

Inside this  
Issue

- Editorial
- News Update
- Environmental Markets
- Spotlight
- Regional Fora
- Upcoming Events

**EDITORIAL**

Welcome to the July/August edition of EnviroCentre News, the bimonthly newsletter from the EnviroCentre website. In this issue we will recap on some of the major environmental news stories of the summer months.

In our Spotlight section we will look at the area of Green IT and its implications for energy efficiency. Details of upcoming events/seminars are also outlined in this issue.

Please feel free to forward this issue to a colleague and let us know if there are any topics you would like covered in future issues, or any news items or events your company may like included.

**NEWS UPDATE**

- National Green Awards target Irish businesses
- New regulations clear way for producer-funded recycling of waste batteries
- Irish company signs exclusive three-year multi-million dollar licensing deal for ultra-high efficiency, low-cost boilers
- European Chemicals Agency launches newsletter

**National Green Awards Target Irish Businesses**

Minister for the Environment John Gormley TD has launched Ireland's first National Green Awards to celebrate the achievements of Irish businesses and organisations who are making substantial efforts to tackle the challenge of climate change. The awards offer businesses, individuals, organisations and communities across Ireland the opportunity to demonstrate what they are doing to help the environment. Entry forms are available at [www.greenawards.ie](http://www.greenawards.ie).

The Green Awards are sponsored by the Irish Independent and Greenstar, Ireland's leading provider of environmental, waste management and recycling services.

[\(Read full article\)](#)

**New Regulations Clear Way For Producer-Funded Recycling Of Waste Batteries**

It's all systems go for a new battery recycling scheme in Ireland following the making of new Regulations by Mr. John Gormley, T.D., Minister for the Environment, Heritage, and Local Government to transpose and implement a new EU Batteries Directive which comes into operation across the EU on 26 September next.

The Minister also announced that he had approved WEEE Register, the independent body established to manage producer registration under the current WEEE scheme, as the registration body for the new Directive.

From 26 September 2008, final users of waste batteries will be entitled to leave them back free of charge, either to retail outlets selling equivalent batteries, or other authorised collection points, including local authority civic amenity sites, from that date onwards. Retail outlets that sell batteries will be required to take waste batteries even where the person depositing the waste batteries doesn't purchase a new battery.

Workplaces and schools, subject to the agreement of local management, can also be designated as collection points. This is to maximise take back arrangements for members of the public by providing collection points in addition to those at retail outlets and local authority civic amenity facilities.

The Minister called on businesses and the public service to take a lead in providing space for receptacles storing waste batteries, as the achievement by Ireland of mandatory collection targets will be dependant on the number and accessibility of collection points. Producers will be responsible for the financing of the collection, treatment, and recycling and environmentally sound disposal of waste batteries. The targets to be met under the Directive are challenging: producers must collect 25% of what they place on the market by 2012 and 45% by 2016.

The Minister said that it is anticipated that the two current compliance schemes for WEEE recycling, WEEE Ireland and ERP would be seeking approval to operate as compliance schemes under the Batteries Directive.

The Regulations follow an intensive public consultation, which was initiated with the establishment of a Batteries Working Group. This group, a sub-committee of the WEEE Monitoring Group, which was established in July 2006, includes representatives of the battery industry, retailers, manufacturers, IBEC, SIMI, the waste management sector, local authorities and the EPA. The consultation included publication of draft regulations in January 2008. A summary of the various suggestions made will be published on the Department's website at [www.environ.ie](http://www.environ.ie) . ([Read full article](#))

### **Irish company signs exclusive three-year multi-million dollar licensing deal for ultra-high efficiency, low-cost boilers**

New York-based First Pellet Boilers (FPB) and Ireland-based Gerkros Boilers have joined forces to bring a competitive new choice to U.S. consumers for carbon-neutral, ultra-high-efficiency, low-cost home heating solutions.



In a three-year licensing deal, worth up to \$40 million, Gerkros selected Irish-owned FPB as its exclusive U.S. distributor to market the company's award-winning "Woodpecker" renewable-energy heating solutions. Already demonstrating remarkable efficiencies in Ireland, the "Woodpecker" represents a new-generation heating solution—fueled entirely by recycled compressed sawdust—that will reduce home heating costs by up to 70 percent.

The deal was signed following an evaluation of the "Woodpecker" at OMNI-Test Laboratories, Inc. in Oregon, where the boiler underwent rigorous testing to ensure compliance with stringent U.S. performance criteria and safety regulations.

The “Woodpecker” offers an ultra-cost-efficient alternative to conventional oil and natural gas-driven boilers. It is fueled by inexpensive, recycled wood chips which, up to recently, were consigned to the country’s landfills. Now, this valuable raw material is encountering a second life in products like the “Woodpecker” and greatly reducing the cost burden associated with home heating. For instance, heating a 3,600 square foot home with a “Woodpecker” stove requires approximately three tons of pellets for an average winter season. At approximately \$325 per ton, the total cost of heating the home and providing hot water comes to under \$1,000.

For more than three decades, Gerkros has manufactured a range of boilers for the domestic Irish market and more recently for customers in Europe. Throughout that time, they have progressively refined the technology to offer greener alternatives to environmentally conscious customers. The “Woodpecker” represents one of the greenest products in their portfolio. With a 94 percent energy conversion rate, it rivals the performance of leading-edge fossil fuel-driven boilers, but at a fraction of the overall cost. Teaming up with FPB gives Gerkros access to a dedicated U.S. sales force and a comprehensive network of support staff throughout the U.S.

Assisting with the deal was [Enterprise Ireland](#), the Government Agency responsible for driving leadership and growth for innovative Irish companies in international markets. Enterprise Ireland’s Director for the Americas, Tom Cusack noted, "This is a very significant deal for Gerkros Boilers. I wish the company and their U.S. channel partners, First Pellet Boilers, every success as they work to achieve their goals in the fast-growing U.S. market."

With headquarters in Tipperary, Ireland, Gerkros Boilers has developed and delivered innovative home heating solutions for more than 30 years.

### European Chemicals Agency launches Newsletter

The European Chemicals Agency (ECHA) has launched its first newsletter. The bimonthly release is designed as a recurrent communication tool between ECHA and REACH stakeholders and authorities.



Over the coming years ECHA will remain the fastest growing EU body with a long list of regulatory tasks with tight deadlines set by the REACH legislation. Compared to previous chemicals legislation, REACH also implies a change in the mindset of industry and authorities.

ECHA can only achieve its objectives by closely involving and consulting all players and interest groups in its activities. The launch of the newsletter as an additional fits well into ECHA’s policy of openness and transparency – key values arising from the REACH legislation.

The agency hopes that the newsletter will provide useful and practical information to interested stakeholders. The publication is made available in PDF format so that it can be printed. [Download July/August ECHA Newsletter](#)

### ENVIRONMENTAL MARKETS

#### Limerick company wins lucrative contracts

Advanced Manufacturing Control Systems (AMCS) were one of three suppliers of waste management weighing and RFID tracking systems that were pre-qualified by the Council of Kristiansand, the 6th largest local authority in Norway, to provide waste management services. Concerned



about the level of service provided under their existing contract, the Council of Kristiansand decided to change suppliers. Of the 3 suppliers considered, AMCS proved best on implementation, project rollout, project organization, quality and price. With Enterprise Ireland's assistance, AMCS secured the Norwegian deal, a 6 year agreement worth €1 million. Enterprise Ireland's Stockholm office is currently working with the private waste operators and local authorities in Scandinavia to map out opportunities in the waste management sector

AMCS has also been contracted by Sita UK and Warwick District Council to provide their unique bin identification services. The contract, worth £75,000, has so far involved the supply and distribution of 75,000 microchipped bins assisted by AMCS' Routerman software. This onboard bin microchip identification system consists of a computer, integrated GPS and real-time data download and will provide the local authority with information relating to the type and number of bins that have been collected, as well as recording bins that have not been presented, contaminated bins and bins containing excess waste. As an added functionality, the AMCS system provides a digital map which ensures optimum route efficiency. The systems can also indicate where assisted collections are necessary and facilitates instant messaging to the collection crews.



### **Enva Environmental expand British operations**

Enva Environmental Ltd., through its parent company DCC Environmental, now occupy a strong position in the British recycling and waste management industry through its 50 per cent shareholding in the William Tracey Group and its 90 per cent subsidiary Wastecycle. William Tracey is Scotland's leading recycling and waste management company. The business manages a number of fully integrated facilities to treat, recover and dispose of a wide range of waste, including the manufacture of recycled products. Wastecycle is a leading recycling and waste management company based in Nottingham, England. DCC Environmental's subsidiary, Enva, is the leading hazardous waste treatment business in Ireland. The business operates four Environmental Protection Agency licensed waste facilities in the Republic of Ireland and two Environment Heritage Service licensed waste facilities in Northern Ireland.

### **PT Technologies Europe wins major environmental award**



PT Technologies Europe, a Cork-based supplier to the aerospace, power telecom, and marine industries, is the first Irish recipient of the prestigious Materials Supplier Award for Outstanding Achievement from Airbus UK. Since winning a coveted three year multimillion supply contract last year, the firm has succeeded in reducing Airbus UK's previous annual spend on surface cleaning wipes by more than 25%. This is all the more impressive as PT Technologies has also assisted Airbus UK to reduce Atmospheric Emissions and Personnel Exposures.

A well-established global manufacturer of environmentally responsible industrial solvent cleaning products, PT Technologies Europe has been instrumental in introducing impregnated solvent wipe cleaning systems to the European market. The company also manufactures antibacterial hand cleaning wipes, cable pulling lubricants and network installation consumables. PT Technologies has been providing solvent cleaning solutions for the aerospace, power and telecommunications industry since it was established in 1995. Last year also saw it introduce cleaning products for the marine leisure industry.

While making the award in the presence of the Ministers of State for the Department of Enterprise, Trade & Employment, Michael Ahern TD and Billy Kelleher TD; Steven Peers, Airbus UK, said:

"Our manufacturing teams use thousands of wipes a day for removing marks and smudges on wing panels, and more specialized wipes for removing semi-cured sealant and grease. PT devised a process to recycle packaging & went one step further by developing special flat-packs that can be recycled, further reducing waste. We are delighted that PT Technologies has been pro-active in listening and then responding to our requirements, identifying cost-savings and improving our processes and safety."

PT Technologies Europe's relationship with Airbus has benefited and expanded as a result of the company's participation in Enterprise Ireland's Accelerator Programme, designed to assist indigenous Irish companies develop relationships with large European businesses.

### Wavebob Ltd. Join Forces With Major European Energy Co., Vattenfall AB



Wavebob Ltd., Ireland's leading wave-energy development company, has signed a research and development agreement with one of Europe's largest electricity providers, Vattenfall AB. The two companies will collaborate on bringing the prototype Wavebob device to readiness for a full-scale commercial wave farm. Wavebob Ltd. intends the device to be used at a later stage in a commercial wave farm off the west coast of Ireland.

Vattenfall AB is a Swedish State-owned energy company which is internationally recognised as being one of the most progressive power companies in addressing the issue of climate change.

The Wavebob is the first Irish device and one of only a handful worldwide to have successfully harnessed the energy of the ocean waves. At full scale, each Wavebob will be capable of producing in excess of a megawatt; enough electricity for over 700 homes. Andrew Parish, CEO of Wavebob Ltd. intends that a full-scale Wavebob will be in operation by 2010 and their first wave-farm will be up and running soon after. According to Parish, the Government's Ocean Energy Programme and their recent announcement of a guaranteed price for wave energy of €0.22cent/ KW hour had a very positive influence on the Wavebob/Vattenfall deal.

### SPOTLIGHT

#### The ICT sector and a low-carbon economy

THE CLIMATE GROUP



GeSI  
GLOBAL e-SUSTAINABILITY  
INITIATIVE

In our spotlight section we examine the area of 'Green IT' and its potential to drive a low carbon economy. A new report called Smart 2020, published by The Climate Group and the Global e-Sustainability Initiative, says transformation in the way people and businesses use technology could reduce annual man-made global emissions by 15pc by 2020 and deliver energy efficiency savings to global businesses of over €500 billion.

The report says the information and communication technology (ICT) sector's unique ability to monitor and maximise energy efficiency could result in a saving of 7.8 gigatonnes of carbon-dioxide equivalent by 2020 – greater than the current annual emissions of either the US or China.

Although tele-working, videoconferencing, e-paper and e-commerce are increasingly commonplace, the report notes that replacing physical products and services with their virtual equivalents is only one part of the estimated low-carbon benefits the ICT sector can deliver.

Far greater opportunities for emissions savings exist, it says, in applying ICT to global infrastructure and industry and the report examines four major opportunities: smart building design and use; smart logistics; smart electricity grids and smart industrial motor systems. [Read SMART 2020 report](#)

## ENTERPRISE IRELAND REGIONAL FORA

The Environment & Green Technologies Department. of Enterprise Ireland will host an environmental forum in conjunction with Macroom Environmental Industrial Park this autumn. The date for the forum, (free of charge) will be finalised shortly. The provisional programme will be centred on 'Environmental and Energy Management for Business and will contain presentations on carbon footprinting, energy supports from SEI, practical energy tips, Macroom E 'WasteMatchers' scheme, Eco Business Ireland Awards. Full details on registration will be available on <http://www.envirocentre.ie/> over the coming weeks.

[Proceedings/Presentations](#) of previous fora are available on our website

*The role of the Regional Fora is to help Irish indigenous companies become aware of environmental issues that will have an effect on their businesses. They highlight the potential benefits of good environmental management, particularly in the areas of waste and energy management, along with the potential for greater market share through the development of certified environmental management systems (e.g. ISO 14001) and “greener” products.*

## UPCOMING EVENTS

[The EnterpriseSTART Programme](#)

[Environment Ireland Conference 2008](#)

[Innovation Forum 2008](#)

[Recycling & Waste Management Exhibition 2008](#)

[Introduction to ISO 14001](#)

Please reply with 'unsubscribe' in the subject line of an email if you do not wish to receive future issues of this Newsletter

EnviroCentre, Enterprise Ireland, Glasnevin, Dublin 9, Ireland.

T: +353 1 808 2358 F: +353 1 808 2259

E: [Envirocentre@enterprise-ireland.com](mailto:Envirocentre@enterprise-ireland.com) [www.envirocentre.ie](http://www.envirocentre.ie)



National Development Plan 2007 - 2013

EUROPEAN UNION  
STRUCTURAL FUNDS

Enterprise Ireland is funded by the Irish Government and part-financed by the European Union under the National Development Plan 2007-2013.