



The ecoSMARTER programme

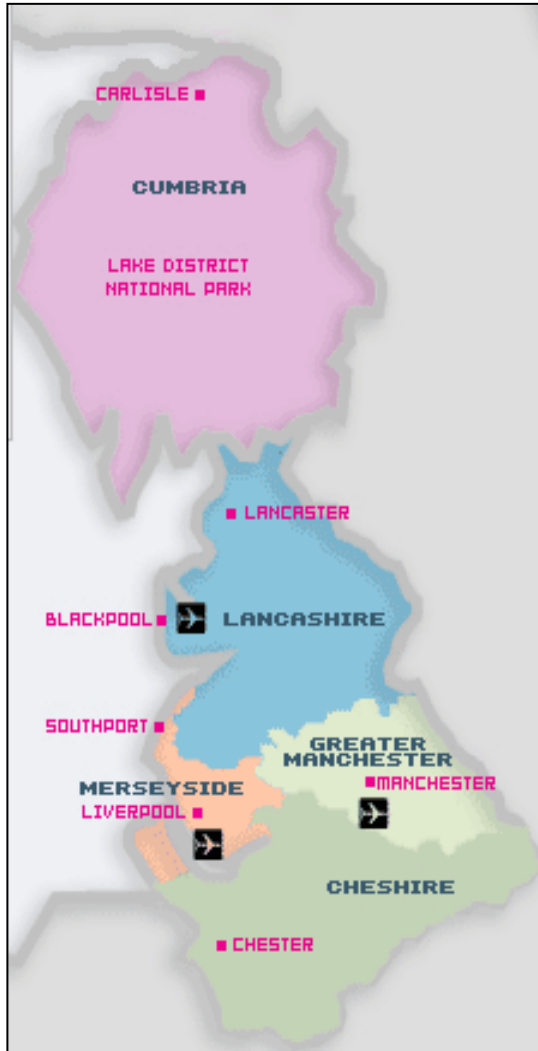
How it can benefit your business

Caroline Riley

Senior Environmental Manager



The ecoSMARTER programme



- Provides sustainability support to micro-SMEs in the North West to cut energy bills and help measure carbon footprint
- Delivered as part of North West European Regional Development Fund programme
- To qualify as a micro-SME you must have:
 - fewer than 10 employees
 - an annual turnover of less than £1.8 million.



What people are saying about ecoSMARTER

"Massive energy price hikes are hitting small businesses at the worst possible time. A project like ecoSMARTER will support hard-pressed businesses to cut cost off the bottom line and become greener"

Peter Davys,

National Councillor for the Federation of Small Business in the
North West



Headline Benefits for SMEs

- ***£ savings*** – on average, businesses cut energy bills by 16% following the ecoSMARTER intervention
- ***Recognised environmental certification*** – businesses will receive the Carbon Smart blue certification, recognised across the UK within the public and private sectors as evidence of environmental excellence
- ***Networking with like-minded North West SMEs*** – opportunities to make connections with hundreds of businesses across the North West that are taking part in the project and share best practice.



The benefits of ecoSMARTER

- Reduce operating costs
- Increase consumer confidence
- Win business



- Manage risk – keep up to date with legislation
- Promote reputable green credentials
- Receive free support
- Engage people and attract the right employees
- Network with other like-minded businesses
- Online monitor readings



How ecoSMARTER innovates?

ecoSMARTER is distinguished by four innovations:

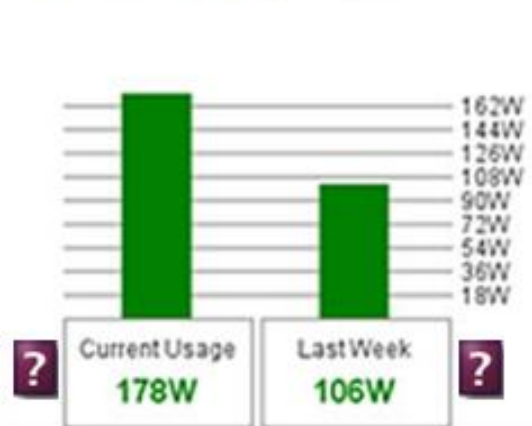
- **Measurement**
- **Coaching**
- **Collaboration**
- **Certification**





Measurement

Current Live Energy Usage



Cost Saving

Compared to your energy costs from last month we estimate this week you are spending:

+£3.96 ?

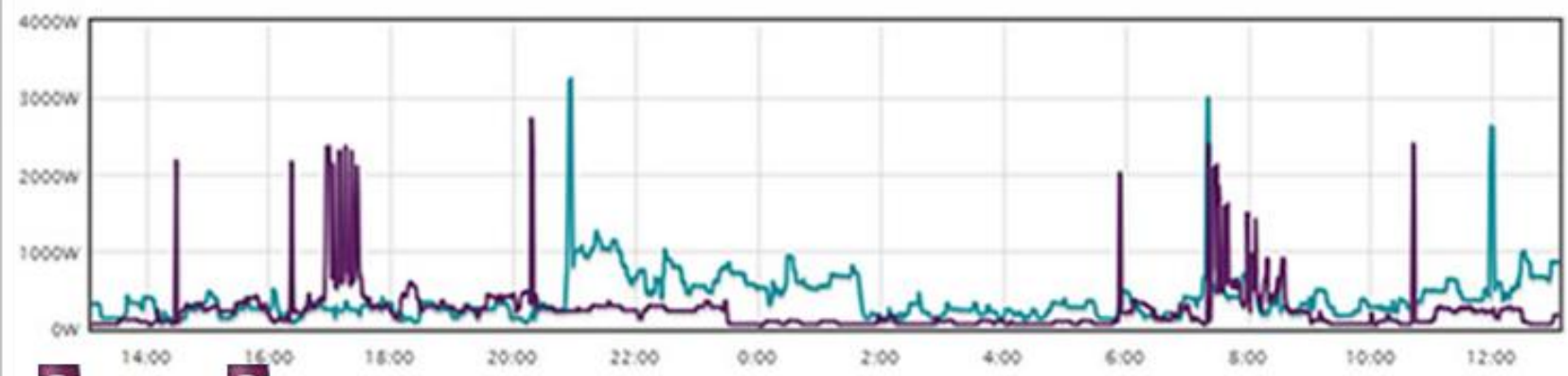
Savings This Week (last 7 days)

Currently any costings quoted are indicative. The method to calculate estimated savings/cost will be refined as the project progresses.

Usage so far this month



Energy Usage



Current Usage Values are the averages of other similar sized businesses



Motivational

- building enthusiasm and commitment to change
- knowledge sharing

Facilitating

- Energy measurement enables tailored action planning
- Sharing realistic learning experiences
- Supporting your business to find the best approach



Collaboration

- Bringing businesses together
- Engaging employees
- SMEs collaborating on activities
- Groups of SMEs forming through the online community





Certification

Businesses that successfully complete the programme will receive a Carbon Smart blue certification



- Clear, practical action
- Over 600 organisations have gone through the Carbon Smart process.
- Progress to silver and gold certification.



What is included in ecoSMARTER?

A free electricity monitor



A free Carbon Smart blue certification



An online community

- to **view** a record of your electricity consumption
- to **network** with other ecoSMARTER members



What is the process?





What are people saying?

"By reducing energy usage and bills for small businesses, this project can deliver key positive impacts on two fronts. Business support of this type will help to boost local economies while also protecting the environment"

Sir Howard Bernstein,
Chief Executive Manchester City Council and
Vice Chair of the Northwest European Regional Development Fund
Local Management Committee



Event



Thursday 8th December 2011

08:20am – 11:00 am

The Energy Hub, University of Salford

Visit the Energy Hub stand here today

To see Gary or Caroline and register for a free place at the Energy Hub ecoSMARTER event.



How do I join ecoSMARTER?

Contact Nick Uttley

Email: ecosmarter@carbonsmart.co.uk

Call: **0161 237 4630**

Thank You