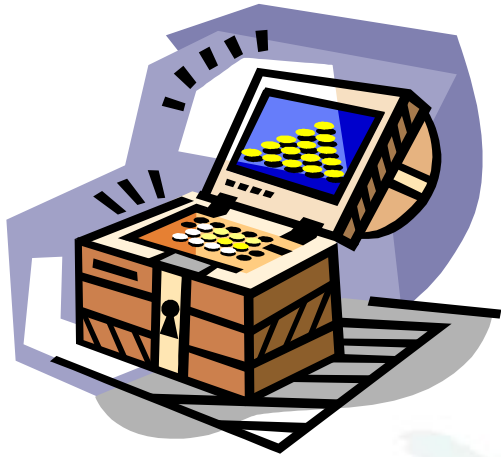
www.nwpp.ie

www.greenbusiness.ie

www.greenhospitality.ie

www.ecocert.ie





Thank You

k.phillips@epa.ie