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Transforming Irish Industry

Environmentally Superior Products

Environmental Standards

Eco-labels

Carbon Footprint

**GreenTech
Support**



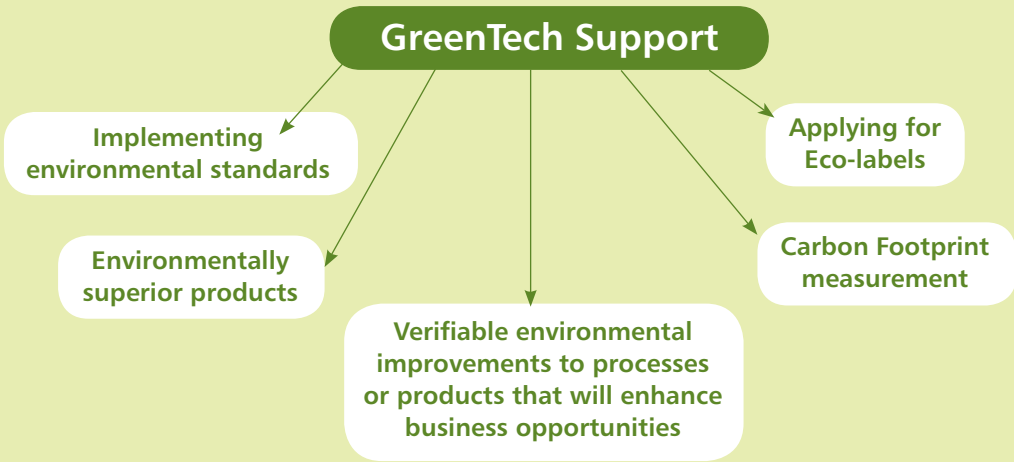


Enterprise Ireland's GreenTech Support

In an ever changing global marketplace, the adoption of sustainable practices is becoming a more important feature for Irish business, both as a means of reducing production costs and enhancing market opportunity.

To encourage companies to address their environmental responsibilities, Enterprise Ireland has developed a new scheme to broaden the supports available to its clients.

The GreenTech Support allows Enterprise Ireland clients to apply for a more extensive range of supports.



GreenTech Support is designed to help Enterprise Ireland companies take advantage of the opportunities presented by integrating environmental sustainability into their business. GreenTech Support builds on two existing environmental schemes offered by Enterprise Ireland; Environmentally Superior Products and Environmental Management Systems. These schemes have helped companies respond to legal and marketplace drivers by reducing the environmental impacts of their products and helping to meet environmental standards in industry.



Implementing Environmental Standards

Enterprise Ireland clients can now seek financial support to implement a range of certifiable environmental standards.

These include;

- Environmental Management Systems:
 - » ISO 14001/EMAS accreditation – internationally recognised standards
 - » BS 8555 and EMAS Easy (EU Eco-Management and Audit Scheme)
- Energy Management Systems such as IS 393 - this standard is complimentary to ISO 14001
- Occupational Health and Safety Management, OHSAS 18001 which integrates well with ISO 140001

Attaining an environmental standard enables companies to become more sustainable by evaluating and improving the environmental aspects of their business on an ongoing basis.

Why should companies implement environmental standards?

- To gain competitive advantage by demonstrating the management of their environmental issues to an internationally recognised standard
- Facilitates the achievement of preferred supplier listing with major manufacturers and retailers
- Adds credibility to companies engaging in business-to-business e-commerce
- Positions companies to best meet increasing regulatory environmental obligations in a planned orderly and cost effective manner
- Improves company relationships with regulators and society in general
- Meets or exceeds the Environmental Management System conditions imposed by emission licences from licensing authorities including the Environmental Protection Agency

Grant Support

Grant payment is subject to the participant achieving a minimum Level 3 or equivalent for an Environmental Management System and a level acceptable to Enterprise Ireland for other standards.



Environmentally Superior Products

The Environmentally Superior Products scheme helps companies to assess opportunities for environmental improvement in their existing products or in a new product line through a process of analysis, such as Life Cycle Analysis. By determining where the environmental impacts of a product can be reduced, companies can increase their environmental performance as well as gain improved market opportunities through producing a greener product.

Eco-design of products can contribute to the development of a culture of waste reduction by designing waste minimisation and resource efficiency into products and processes rather than 'end of pipe' solutions. Support can be given to projects to redesign products or convert to clean processes to reduce their environmental impacts.

Why should companies participate in the Environmentally Superior Products scheme?

- Market pressure through the supply chain to improve the environmental performance of products
- Economic factors, for example, increasing waste disposal costs and the cost savings that environmental efficiencies can bring
- Increased pressure from the green consumer/green procurement markets
- The eco-design of products is now integrated into EU sustainable consumption and production strategies under Energy Using Products and Energy Related Products
- EU legislation and producer responsibility schemes now require manufacturers to produce products (including packaging) with a reduced environmental impact
- The increasing importance of product certification initiatives e.g. Eco-labels

Enterprise Ireland support available to develop environmentally superior products;

- Market research
- Technical feasibility
- Legislative requirements
- Cost assessment
- Consultancy



Carbon Management/reduction Including Carbon Footprint Measurement

With the current attention focussed on greenhouse gas emissions, companies are under increasing pressure to develop carbon management/reduction policies. GreenTech Support can help companies develop these policies which can include measuring the carbon footprint of their business to reduce carbon emissions. Carbon footprinting and carbon labelling are being incorporated into business sustainability programmes particularly in retail outlets in the food and consumer products sectors that are pursuing a green agenda.

As a result, Enterprise Ireland clients in the supply chain to these outlets are becoming aware of the future need to provide a carbon footprint or label as part of the procurement process.

Carbon emissions can be measured in line with published protocols or more detailed emissions can be measured for product manufacture or supply of a service. Typically this includes a life cycle analysis to assess the carbon emissions from sources used in the process such as raw materials, energy, electricity, transport, use and disposal.

Why should companies measure the carbon footprint of their business?

- Helps companies to highlight greenhouse gas hotspots thus providing opportunities for reduction particularly in energy savings
- Provides market opportunities for preferred supplier listing
- Market pressure through the supply chain to improve the environmental performance of products
- Increased pressure from the green consumer market

Enterprise Ireland supports for carbon management/reduction:

- Technical investigations
- Cost assessments
- Consultancy



Clients wishing to measure their carbon footprint can apply for support towards the cost of a qualified consultant to assist in establishing the footprint.

Applying for Eco-labels



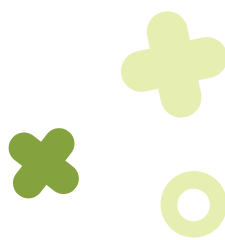
The flower Eco-label symbol has been available as a European mark of environmental quality for several years.

Specific product categories are covered under this scheme which is set to expand to further product groups in line with EU product and environmental policy.

Companies can apply through the appropriate competent authority, in Ireland this is the National Standards Authority of Ireland (NSAI), to have their products assessed to meet the criteria required to use the label. Enhanced market opportunities can arise from the use of the label on products being sold in the EU. Companies can apply to use the label for relevant products in order to display their environmental credentials.

Enterprise Ireland support for companies applying for Eco-labels

Financial support will be available towards the cost of application and use of the EU environmental Eco-label.



Other suitable environmental improvements

Enterprise Ireland actively encourages companies to examine new technologies that can lessen the environmental impact of production processes.

These can include:

- Energy saving devices
- Water reduction techniques
- Air pollution reduction
- Effluent reduction technologies

Support for companies to examine how they could improve their processes may be supported under the GreenTech Support.

Enterprise Ireland Support

Support is available to Enterprise Ireland companies with the approval of the Development Advisor and Technical Assessor.

Funding will only be provided where approval is obtained in advance of work commencing.

Applicants will be free to engage consultants where required. An incomplete list of consultants is available on www.envirocentre.ie

Further information, eligibility criteria and application forms for all the GreenTech supports outlined in this publication visit www.envirocentre.ie or Enterprise Ireland's corporate website www.enterprise-ireland.com

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