

# DEVELOPING A GREEN ENTERPRISE

A guide, for businesses and institutions,  
on supports available in Ireland for  
developing resource efficient practices.

In addition to its positive environmental impacts, most organisations are aware of the financial, customer loyalty and sustainability benefits of implementing a ***Green Business*** strategy.

Assistance in the development and implementation of ***Green Enterprise*** initiatives is available from a number of agencies in Ireland. This guide provides an overview of the key state agencies involved and the programmes and assistance they offer.



### Purpose of Guide

Companies are becoming increasingly aware of the financial savings and competitive advantage that arise from adopting an environmentally sustainable and resource-efficient approach to their business. The increasing demand from consumers and clients for “green” and sustainable products and services also provides new opportunities for enterprises to meet customer needs.

Supports for business and institutions in the development and implementation of Green Business strategies are available from a range of state agencies in Ireland. This guide provides a **brief overview of services and supports** available from the four principal agencies active in this area: the Sustainable Energy Authority of Ireland, the Environmental Protection Agency, Enterprise Ireland and IDA Ireland.

Its development follows from a recommendation of the Government’s *High-Level Action Group on Green Enterprise*, supported by Forfás, the Department of Enterprise, Trade and Innovation and the Department of Communications, Energy and Natural Resources, to work towards offering an integrated suite of efficiency programmes across agencies.

The purpose of this guide is to provide information on where a business or institution can go for support and assistance in implementing environmental resource efficiencies – depending on whether the client is a large or small enterprise, a multi-national, or a public institution/facility. The four agencies cooperate to provide integrated eco-efficiency support services appropriate to business or institutional needs.

## What is Eco-Efficiency?

In the context of this document the concept of eco-efficiency – or environmentally sustainable business practices – comprises four elements:

- Water Conservation,
- Waste Prevention,
- Energy Efficiency,
- and
- Clean Technology.

There is ample accounting proof that good environmental practices make good business sense: **being resource efficient saves you money.**



## Energy Efficiency

Sustainable energy management for businesses and institutions encompasses, energy mapping, awareness, behaviour management, technology choice, Combined Heat and Power (CHP) fit, potential for renewable sources at a facility, insulation, building zone management, demand management, machinery and equipment service and repair programmes, lighting design, etc.

## Clean Technology

Clean technology involves design and operation of your activities/services such that emissions are minimised. It also involves the selection of processes and operational practices that would eliminate or minimise the use of harmful substances, or that would be more eco-efficient (i.e. consume less energy, raw materials, etc).

## Water Conservation

This operational good practice involves managing water use in such a way that conserves this valuable resource. Examples of the sort of initiatives employed would include water metering, leak detection, pump balancing, water recycling, rainwater harvesting, use of 'grey' water in processes where possible, etc.

## Waste Prevention

This aspect entails the configuration of your operations so as to minimise the waste generated, as well as such operational matters as source separation of waste streams, identification of re-use or recycling options for residual materials, designing products to minimise materials and packaging use, designing products that can be easier to repair or recycle at end of life, etc.

### What are the potential benefits of improving Resource Efficiency?

- Lower operational overhead costs for Raw Materials, Energy, Water, and Waste Management
- Improved working conditions
- Less emissions
- Less impact on the environment
- Enhanced corporate & community image
- Better products
- Competitive advantage
- Marketing advantage
- Reproducibility of techniques and benefits over time and across business units
- Reduced liabilities
- Enhanced sustainability
- Patentable innovation opportunities
- Customer loyalty

## Sponsoring Agencies

The following section summarises the mission of the sponsoring agencies responsible for the "Green Enterprise" initiative, including introductory corporate information for the agencies providing the support services. These agencies are:

- Environmental Protection Agency
- Sustainable Energy Authority of Ireland
- Enterprise Ireland
- Industrial Development Authority Ireland

This guidance is published with the support of Forfás. Forfás is Ireland's policy advisory board for enterprise, trade, science, technology and innovation. Forfás' policy functions are to:

- Provide independent and rigorous research, advice and support in the areas of enterprise and science policy,
- Ensure the coherence of policies across the development agencies supporting enterprise,
- Evaluate enterprise policy interventions,
- Provide research and administrative support to independent advisory groups which currently includes the High Level Action Group on Green Enterprise.



**The Sustainable Energy Authority of Ireland (SEAI) is Ireland's national energy authority.**

- Energy demand management
- Large Industry Energy Network
- Energy advice, mentoring, assessment and training
- Sustainable energy product procurement
- Accelerated Capital Allowances
- Alternative energy deployment

[www.seai.ie](http://www.seai.ie)



**Enterprise Ireland (EI) is the government agency responsible for the development and promotion of the indigenous business sector.**

- Green Offer
- Assistance in implementing environmental/energy management systems, ISO 14001; EN 16001
- Assistance in improving the environmental performance of processes and products
- Carbon management strategies
- Ecolabels
- Green procurement
- Envirocentre.ie

[www.enterprise-ireland.com](http://www.enterprise-ireland.com)



**The Environmental Protection Agency (EPA) is a statutory body responsible for protecting the environment in Ireland.**

- the National Waste Prevention Programme (NWPP)
- Technical assistance on eco-efficiency assessments
- the Greener Cleaner Production Programme
- Local Authority Prevention Network (LAPN)

[www.epa.ie](http://www.epa.ie)



**IDA Ireland is Ireland's inward investment promotion agency.**

- Cleantech investment programme
- Environmental, Research Development and Innovation Grant
- Capital and Training Grant Schemes

[www.idaireland.com](http://www.idaireland.com)

## Green Business Supports

		Nature of Service	Multinational Industry	Indigenous Industry	Retail Sector	Hospitality Sector	Commercial & Institutional
SEAI	Large Industry Energy Network	Energy Management, Energy Efficiency, Energy Alternatives	✓	✓	✓		✓
	Energy Efficiency Fund		✓	✓	✓	✓	✓
	Energy Management (Tools & Resources)		✓	✓	✓	✓	✓
	Accelerated Capital Allowances & Triple E		✓	✓	✓	✓	✓
	Advice, Mentoring & Assessment		✓	✓	✓	✓	✓
EPA	Cleaner Greener Production Programme	Clean Technology	✓	✓	✓	✓	✓
	Green Business	Eco-Efficiency*	✓	✓			✓
	Green Hospitality Award Scheme	Eco-Efficiency*				✓	
	Local Authority Prevention Network	Eco-Efficiency*		✓	✓	✓	✓
	Green Retail	Eco-Efficiency*			✓		
EI	Research Development & Innovation Support	Clean Technology		✓			✓
	Green Offer	Clean Technology, Environmental Management Systems, Eco-labelling, Carbon Management		✓			
	EnviroCentre.ie	Information / Advice	✓	✓	✓	✓	✓
IDA	Research Development & Innovation Support	Clean Technology & Eco-Efficiency*	✓				
	Capital & Training Grant		✓				
	Clean Tech Support		✓				

\*Eco-Efficiency – Waste prevention & minimisation, water conservation, clean production, energy efficiency

The SEAI has a vision of making Ireland a recognised leader in sustainable energy: a society that is fully engaged in the sustainable energy agenda, and an economy fully exploiting the global opportunities in clean, low carbon solutions. SEAI's mission is to play a leading role in transforming Ireland into a society based on sustainable energy structures, technologies and practices.

The role of SEAI is to:

- Support Government decision-making through advocacy, analysis and evidence
- Drive demand reduction and provide advice to all users of energy
- Drive the decarbonisation of energy supply
- Raise standards in sustainable energy products and services
- Build markets based on quality, confidence and proven performance
- Foster innovation and entrepreneurship
- Improve the coherence of Irish energy research and development

SEAI is mandated to promote and assist environmentally and economically sustainable production, supply and use of energy. One of SEAI's key strategic objectives is the delivery of energy efficiency actions that radically reduce energy intensity and usage.

### Energy Demand Management / Energy Efficiency Programmes

SEAI works alongside businesses to assist them in reducing their energy usage, cutting costs and achieving environmental benefits.

- For SMEs, SEAI implements energy demand management programmes and provides free, one-to-one advice and mentoring from SEAI's specialist energy advisors.
- For large industry, the SEAI has established a Large Industry Energy network and Energy agreements programme, where members commit to energy management based on the EN16001 standard. Members also have access to networking events, sharing and reporting of information and best practice information with a focus on replication. SEAI also delivers tailored training courses in partnership with trade bodies, corporate groups and energy suppliers.

- SEAI is assisting in the delivery of the National Energy efficiency Fund that targets businesses and public sector, to inform and encourage the early development and adoption of new delivery models, and to enable the effective delivery of projects in the public and private sector.
- SEAI provides a range of services to businesses in achieving energy efficiency: ranging from the Accelerated Capital Allowance – a tax incentive, for companies paying corporation tax, that aims to encourage investment in energy efficient equipment – to site assessments, energy management training and best practice support.
- From a renewable energy deployment perspective, SEAI is responsible for delivering a Combined Heat & Power (CHP) Scheme, a Better Energy Homes Scheme for residential users, and a Renewable Heat Deployment Programme for the commercial sector.
- At a residential level, SEAI delivers the Better Energy Homes Scheme and Warmer Homes Scheme.

### Sectors Supported

SEAI is working to reduce energy usage and improve efficiency across the public, commercial, private and residential sectors. For more information see the contact details given below.

### Contact SEAI

[www.seai.ie](http://www.seai.ie)  
and  
[www.seai.ie/Your\\_Business/](http://www.seai.ie/Your_Business/)

E: [business@seai.ie](mailto:business@seai.ie)  
T: 01 808 2087





The Environmental Protection Agency's (EPA) mission is to protect and improve the natural environment for present and future generations, taking into account the environmental, social and economic principles of sustainable development.

To meet this challenge the EPA has articulated six environmental goals:

- Limiting and adapting to climate change
- Clean air
- Protected waters
- Protected soil and diversity
- Sustainable use of natural resources
- Integration and enforcement

The EPA ensures there is solid information on environmental trends so that necessary actions are taken. It aims to be a powerful agent for change that puts environmental issues at the heart of decision-making. The EPA's priorities are protecting the Irish environment and ensuring that development is sustainable.

The EPA advocates sustainable consumption and production as an essential contribution to an enduring economy and society. It advocates a resource efficiency model through the avoidance of wastage of energy, water or material resources, most especially where these resources are not renewable. Prevention of waste and resource efficiency will reduce costs, improve competitiveness and encourage the adoption of cleaner processes, products and services. In other words, prevention has an important contribution to make to the development of a cleaner, greener smart economy in Ireland.

### Environmental Supports Provided

- Through its National Waste Prevention Programme the EPA offers free technical assistance in relation to eco-efficiency assessments of business, service and institutional activities with a particular emphasis on a sectoral approach (e.g. hospitality, retail, healthcare, etc) or issue approach (e.g. packaging, high-risk substances). These assessments enable individual businesses and institutions to immediately identify opportunities for efficiency gains within their area of operations.

- The EPA's Cleaner Greener Production Programme (CGPP) grant scheme is available to any business or institution located in the State and supports cleaner technology and resource efficiency initiatives.
- The EPA Local Authority Prevention Network (LAPN) aims to enable local authorities to actively pursue resource efficiency programmes in partnership with businesses, public organisations and communities in their functional areas.

### Sectors Supported

The EPA managed National Waste Prevention Programme (incorporating the Local Authority Prevention Network) resources efficiency supports and advice services are offered to all sectors of industry, business, leisure and institutional activities.

The CGPP Programme is particularly aimed at the production and service sectors. The majority of funding available for these programmes goes towards free assistance in the form of environmental reviews, advice, guidance, mentoring, knowledge support, and research. The CGPP programme does include options for capital cost allowances.

### Contact EPA

[www.epa.ie/whatwedo/resource/](http://www.epa.ie/whatwedo/resource/)  
and  
[www.nwpp.ie](http://www.nwpp.ie)

E: Resources Unit C/O [info@epa.ie](mailto:info@epa.ie)  
T: 053 916 0600



Enterprise Ireland is the government organisation responsible for the development and growth of Irish enterprises in world markets. We work in partnership with Irish enterprises to help them start, grow, innovate and win export sales on global markets. In this way, we support sustainable economic growth, regional development and secure employment. EI provides an extensive range of services, including funding where applicable, which are focussed on the following five areas of activity:

- Achieving export sales
- Investing in research and innovation
- Competing through productivity improvement
- Starting up and Scaling up
- Driving regional enterprise

As part of helping clients achieve improved competitiveness and export growth, the Enterprise Ireland Environment and Green Technologies team helps companies to incorporate sustainable practices into the day-to-day running of their business. Better environmental performance leads to improved resource efficiency and direct cost savings and can also increase access to customers who are increasingly demanding more environmentally friendly products and services.

Sustainability is a key requirement for successful business development. The implications of sustainability are changing the competitive landscape and reshaping the opportunities and threats companies face. Sustainability is a smart business strategy and can help companies increase profits. The main drivers are increased environmental related legislation, consumer demand and supply chain pressures. Large organisations, both public and private are engaging suppliers across the value chain in efforts to procure more sustainably. This represents an opportunity for Irish companies to generate new revenue and increase competitiveness by developing ecoinnovative products and services and ensuring that they can manage their business in an environmentally sound manner.

### Environmental Supports Provided

Enterprise Ireland's Green Offer is designed to encourage companies to examine how they can integrate more sustainable practices into the everyday running of their business. Financial support is available

- To implement environmental standards (e.g. ISO 14001; EMAS; EN 16001)
- To improve the environmental performance of processes and products

- To develop a carbon management strategy (including carbon footprinting)
- To attain a recognised environmental label (e.g. Ecolabel, Environmental Product Declaration)

The support is not limited to these categories. Process improvements or examining new technology options may be considered under feasibility or consultancy headings on a case by case basis.

Capital funding may be available for energy related projects under specific circumstances.

Envirocentre.ie is an environmental portal providing Information, databases, advice and other support services in a range of environmental areas including:

Waste management; recycling; green procurement; environmental law; environmental licensing; Environmental Management Systems (EMS); eco-efficiency; REACH (EU chemicals Directive); climate change/energy and ecodesign.

### Sectors Supported

The main emphasis is on Irish indigenous industry with a particular focus on small to medium size enterprises.

### Contact EI

[www.enterprise-ireland.com](http://www.enterprise-ireland.com)  
[www.envirocentre.ie](http://www.envirocentre.ie)  
E: [envirocentre@enterprise-ireland.com](mailto:envirocentre@enterprise-ireland.com)  
T: 01 727 2358

Environment & Green Technologies Department  
E: [greentech@enterprise-ireland.com](mailto:greentech@enterprise-ireland.com)  
T: 01 727 2480



IDA Ireland works with foreign companies to secure new investment and collaborates with existing foreign investors in Ireland to help expand and develop their businesses. IDA Ireland provides a creative response designed to foster Ireland as a global location of choice for international business.

The IDA strives to win for Ireland, its people and its regions, the best in international innovation and investment so as to contribute to the continued transformation of Ireland to a world leading society which is rich in creativity, learning and personal and social well-being. IDA Ireland works in partnerships with other organisations to enhance the best of Irish capabilities and talents and match them to the best of global investment. At national level, IDA Ireland works closely with officials of Government Departments and State Agencies.

At local level, IDA Ireland works closely with Local Authorities, Educational Establishments, and a wide range of Local Organisations/Public Representatives to develop the local environment necessary for attracting new investment.

Rising energy prices, growing awareness of the consequences of climate change and the increased demand for greener and more environmentally sustainable goods and services has generated a major demand worldwide for technologies that allow goods and services to be produced in a suitable manner that reduces the use of increasingly expensive fossil fuel based energy and is much more environmentally friendly.

Cleantech investment is an example of an IDA Ireland strategy that recognises that with the availability of abundant renewable resources, advances in electricity and internet infrastructure, and the transparent regulatory environment, Ireland can become a world leader in the testing, development and commercialisation of new clean technologies.

### Environmental Supports Provided

IDA Ireland can, on a selective basis, offer assistance to Irish based foreign direct investment operations in the area of improving the eco-efficiency of their business. These supports are administered through its Environmental, Research Development and Innovation Grant (RD&I), Capital and Training Grant Schemes.

IDA Ireland plays a leading role in RD&I development by providing funding support for suitable projects and by identifying other supports available from partner organisations such as Enterprise Ireland (EI), Science Foundation Ireland (SFI) and Sustainable Energy Authority Ireland (SEAI).

### Sectors Supported

IDA Ireland focuses exclusively on the promotion and development of high-quality foreign direct investment (FDI) in Ireland, in the manufacturing and international services sectors.

### Contact IDA

[www.idaireland.com](http://www.idaireland.com)  
E: [idaireland@ida.ie](mailto:idaireland@ida.ie)  
T: 01 603 4000

[www.idaireland.com/ida-ireland/existing-clients-grants/](http://www.idaireland.com/ida-ireland/existing-clients-grants/)

