




EPA Funded Research  

Pilot programme for establishing a regional eco-business recognition mark

Noel Duffy  
Clean Technology Centre

Macroom & hinterland


Any business





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Background

**ÖkoBusinessPlan**  
Wien









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**ÖkoBusinessPlan**  
Wien



- A local authority “eye-opening” initiative – help business to help themselves
- Quality approved consultants give approved courses to groups of companies
- The companies improve, documenting their improvements
- The reports are submitted for review by an Advisory Board
- Annual Award














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**ÖkoBusinessPlan** Key-points  
Wien

- Performance focus
- Award based on relative improvement, not absolute achievement
- Business encouraged to share
  - Training groups
  - “Club” meetings
  - Newsletters
- Based on environmental management system approach, but not focused on certification of EMS
- Business must help themselves – a “hand-up”, not a “hand-out”









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**Macroom e**  
ENVIRONMENTAL INDUSTRIAL PARK LTD.

- Macroom Environmental Industrial Park Ltd.
- An initiative of the local authorities and enterprise boards
- Business centre
- “Eco” industrial estate
- Many projects
- www.macroom-e.com





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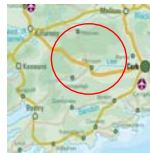


- Sector specific recognition mark – originated with CTC in Cork, now wider afield
- Originally staged
  - Waste
  - Waste & energy
  - Waste, energy & water
- Graded: bronze, silver, gold



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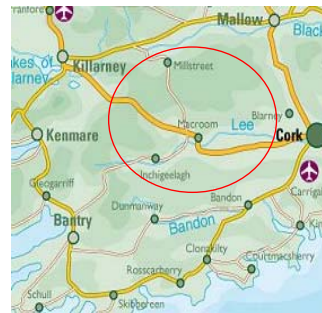
## From Vienna ..to.. Macroom



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## Area of Study



Radius of 15 miles

Distance to			
Ballyourney	Milstreet	Ovens	Coachford
9.78 miles	13.15 miles	15.83 miles	8.52 miles

Distance to	
Bandon	Blarney
18.33 miles	20.40 miles

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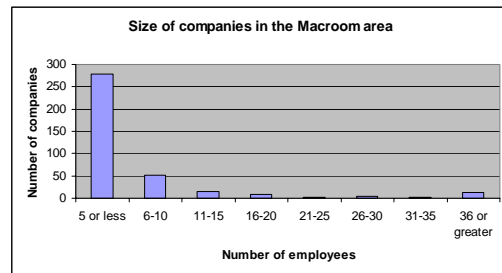
## Company Types

- Lack of manufacturing industry – closed in recent years
- Services based: **112**
  - Hotels & Restaurants, Schools
  - Banks, Insurance and financial services
- Construction/Contractors: **75**
  - Contractors, Builders
- Other: **56**
  - Road Haulage, Plant Nurseries
- Shops: **35**
- Veterinary/ Agriculture: **21**
  - Vets, Animal Feed
- Food: **12**
- Not Stated: **70**

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## Company Size



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## Outlook of programme

- Focus on performance, assessed against criteria
- Award based on achievement and, to a lesser weighting, improvement
- Based on environmental management system approach, but not focused on ISO certification of EMS
- Business encouraged to share experiences – locally based

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## Current Model

- **3 levels** of achievement
- **Minimum** requirements
- **Medium level** - actively pursue an environmental improvement programme.
  - the potential areas for improvement and savings should have been identified
  - a plan developed and progress towards targets made
- **Highest level** – requires the achievement of environmental goals as established during the programme. It will also reward best practice within any given sector.
- Auditing against criteria is separate to support

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## Benefit to business

- Ability to identify opportunities
  - Reduced resource use
  - Improved cost performance
  - Improved environmental performance
- Better legal compliance
- Exchange of knowledge
- Recognition / prestige
- Staff awareness & motivation

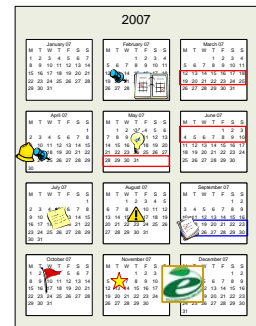


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## Schedule

- Gather data
- 1<sup>st</sup> visit
- More internal review
- 2<sup>nd</sup> meeting
- Prepare improvement ideas
- Pre-review
- Internally apply workplan
- Review
- Adjust (if needed)
- AWARD



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## Supports

- Group training, visits
- *General questionnaire*
- *Legislation questionnaire*
- *Workbook*
- *Metrics spreadsheet*



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## Criteria

- Energy
- Waste
- Water
- Environmental improvement programme
- Team and leadership
- Legislation compliance
- Policy
- Training & communication
- (Indicators generation)
- (Transport & packaging)



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*It's not rocket science!*



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*It's not the greatest thing since sliced bread!*



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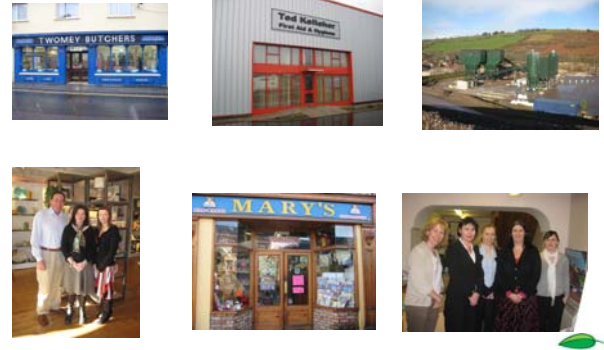
### It is the sum of small things!



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### Some examples



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### Twomey's Butchers



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### Material recycling



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### Reusable packaging



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### Energy saving



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### Staff transport



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### Rainwater recovery



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### Quinlan's craft shop



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### CFL showcase lighting



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### Cardboard recycling & reuse



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### Kelleher's First Aid



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### Sunlight is free



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### Packaging reuse



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### Electricity



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### Mary's Toymaster



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### Recycling



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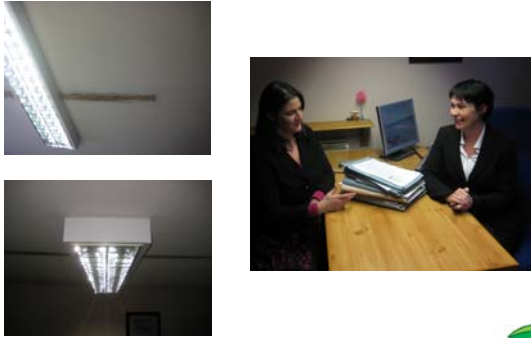
### O'Mahony Walsh



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### Improved energy use



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### John A Wood



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### Energy



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### People



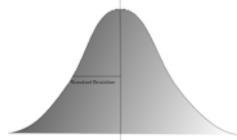
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### Lessons

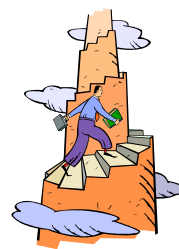
- Training material must be more “workbook” arranged
- Waste > energy > water
- “Transport” is a challenge
- Money for improvements does not grow on trees
- Facilitation
- Participants



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### Step by step achievement



“Solid”, generally applicable approach, being refined in 2<sup>nd</sup> year



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