

Three teal squares of varying shades, arranged horizontally.

ResourceWise 2011

Radisson Blu St. Helen's Hotel

Dublin, 1st June

Three teal squares of varying shades, arranged horizontally.

A link to the presentations from the day will be available in the next few days at: <http://www.nwpp.ie/>



The role of Waste Prevention and Resource Efficiency in Irish businesses

Neil Walker, Head of Energy and Environment Policy

ResourceWise 2011



Irish businesses are increasingly “going green”

- Why?
- Which sectors?
- IBEC’s role in assisting
- Some thoughts on future waste policy



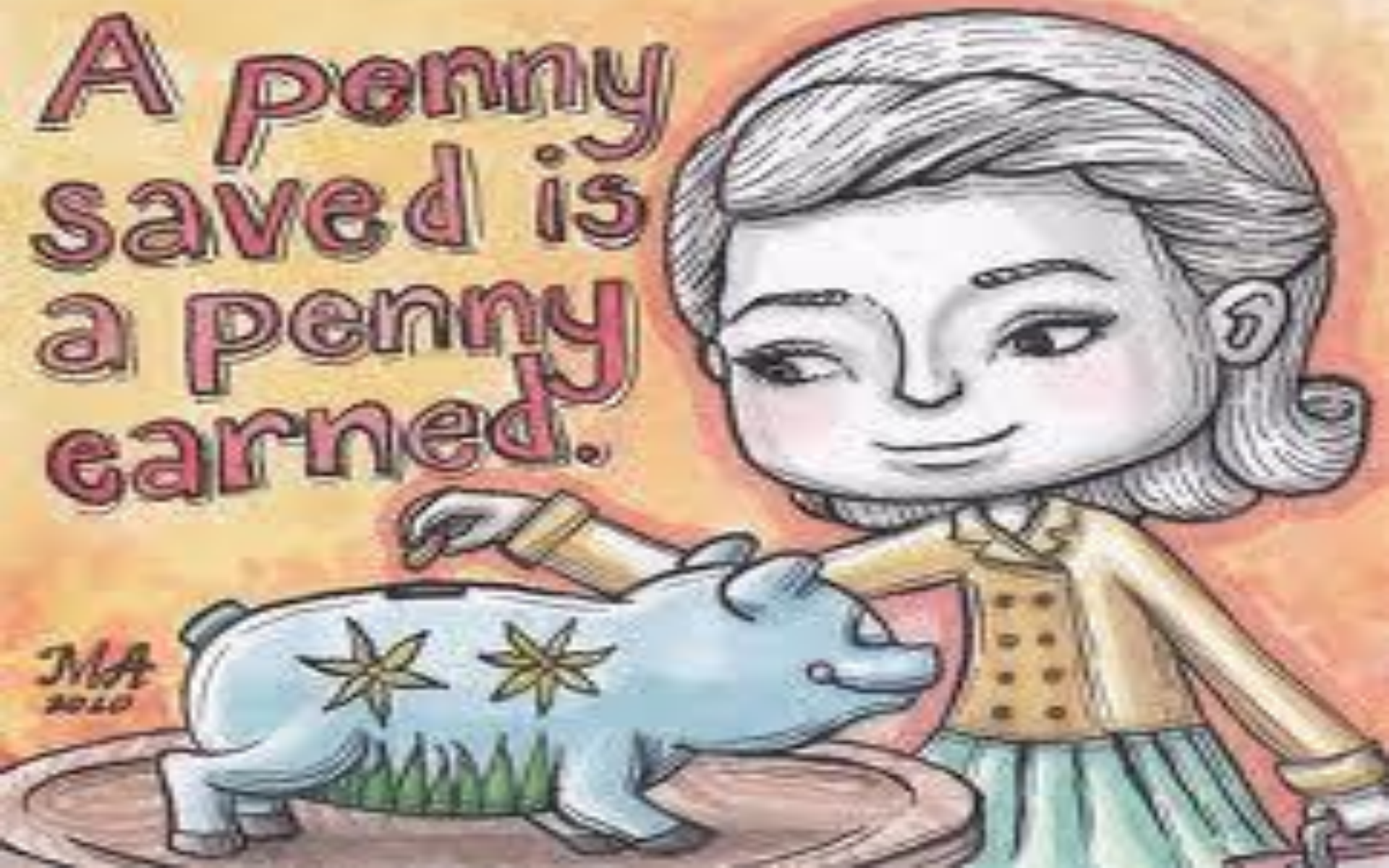
**Progressive businesses
in Ireland are “doing well
by doing good”**

Resource efficiency as *enlightened self-interest...*



... is an old idea...

A penny
saved is
a penny
earned.



... embedded in modern management practices



RESPONSIBLE CARE
OUR COMMITMENT TO SUSTAINABILITY

Irish Business and Employers Confederation



Efficiency savings go straight to the bottom line

Base case	€000
Sales	1000
Cost of goods	600
Gross profit	400

€100K increase
in sales volume



Base case	€000
Sales	1100
Cost of goods	660
Gross profit	440

€100K reduction
in cost of goods



Base case	€000
Sales	1000
Cost of goods	500
Gross profit	500

Resource conservation can be part of the sales effort...



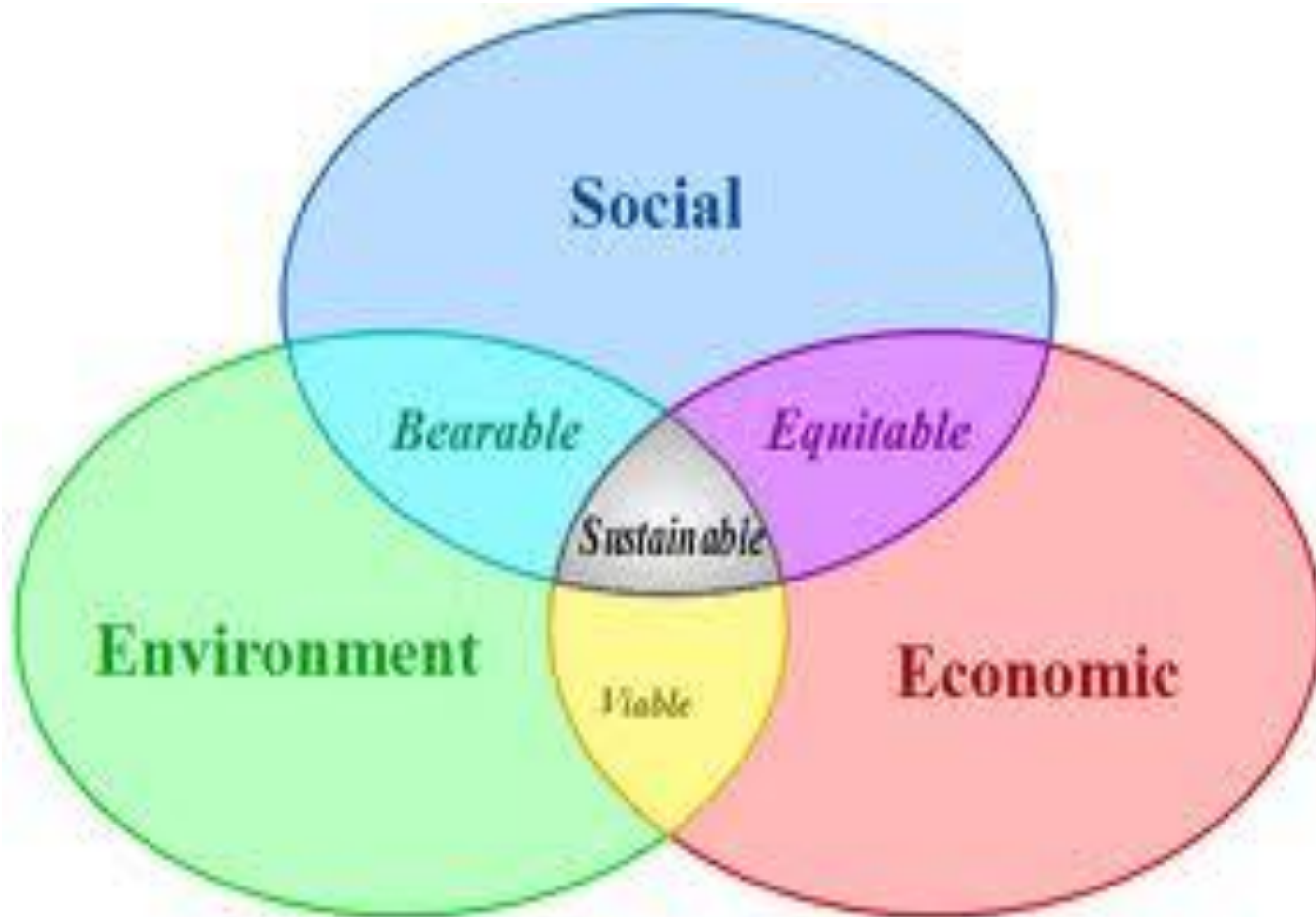
Comhshaol, Pobal agus Rialtas Áitiúil
Environment, Community and Local Government

Draft for Public Consultation

National Action Plan on Green Public Procurement

*Department of the Environment, Community and Local Government,
2011*

... and of the Corporate Social Responsibility programme



It can even inspire new business opportunities

In a flash...

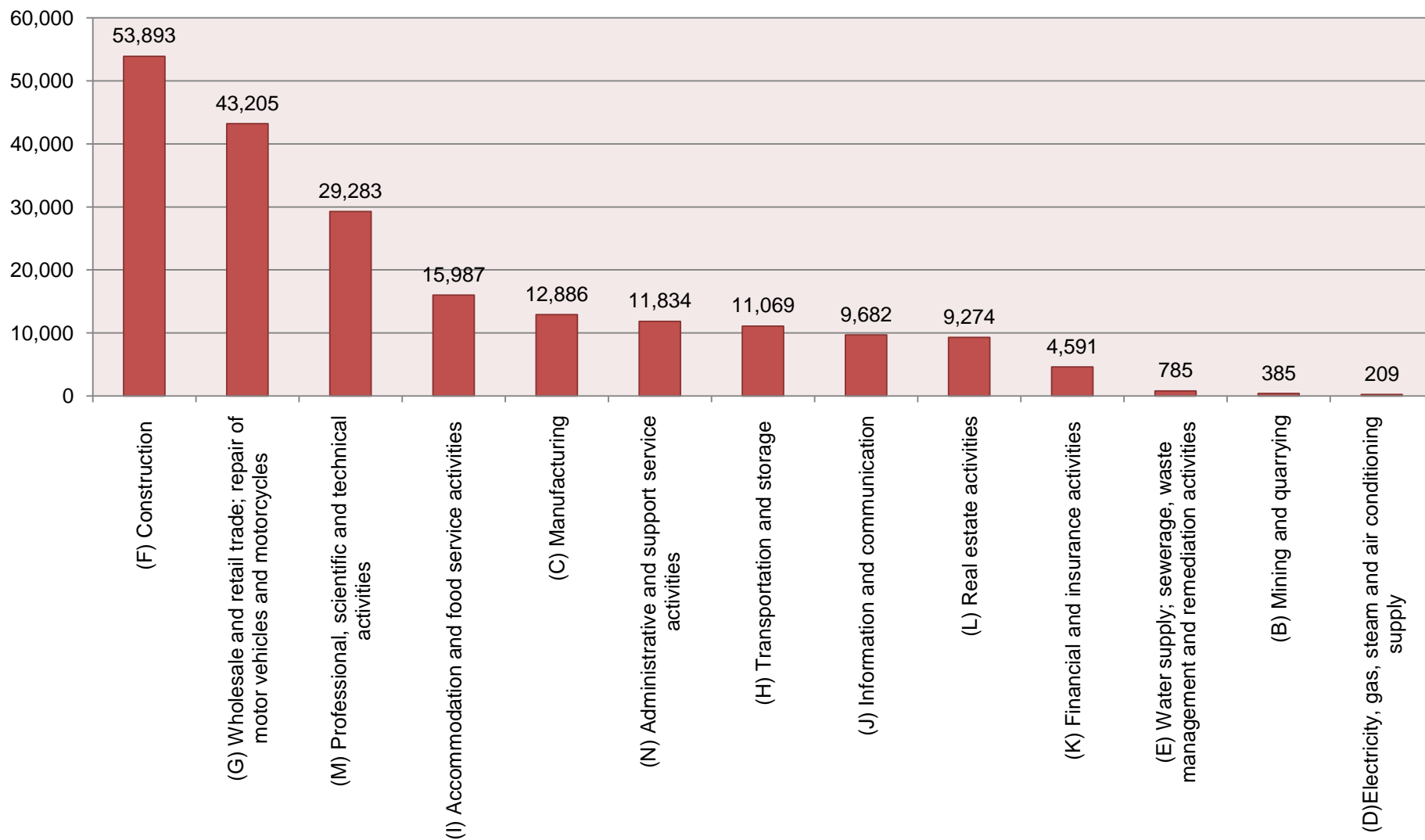
**Trash to
cash!!**



Businesses gaining from involvement in the EPA National Waste Prevention Programme?

Economy in recent years weighted towards construction

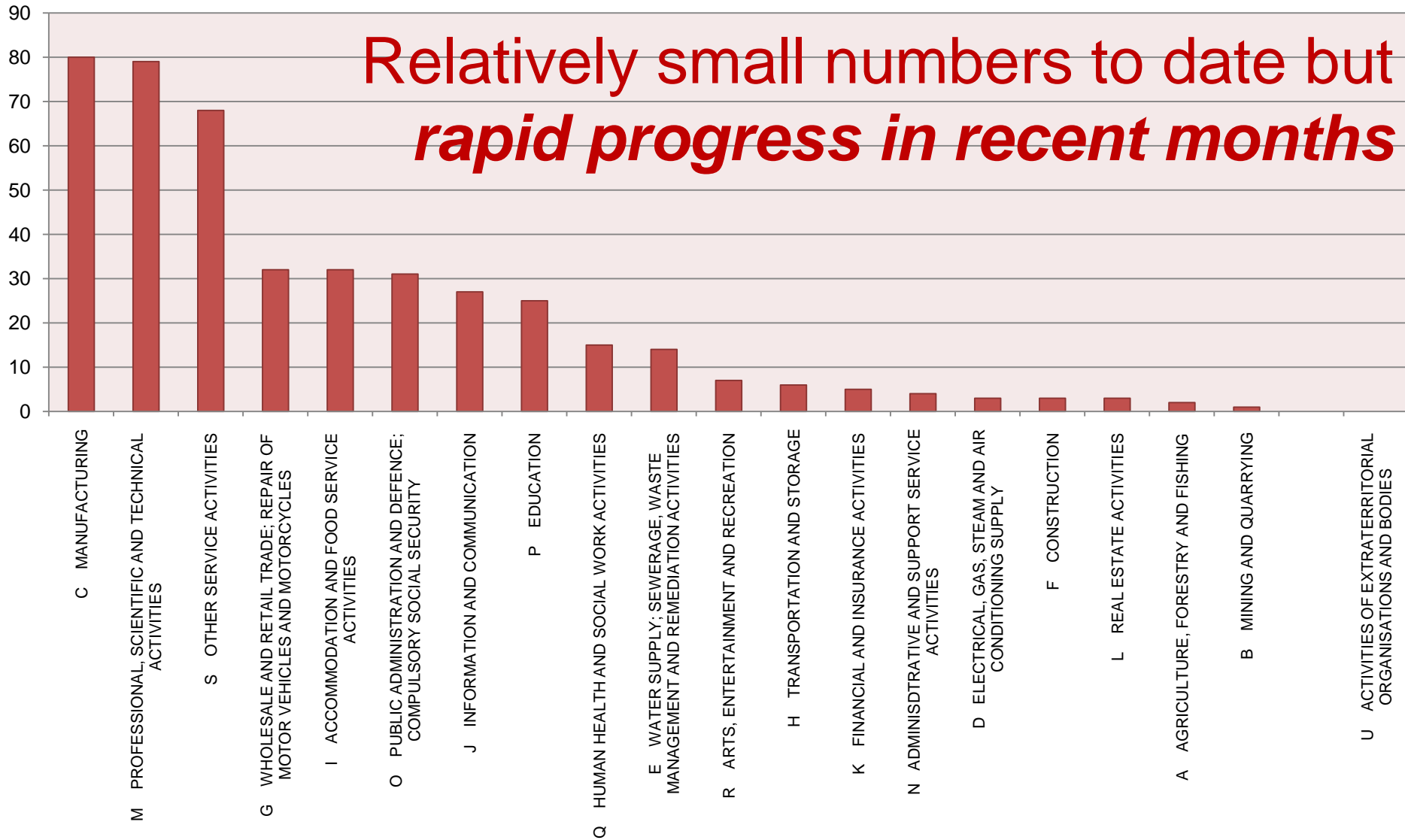
Number of Companies in Ireland by sector 2008 (*CSO)



A quite different sectoral mix in the NWPP

Companies Registered with Greenbusiness.ie by Sector

Relatively small numbers to date but
rapid progress in recent months



The top twelve savings in 2011 (to date)

€208,000 per site visited!

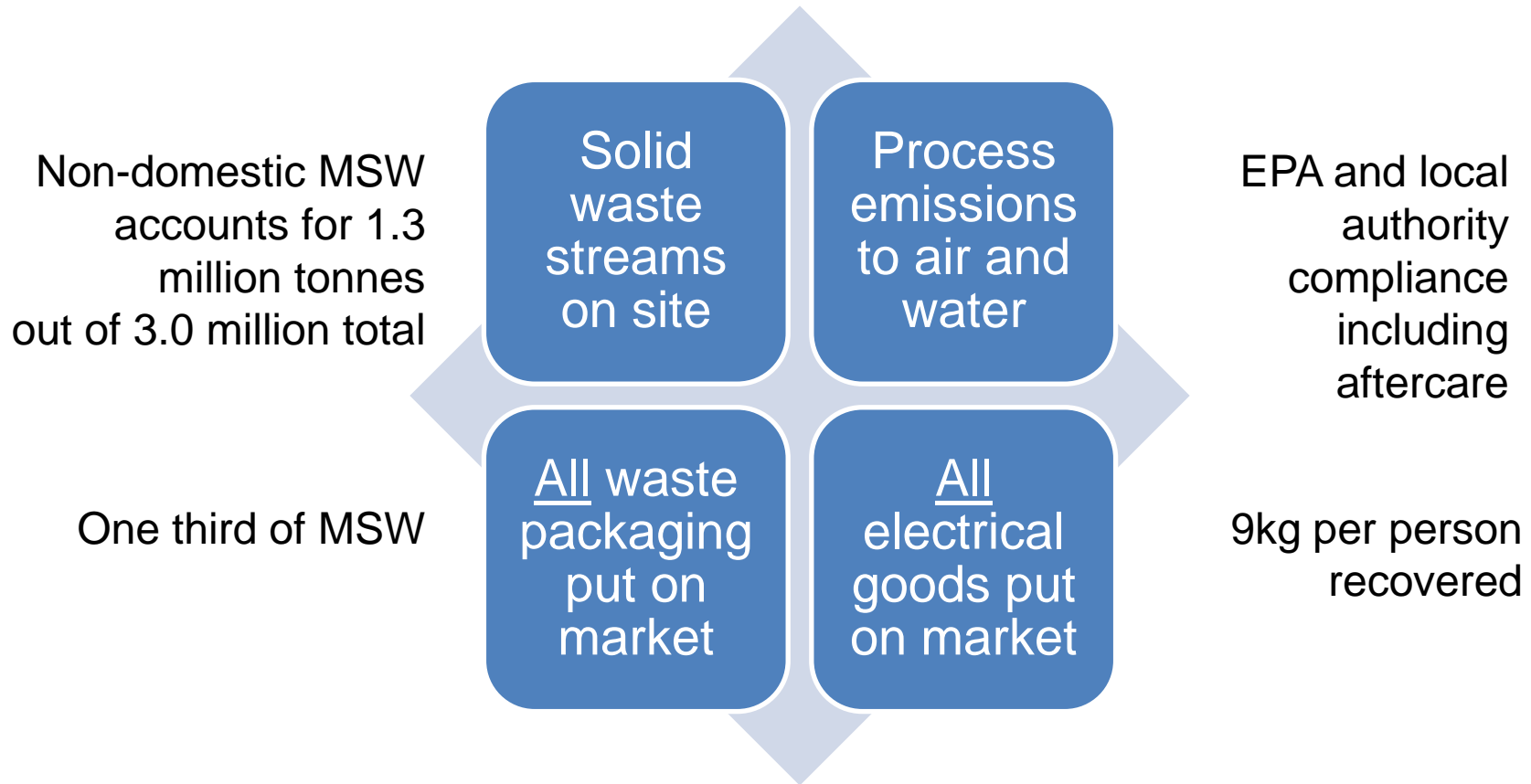
**Primarily from better
management
of raw materials
(especially in food)**

IBEC support for Waste Prevention Programme

- **Green Business Executive** (Fintan O'Connell)
 - Regularly speaking at or organising events
 - Recent mail-shot to circa 1000 Chief Financial Officers in our member organisations
- **Environment Policy Committee** (Conor Gouldsbury)
 - Recently-established waste and water working groups
- **Energy Policy Committee** (Erik O'Donovan)
 - Co-operation with SEAI on promotion of efficiency and clean-tech innovation

Business sector perspective on existing and impending policy initiatives

Producers are aware of their extended responsibility



Compliance with EU targets has been good...

- 60% recycling target for waste packaging was comfortably exceeded
 - *Despite* the lack of indigenous processing
- Per capita volume of recycled WEEE remains well above the EU average
 - *Despite* sharply falling sales volumes and financial distress for electrical retailers

... but need to ensure **choice** and **value for money**

- Transparency and accountability to ensure efficient disbursement of funds by (some) compliance schemes
 - Remember, it's their members' money!
- Un-met demand for alternative options in waste packaging compliance
- Proposed *Packaging Levy* – a stealth tax??

Thank you