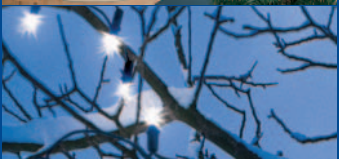


South East Sustainable Business Partnership

# Annual Report 2004



The SESBP would like to thank the following SEEDA Sustainable Business Awards for the South East 2004 Finalist Companies for contributing their images for the front cover of this report:

- Country Lanes
- Crest Nicholson
- Ercol Furniture Ltd
- The Kent Art Printers Ltd
- Siemens Busbar Trunking Systems Ltd
- Sony United Kingdom Ltd

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Thanks are due to everyone who has supported and worked for the seven sub-regional Sustainable Business Partnerships (SBP), and in particular the partners of the South East Sustainable Business Partnership (SESBP) who have provided critical resource in ensuring that the South East's businesses become more sustainable – Business Link, Carbon Trust, Environment Agency, Envirowise, Federation of Small Businesses (FSB), Government Office for the South East (GOSE), Institute of Directors (IoD), Small Business Service and the South East England Development Agency (SEEDA). Thanks are also due to local government members and officers who continue to ensure successful working relationships between SBPs and businesses.

This report was compiled and produced by SEEDA to promote and celebrate the growing sustainable business activity stimulated by partners of the SESBP.

# Foreword

I am delighted to introduce the Third Annual Report of the South East Sustainable Business Partnership (SESBP). Our region is served by seven sub-regional Sustainable Business organisations, each promoting and delivering a wide range of services to business. Through their efforts, and through joint initiatives like *egeration* and the annual South East England Development Agency (SEEDA) Sustainable Business Awards for the South East, more and more companies are seeing the wisdom of a sustainable approach to business activity – and reaping the benefits. These companies offer a clear example to others, demonstrating that sustainable business makes good commercial sense - generating competitive advantage and bottom-line benefits, as well as producing social and environmental dividends. As legislation, market demand and fiscal incentives reinforce the imperatives for businesses to improve their sustainability performance, the role of the Sustainable Business Partnership (SBP) and its member organisations in helping to achieve these improvements is becoming ever more important to business success – and to the sustainable economic development of the South East region.

If you are already involved with your local SBP, I hope you will be interested to see what has been happening elsewhere in the region. If, on the other hand, this Report prompts you to wonder how your business might benefit from becoming more sustainable, I would urge you to get in touch with your local sustainable business partnership (see report for contact details) – while it will cost you just a phone call or an email, it will produce real and long-lasting benefits for your business.

A handwritten signature in blue ink that reads "Terry Mills". The signature is written in a cursive style with a horizontal line above the first name.

Terry Mills  
*SEEDA Board Member  
and Chair, SEEDA Sustainable Development Committee*



# Introduction

Businesses of all types and sizes are coming under increasing pressure from stakeholders to operate in a more sustainable way. In some cases legislation is forcing certain sectors to address their environmental and social impacts, but even where legislation is not a key issue businesses are increasingly realising the advantages of operating in a responsible manner. Whilst there is progress there is also some confusion. There is a lot of jargon and different terminology, definitions and interpretations of what operating sustainably really means and, for many, the area of integrating sustainable development into business practice is still considered too difficult and unknown.

Essentially sustainable development is about creating a better quality of life for everyone, now and for future generations. There are four key objectives associated with this overarching goal:

- social progress for everyone
- protection of the environment
- prudent use of natural resources
- maintaining high and stable levels of economic growth and employment

For a business, this translates into the need to integrate economic, social and environmental objectives into both its everyday operations and its strategic planning.

Developing a sustainable business approach is a dynamic process that can begin in small and simple ways. In fact, businesses are very often adopting practices that fall under a sustainability banner without actually recognising them as such. First steps are often realised through simple cost cutting measures to use resources more efficiently – for example energy, water, consumables and raw materials. This in turn will result in less waste being generated, reducing waste disposal costs and cutting down the amounts sent to landfill. Recycling waste paper and other materials is also a popular starting point for businesses; those that progress to purchasing recycled materials are “closing the loop” by supporting the development of growing markets in recycled goods.

The social dimension of sustainable development is equally important to businesses. A sustainable business, in addition to being a responsible, caring employer, offering career and skills development opportunities to staff will benefit its local community, not just in terms of providing employment, but in contributing to community capacity building – e.g. contributing to community facilities, or funding support to community projects.

While sustainable business is about creating improved quality of life and community enrichment, it is also about wealth creation, positive brand recognition and reducing reputational risk. The key message of the SEEDA Sustainable Business Awards for the South East, for example, is that becoming a sustainable business, in addition to

producing environmental and social benefits, will produce a competitive advantage, and benefit the 'bottom-line'. The business benefits of operating responsibly are well documented in a significant body of best practice case studies (e.g. see the SEEDA Sustainable Business Awards for the South East case studies at [www.seeda.co.uk/Publications/Sustainable\\_Development](http://www.seeda.co.uk/Publications/Sustainable_Development)).

The region's seven Sustainable Business Partnerships (SBP) and their "umbrella" organisation, the South East Sustainable Business Partnership (SESBP) are providing practical help and support to the region's businesses. While they will often be engaging with business in terms of waste management, energy efficiency, utilities management, and resource productivity, the SBPs are increasingly addressing the social dimensions of sustainability.

This Report details how the SBPs are setting about their task, the progress they have made and their aspirations for future development.

# Sustainable Business in the South East: An Overview

Businesses in South East England benefit from the unique network of organisations promoting a range of best practice themes under the umbrella body of the South East Sustainable Business Partnership (SESBP). The network has developed since 1996 when the Government Office for the South East (GOSE) began to promote national resource efficiency programmes through local authorities and other bodies. At this time the Department for Trade and Industry (DTI) Advisory Committee on Business and the Environment (ACBE) supported the development of local focused organisations and subsequently other groups were formed, often complementing the work of local authorities, to promote resource efficiency amongst businesses.

The growing number of business support groups led to the formation of Sustainable Business Partnerships (SBP) in each county area, each benefiting from funding from GOSE and the South East England Development Agency (SEEDA). These local networks provide the opportunity for sharing experience and expertise, pooling resources and developing innovative ways of engaging businesses in best practice. Each SBP is unique in the way that it is constituted, funded, managed and when it was established (please see specific details in individual SBP sections for further information), however the underlying principles are essentially the same, they:

- Drive the local sustainable business agenda
- Signpost businesses to relevant local service providers
- Co-ordinate and collaborate on local activities to minimise duplication
- Provide training
- Promote best practice
- Adopt a broad view of sustainability
- Are independent and impartial
- Benefit from local knowledge and understanding
- Network with other SBPs and regional bodies

Established in 2001, SESBP is a regional umbrella body that brings together all seven sub-regional SBPs and other relevant regional and national stakeholders. In addition to the seven SBPs, GOSE and SEEDA other partners include:

- Business Link Organisations
- Small Business Service
- Environment Agency
- Federation of Small Businesses
- Institute of Directors
- Envirowise
- The Carbon Trust

The group, chaired by SEEDA, meets quarterly to co-ordinate sustainable business activity in the region. These meetings also provide opportunity for briefings and discussion on topical issues and for partners to seek advice and to share experience and expertise. In addition to this the SESBP provides a forum for region-wide partnership working on projects such as *egeneration*, an Internet-based centre of excellence for building sustainable business, and Simple Utility Management Seminars (SUMS).

During 2003-04 the SBPs have grown from strength to strength and in many cases have broadened their original focus on environmental considerations and resource efficiency to a more holistic approach to sustainable development that includes consideration of social well-being and creating a more sustainable economy. As SBPs develop and evolve within different local circumstances they form individual specialisations and areas of expertise, making collective measuring and monitoring of outputs more complicated and in some cases impossible. As in previous years, this Report does draw out key performance indicators, both for individual SBPs and also collectively.

### SBP Key Performance Indicators – Collective results for 2003-04

Indicator	2002-03	2003-04
Businesses directly engaged	3,000	6,574
Organisations on distribution lists	28,500	35,800
Training places (including SUMS and other training)	3,600	2,312
Site visits conducted	500	741
Number of businesses asking for advice	2,300	4,180
Business "champions" supporting SBPs	50	70
External Funding secured	£1.8m	£2,03m
Financial savings achieved – identified £k	£0.68m	£0.18m*
New case studies produced	73	107
Environmental suppliers promoted	560	1,109
Waste savings achieved (tonnes)	5,000 tonnes	21,100 tonnes
Jobs created (FTE)	5.5 fte	17.5 fte

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Overall, the SBPs have more than doubled the number of businesses that they engaged with during 2003-04 and have significantly increased the number of organisations on their distribution lists. The number of training places for individuals has decreased, although this is coupled with a significant increase in the number of site visits conducted and the number of businesses seeking advice.

\* While there is a significant decrease in the financial savings reported, the figure reflects the fact that only East Sussex SBP monitored these savings and in its case the savings did in fact increase from £0.15m in 2002-03 to £0.18m.

# ► Buckinghamshire & Berkshire Sustainable Business Partnership

## ► Buckinghamshire & Berkshire Sustainable Business Partnership

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### Overview

#### *Organisation, structure and staffing*

Formerly part of the Thames Valley Business Environment Forum, the Buckinghamshire & Berkshire Sustainable Business Partnership (BBSBP) was formed in November 2002. The BBSBP exists to facilitate support for businesses in Buckinghamshire and Berkshire to implement improvements in their environmental management, which should lead to increased efficiency, competitiveness and reduction in costs. This includes support with compliance with environmental legislation, which in turn leads to reduced risk.

The BBSBP is open to all local authorities, not-for-profit environmental service providers, business support agencies, businesses, government bodies and academic institutions in the two counties.

The Partnership currently consists of a network of representatives from local authorities, Business Links, the Chamber and academic institutions. It is co-ordinated by the Corporate Environmental Advisory Centre, based at Buckinghamshire Chilterns University College, High Wycombe.

#### *Objectives*

Through regular meetings, networking and ongoing communication the Partnership:

- shares information so that activities throughout the area can be co-ordinated so as to make the best use of resources
- disseminates and promotes the spread of good practice
- facilitates new initiatives or enhances existing programmes
- acts as a focal point for attracting/bidding for funding support
- acts as a signpost to sources of advice and assistance and highlights areas of interest such as new legislation, consultation exercises, relevant business awards schemes etc
- works in partnership with regional government bodies such as South East England Development Agency (SEEDA) and Government Office for the South East (GOSE) through membership of the South East Sustainable Business Partnership (SESBP)

### **Services offered**

Services provided by partnership members include:

- Environmental help line for businesses
- Environmental training
- Research
- Environmental auditing services
- Site visits

### **Summary of key achievements**

- Delivery of the CEAC and Slough Business Environment Club (SBEC) seminar programmes including Waste from Electrical & Electronic Equipment (WEEE) and SEEDA Sustainability Checklist for Developments workshops
- Delivery of environmental legislation roadshow on Wycombe industrial estate
- Completion of a study into business attitudes to alternative fuels in the Wycombe District
- Completion of a local authority supplier support pilot project
- Trial and evaluation of the ASSESS waste and environmental management tool
- Establishment of a business recycling project in Buckinghamshire
- Promotion of local environmental awards schemes and SEEDA Sustainable Business Awards for the South East
- Full update of CEAC environmental supplier directory and re-launch of the CEAC website
- Ongoing travel planning work with businesses
- Launch of the Thames Valley Environmental Technology & Sustainability Group (Thames Valley Economic Partnership)
- Launch of the Bracknell Forest Business Environmental Partnership



*Staff & Bus: Environmental Legislation Roadshow on the Cressex Industrial Estate, High Wycombe*

### Previous Projects

- CEAC seminar and workshop programmes
- CEAC Environmental review project
- Research into environmental attitudes and practice of partner supply chains

### Current Projects

- CEAC annual environmental business training and workshop programme
- CEAC business recycling project in Buckinghamshire
- Slough Business Environment Club (Environment Agency, CEAC, local businesses)
- Green transport initiatives for businesses (Wycombe District Council, Buckinghamshire County Council / Slough Borough Council, West Berkshire District Council, Buckinghamshire Economic Partnership)
- CEAC business directory of regional environmental product and service providers
- Aylesbury Save Awards (Aylesbury Vale District Council) & Rotary Environment Awards
- *egeneration* Buckinghamshire/Berkshire ([http://www.egeneration.co.uk/bucks\\_berks](http://www.egeneration.co.uk/bucks_berks))
- Promotion of local suppliers and local food groups
- Promotion of SEEDA Sustainable Business Awards for the South East

### Future Projects

- Local authority environmental supplier programmes
- Corporate Social Responsibility (CSR) programmes
- Publicising best practice in the region i.e. SEEDA Sustainable Business Awards for the South East winners
- Renewable energy projects for businesses (Thames Valley Energy Agency)
- Further development of elements of the *egeneration* website

### Results:

Number of businesses engaged - actual	320
Number of organisations on newsletter distribution list	700
Number attending training events	180
Number receiving site visits	59
Number of businesses asking for advice	80
Number of new <i>egeneration</i> registrations	15
Total <i>egeneration</i> registrations	400
External funding secured (£k)	£40k
a) UK	40
b) EU	0
Number of environmental suppliers in area promoted	270

**Other achievements:**

Feedback from events shows a consistently high satisfaction rate. Two thirds of attendees were inspired to take action as a result of attending an event and speaker ratings typically ranged between 75-100%.

CEAC site visits to businesses have been rated 9 out of 10 and feedback indicates that the visits resolve companies' queries in the majority of cases.



*Lifeblood AE: Launch of the Action Energy Lifeblood Campaign by local businesses, Action Energy and CEAC staff.*

# ► East Sussex Sustainable Business Partnership

## ► East Sussex Sustainable Business Partnership

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Website:	www.eastsussex.gov.uk

### Overview

Formed in May 2001, the East Sussex Sustainable Business Partnership (SBP) is led by East Sussex County Council (ESCC) and Ecosys Environmental Management and Education (a not-for-profit local organisation). Key partners are: Brighton & Hove City Council, Eastborne Borough Council, Environment Agency, Government Office for the South East (GOSE), Hastings Borough Council, Lewes District Council, Rother District Council and Wealden District Council.

Within East Sussex, a local SBP in Hastings has been operating since 1997 and has a full time co-ordinator (Tim Clark, Sustainable Business Officer, 3rd Floor, Aquila House, Breeds Place, Hastings, TN34 3UY. Telephone: 01424 781486. Email: tclark@hastings.gov.uk).

The East Sussex SBP does not have any guaranteed 'core' funding and therefore does not employ a dedicated officer. Instead, the SBP is lead and administered by ESCC and Ecosys. Equally, all other partners contribute their time to the SBP at their own cost. Local Authority partners come from a variety of departments (economic development, waste, environment), reflecting the different understanding of SBP projects.

SEEDA and GOSE have made annual contributions to SBP costs during 2001-03, which have been essential in enabling projects to get off the ground. However, the majority of funding for projects has been 'one off' in nature, mostly from the Landfill Tax Credit Scheme. Changes to the Landfill Tax Credit Scheme in 2003 mean it is no longer a source of funding for SBP projects. This lack of core funding, as well as fluctuating external funding, is the key factor limiting the extent to which the SBP can assist businesses.

### *Aims and Objectives*

The aim of the SBP is to assist the local business community to contribute to the sustainable development of East Sussex by reducing its environmental impact and increasing its competitive advantage.

**Objectives:**

- Develop a co-ordinated one-stop-shop gateway for local businesses to access environmental assistance, by sharing information, resources and funding, where appropriate, with local, regional and national business support organisations and programmes
- Develop and steer the delivery of practical projects that meet the needs of local businesses, where these needs are not being met by other organisations
- Make resource efficiency a mainstream commercial activity

**Services offered**

- Access to a range of free services, including: environmental advice via a hotline and newsletters, site audits, training and follow-up support, small grants for the implementation of environmental improvements, and promotion via case studies
- Access to a range of free 'virtual' services at: [www.egeneration.co.uk/eastsussex](http://www.egeneration.co.uk/eastsussex)
- Support and promotion of local SMEs providing environmental goods and services

**Summary of key achievements**

- Extremely good progress in engaging and supporting Small Medium Enterprises (SMEs) to make environmental improvements, notably through the 'betre' (business excellence through resource efficiency) project
- Continuity of the Hastings SBP through South East Programme of Innovative Actions (SEPIA) funding

**Previous Projects**

- Hastings SBP (HSBP):
  - 40 businesses received environmental reviews
  - 19 businesses took steps to improve their compliance with environmental legislation, and 37 businesses have benefited from reduced costs
  - Six businesses recognised through the HSBP Awards
- *egeneration* Local Action Centre developed and launched (February 2003)
- Simple Utility Management Seminars (SUMS) training programmes were run in Eastbourne, Rother and Hastings

**Current Projects**

- *egeneration* Local Action Centre - maintenance and update
- 'betre' project – delivering free services, including: advice via a technical helpline, training, environmental audits, regular newsletter providing key information updates, green action awards (50% match funding up to £1,000 per SME), in particular to the farming, construction and demolition and hospitality sectors
- 'Sustainable Eco-enterprise Project' - aims to develop the local environmental economy by mapping local eco-enterprises in order to engage them and subsequently promote and market their environmental goods and services

- ‘SEPIA’ project – is working to improve the sustainability of businesses in Hastings by providing detailed assistance to local businesses that provide sustainable goods or services (e.g. by carrying out SWOT analyses and providing marketing assistance). Delivery of ‘SEPIA’ and ‘betre’ in Hastings has been done in an integrated manner, where applicable



*Pots of Savings! Brian Adams of Ivyhouse Nursery will save over £400 per year through his scheme for reusing plant pots. Customers can bring back old pots to the nursery where they are collected for reuse.*



*Farm Harvests Rainwater! Jane Howard of Coopers Farm is saving £330 p.a. and 227m<sup>3</sup> water each year. Jane said, "With each cow drinking up to 20 gallons of water a day this soon mounts up in terms of water use and money. So collecting the rainwater pouring down on the barn roofs seemed a brilliant but simple solution to a watery problem... now there are no complaints on this farm every time it rains!"*

## Future Projects

- 'betre2' project – a funding application has been submitted to the Esmee Fairburn Foundation in order to enable the current 'betre' project to be extended and to respond to key local business needs (e.g. assistance to farmers in the face of tighter waste regulations)
- C+D waste reduction project – a funding application has been submitted to Waste & Resources Action Programme (WRAP)'s waste market development fund in order to provide assistance to local C+D businesses to reduce, reuse and recycle more of their waste.

## Results

Number of organisations engaged	470
Number of organisations on newsletter distribution list	4,000
Number of attendees attending training events	238
Site visits conducted	84
Representatives undertaking SUMS training	71
Representatives receiving other training	167
Number of organisations asking for advice	164
Number of new <i>egeneration</i> registrations	180
Total number of <i>egeneration</i> registrations	180
Number of awards applications (SEEDA and local awards)	14
Number of business "champions"	3
External funding secured (£k)	£243K+
a) UK	£243K
b) EU	SEPIA in Hastings (tbc)
Financial savings achieved - identified £k	£176K
Infrastructure elements developed (e.g. helpline)	1 (helpline)
Number of suppliers in area promoted	30
Number of new case studies produced	15
Best practice programme collaborations	16

## Other achievements

Businesses have been supportive of the work of the SBP. The following illustrates some of the feedback received from SBP activities:

- *“The best course I’ve been on in years! Business people can’t spend a lot of time on non-core issues, it showed how easy it is to make savings”* Deborah Howlett, Hastings SUMS delegate.
- *“Very concise and highly useful to our company, the best training course I have been on to date”* Nathan Hayward, Nuglas, Lewes SUMS delegate.
- Comments from farmers attending a Waste Minimisation event on 4th March 2004 included:
  - *‘Good potential for co-operative action’*
  - *‘Looking at real farm issues’*
  - *‘Suggestions for a practical way forward’*
  - *‘Hope that a waste co-op comes out of this’*
  - *‘The fact that something is being done’*
  - *‘Helpful – we should move on’.*
  - *‘We should get funding and commitment and press on with a waste minimisation and recycling club’*



*Money talks! Businesses listen to cost saving ideas at the Simple Utility Management Seminars.*

Comments include:

*“The practical tips and ideas helped us to identify savings of £5,000 p.a. on our waste and water costs alone.”*



*Flush with Cash! Nicky Myers, Manager of The Setting Sun pub is now saving £320 p.a. and has cut her whole pub water bill by 30% by installing Passive Infrared (PIR) urinal controls “I’m delighted, we’ll reduce our overheads and help the planet at the same time!” said Nicky.*

# ▶ Hampshire and Isle of Wight Business Environment Forum



## Hampshire and Isle of Wight Business Environment Forum

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Website:	www.egeneration.co.uk/hants

### Overview

The BEF began as the Portsmouth and South East Hampshire Chamber of Commerce and Industry's Environment Committee; established as a result of growing interest from Chamber members regarding environmental issues. Since that time, the BEF has grown and widened its remit, gathering the support of other Chambers of Commerce, Local Authorities, South East regional organisations, the Environment Agency, Trade Associations, Government support programmes and a number of businesses and local environmental service providers. The BEF is therefore now able to offer its support to organisations throughout the whole of the two counties.

The BEF is managed by a Steering Group consisting of representatives from those organisations who contribute financially to its running costs and other significant players. It is currently an unincorporated association, constituted along purely informal lines. Until June 2003 the BEF co-ordinator was employed and accounts managed by Portsmouth Chamber on behalf of the Forum. From July 2003 the Hampshire County Council Economic Development Office took over this role.

#### • Organisation Structure

The BEF's mission is *"to promote, maintain and develop the network and to encourage sustainable business practices through project delivery."*

The BEF, through all of the organisations that come together under its umbrella, is essentially a conduit to business for the sustainable development agenda.

Organisations can be involved in various ways:

#### Funding Partners:

- Hampshire County Council – Economic Development Office
- Hampshire County Council – Natural Resources Initiative
- Portsmouth and South East Hampshire Chamber of Commerce and Industry
- South East England Development Agency (SEEDA)
- Government Office for the South East (GOSE)

- **Forum / Network Membership**

Meetings are held to provide a platform for the exchange of information, to gain a clear picture of activity in the area and to establish and encourage partnership working between organisations. These meetings have been themed to assist in widening the knowledge of those attending. The 2003-4 meeting themes included:

- Fair Trade
- Portsmouth Marriott Hotel – best practice case study
- Opportunities for working with Groundwork
- Opportunities for working with The Carbon Trust
- Opportunities for working with Envirowise
- IBM's CSR Challenges
- Business and Biodiversity

- **Steering Group**

This group meets bi-annually to provide the strategic arm of the BEF.

- **Task Groups**

Four task groups carry out ongoing projects and report back to the Network. These groups have helped to improve communication, member consultation and partnership working. The groups cover:

- **Sustainable Business Awards** to provide high quality entrants for the SEEDA Sustainable Business Awards for the South East
- **SustainBiz** to promote best practice techniques by sharing experiences and learning. The project has been piloted this year with two events being hosted by previous Sustainable Business Award winners. A programme of future events is under development and will be launched early next year
- **egeneration** which is an interactive website designed to be a regional centre of excellence and a tool for helping to build sustainable business. The Local Action Centre is now the main website for the BEF, and through funds from Hampshire Natural Resources Trust the local site has been updated to encourage greater use by businesses and business support organisations
- **Public Sector Sustainable Development Group for Hampshire**, in collaboration with the Natural Resources Initiative, assists with the integration of sustainable development within the public sector

### ***Aims and Objectives***

The BEF's aims are:

- To facilitate an integrated approach to promoting sustainable business
- To assist and encourage environmental best practice in SMEs
- To provide a 'voice' for sustainable business at a local, regional and national level

The BEF's objectives are to:

- Facilitate better communication, consultation and liaison between:
  - Environmental service providers
  - Environmental service providers and the business community
- Raise awareness and understanding of the benefits of improving environmental, economic and social performance to business
- Support those practicing sustainable business, and promote their best practice to the wider community
- Improve the information base and co-ordinate research
- Provide a consultative forum
- Contribute to policy development and strategy formulation
  - Provide a platform for input in to policy development
  - Influence and co-ordinate the implementation of new legislation

### Outputs

The measurable outputs for the BEF include:

- Quarterly meetings with informative content and networking opportunities
- Formulation of four task groups
- Development of BEF leaflet
- Enhancement of the local *egeneration* website
- Development and administration of the Sustainable Business Award Scheme
- Pilot SustainBiz events



*Left to right: Ron Allen, Director, Environmental Project Consulting Group (sponsor); Dr Alan Knight, Head of Social Responsibility, Kingfisher plc, (Keynote speaker); Mary Allen, Director, Environmental Project Consulting Group (sponsor); Alan Hagar and Peter Johnson, Environment Team, Portsmouth Marriott Hotel, (Overall Winner and Medium Business category winner Hampshire and Isle of Wight Business Environment Awards 2003); Cllr Michael Woodhall, Deputy Leader Hampshire County Council, (compere and major sponsor).*

### Outcomes

In addition to the measurable outputs above, the BEF has also delivered significant core outcomes (impacts achieved as a result of the work of the BEF). These include:

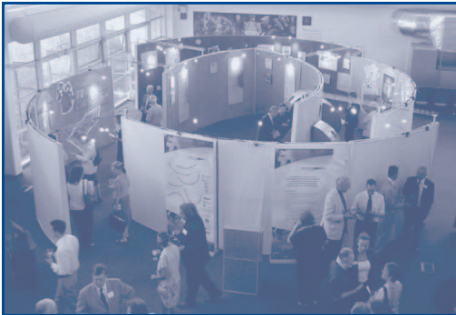
- Greatly improved communication and liaison between environmental business support providers
- Increased awareness and understanding of partner organisations' roles, responsibilities, activities and agendas
- Increased awareness and understanding of resources available for sustainable business and associated management issues and priorities
- A higher profile for partner organisations, reaching a wider audience
- Provision of a communication network between local authorities, statutory agencies, business support organisations and businesses
- Taking forward, co-ordinating and assisting in achieving tasks and projects that fulfil partners' remits
- Providing information and advice to enhance decision making
- Engendering the feeling of a 'Sustainable Business' community amongst organisations

### Previous Projects

- The Environment Centre Action Energy SME Programme
- The Environment Centre Solent Resource Efficiency Hub

### Current Projects

- Intech Exhibition 'The Earth: a Users Guide', Winchester, August 2003
- Hampshire Economic Partnership (HEP) Annual Conference, October 2003
- Basingstoke and Deane Council Business Awards (environment category), January 2004
- SEEDA Sustainability Checklist Seminar, Portsmouth, March 2004



*'The Earth: a User's Guide' exhibition at Intech,  
Winchester, August 2003*

- Waste, Water & Energy Management Seminar for Businesses, Portsmouth, March 2004
- Restriction of Certain Hazardous Substances (RoHS), Waste from Electrical & Electronic Equipment (WEEE), Winchester, April 2004
- EcoBIZ (Isle of Wight)
- Solent Energy and Environmental Management Group (SEEMG)

### Future Projects

- Environment and Business Network
- Business Link and BEF collaboration
- Research into the business sectors in Hampshire
- Sustainable Business Award and Engagement Study
- Environmental Technologies Sector mapping and support
- BEF Business Plan (for next three years)

### Results

Number of organisations on newsletter distribution lists	5,200
Number of attendees attending training events	645
Site visits conducted	137
Representatives receiving other training	132
Number of organisations asking for advice	500
Number of awards applications	43
Number of business "champions"	17
Infrastructure elements developed	3
Number of suppliers in area promoted	164

# ▶ Kent Sustainable Business Partnership

## ▶ Kent Sustainable Business Partnership

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### Overview

The Kent Sustainable Business Partnership (KSBP) was formed in 1999, arising from environmental and economic development programmes in the Kent County Council (KCC) Strategic Planning Department. Through engaging with public sector partners and the business community, it now plays a central role in supporting and demonstrating sustainable development, enterprise and business best practice – helping to build a sustainable local economy in Kent & Medway. KSBP is aligned to the Kent Prospects Economic Strategy and KCC Environment Strategy.

KSBP is currently co-ordinated by KCC Environment & Economy Division. The KCC Sustainable Development Manager provides strategic support, while the KSBP Manager co-ordinates project administration and partner operational integration. In 2003, through KCC restructuring, KSBP also manages the Corporate Environmental Performance team at KCC – helping to link up internal greening activity for the largest employer in Kent with external greening of an economy of over 45,000 companies.

Business Link Kent (BLK) is the lead brokerage for sustainable business advice and support. This is integrated within the BLK sector and advisory network programmes – including an environmental technology sector. The Environment Agency provides an advisory role, with a focus on regulatory support. The Kent Energy Centre also aligns their activity on energy efficiency support to business with KSBP. ReMaDe Kent and Medway, a KSBP initiated project, lead on waste market development and also run the Kent Green Buyers Group.

KSBP links up with other best practice providers and agencies across Kent & Medway and the wider region. Other strategic support includes Medway Council, Government Office for the South East (GOSE), Federation of Small Businesses (FSB), Envirowise, The Carbon Trust and the South East England Development Agency (SEEDA). Core funding from local and regional agencies fluctuates from between £100,000 - £200,000 across all KSBP projects. However partnership collaboration and match funding allows an annual turnover of project/service delivery of between £500,000 and £2 million per annum, subject to external funding sources.



### ***Aims and Objectives***

The KSBP Strategy 1999-2006 outlines three key aims:

- Sustainable Environmental Practices by Businesses – to improve environmental performance, sustainability and economic competitiveness
- Sustainable Management Framework for the Local Economy – to contribute to building a sustainable economy by acting as a catalyst, enabling action and monitoring performance across a range of strategic priorities
- Improving KSBP Operations – recognising the value of partnership, improving integration between agencies and business support providers

In driving forward a ‘market development’ strategy KSBP focuses action on:

- Sustainable best practice
- Sustainable skills
- Sustainable resource management (& efficiency)
- Sustainable enterprise (green growth)
- Sustainable intelligence
- Sustainable markets (improved supply & demand)
- Sustainable (Smart) development

**Publications**

A wide range of publications are produced including

- Kent Environmentally Responsible Business (KERB) newsletter
- Recyclable Market Development (ReMaDe) waste stream guidance and project leaflets

A new post is envisaged in 2005 to pull together communications and marketing and underpin the [www.egeneration.co.uk/kent](http://www.egeneration.co.uk/kent) local action centre.

**Services offered**

Core services support businesses to improve their 'bottom line', address legislation compliance and embrace sustainable/environmental management systems. The services are adaptable to meet business needs and include:

- Communication and promotion
- Awareness raising
- 'Arms length' consultancy resource
- Research
- Facilitation and co-ordination
- Acting as an operational hub
- Representation
- Stimulation, incubation, and income generation

**Key achievements**

- Sustainable Best Practice
  - Environment Awards - 41 company entries – equivalent to over 80 significant best practice actions or projects
  - Development and support of local Sustainable Business Partnerships (SBP) in Thanet and Shepway
  - Support to over 50 project or enterprise start ups
- Sustainable Skills - Business Link and ReMaDe workshop programmes (over 20 workshop events and 500+ managers trained) – covering hazardous waste, waste stream recycling, energy efficiency, ISO14001 and environmental technology
- Impact Mitigation & Resource Efficiency
  - Advisory services and support (including 300 intensive assists) from KSBP adviser network on: environmental regulation, environmental management systems (ISO 14001), energy efficiency, recycling & reprocessing, best practice reviews
  - Reductions of waste to landfill – by diversion into new recycling and reprocessing projects of 20,000+ tonnes

- Sustainable Intelligence
  - Continued development of web based best practice, including: [www.remadedkentmedway.co.uk](http://www.remadedkentmedway.co.uk) and [www.egeneration.co.uk](http://www.egeneration.co.uk)



- Sustainable Markets & Enterprise (improved supply & demand)
  - Sustainable (Smart) Development & Procurement – expansion of Kent Green Buyers Group and first Expo Event for green products and services
  - Launch of Kent Green Suppliers Scheme (BS8555) - a step by step approach to enable large companies to improve the environmental performance of their SME suppliers
  - Launch of the INTERREG IIIa (sustainable) eco-enterprise programme to profile and develop potential of 700+ environmental supply companies – with special attention to waste, renewable and sustainable construction technology, products and services

### Previous Projects

1986-2004	Environment Awards for Kent Business
1996-2001	Waste Minimisation Demonstration Projects
1999-2000	EMS (ISO14001) DTI Demonstrator & Green Mentors Programme
1999-2001	ESF ADAPT Programme – sustainable business including Business Link Environment Sector Best Practice Programme
2000-2004	<a href="http://www.egeneration.co.uk">www.egeneration.co.uk</a>
2001-2004	ReMaDe Kent & Medway – waste market development
2002	INTERREG IIIa: Environmental Stewardship Programme
2003-2005	ERDF (SEPIA) Innovative Actions – Thanet & Hasting sustainable eco-enterprise
2004-2006	INTERREG IIIa: Eco-enterprise Programme

## Current Projects

### KSBP:

- Environment Awards for Kent Business
- [www.egeneration.co.uk/kent](http://www.egeneration.co.uk/kent) Local Action Centre
- Kent Environmentally Responsible Business (KERB) programme including advisory support, environmental review and workshop programme
- Kent Green Supply Chain Scheme, a phased (five steps) approach to environmental management based around BS8555 with links to ISO14001
- SEPIA ERDF Eco Enterprise Project in Thanet and Hastings
- INTERREG IIIa Eco Enterprise Project – including Business Link Kent Environment Technology sector network – including new advisers on eco-enterprise, sustainable design and construction and renewable energy
- Clean Kent Campaign (including fly-tipping enforcement)
- KCC Environmental Stewardship programme
- Kent Energy Centre Business Sense programme on energy efficiency
- Support to Business & Biodiversity Adviser post in Ashford
- Local SBP development – in Area Investment Framework (AIF) areas

### ReMaDe Kent & Medway

- Advisory and workshop programme – key waste streams
- Kent Green Buyers Group & Expo events
- Eco-enterprise programme (INTERREG)
- Two WRAP projects – waste market development
- Leader + programme – waste market development in Mid Kent
- Recycling Directory
- New Waste Exchange (linked to *egeneration*)
- UKRecycleIT project
- Medwrap cardboard recycling programme
- 40+ developmental projects on key waste streams

## Results

Number of organisations engaged	5,000
Number of organisations on newsletter distribution list	20,000
Number of attendees attending training events	500
Site visits conducted	300
Representatives receiving other training	200
Number of organisations becoming certified to an EMS based on support provided	5
Number of organisations asking for advice	3,000
Number of awards applications	42
Number of business “champions”	50
External funding secured	(£1.5million)
a. UK	£0.6 million
b. EU	£0.9 million
Waste savings achieved (tonnes)	20,000 tonnes
Jobs created (FTE)	12 FTE
Number of suppliers in area promoted	500

# ► Oxfordshire Sustainable Business Partnership

## ► Oxfordshire Sustainable Business Partnership

**Co-ordinator/Manager:** Jean Mitchell (Kate Aydin will be taking up the part-time post of Manager late in 2004)

Oxfordshire Sustainable Business Partnership,  
c/o Oxfordshire Economic Partnership, Mill Street, Oxford, OX2 0JX

**Telephone:** 07990 521 433

**Email:** info@oep.org.uk

### **Overview**

Oxfordshire Sustainable Business Partnership (OxSBP) was launched in June 2003. It is a spin-out of the Oxfordshire Economic Partnership (OEP) and closely allied to its aims and objectives, the new OxSBP will be managed through a steering/management group and will report regularly to the OEP. Recruitment of a part-time manager for the OxSBP will take place in autumn 2004.

As OxSBP develops it will engage closely with business and seek to be led by business. The Steering Group is currently made up of representatives from all the local authorities, Business Link, Oxford Brookes University, Oxfordshire Economic Partnership and the Environmental Information Exchange, Oxfordshire Community Partnership and the Environment Agency.

In 2003-04 OxSBP received cash funding from Oxfordshire County Council, Oxfordshire Economic Partnership and the South East England Development Agency (SEEDA). Project funding has been received from Government Office for the South East (GOSE). It received in-kind support from a number of other agencies.

### **Aims and Objectives**

The aims and objectives of the OxSBP are still being developed but are likely to be similar to the following:

- bringing together Oxfordshire stakeholders to identify range of sustainable business activity and initiatives in the county
- identifying opportunities for new sustainable business initiatives (e.g. retail sector practice seminar; e-commerce; 'Sustainable Business of the Year' award)
- dissemination of information, via the Environmental Information Exchange (EIE)

### **Publications**

OxSBP commissioned two studies in 2003-04 – one on possible funding streams for the Partnership and the other to investigate existing support services available to SMEs in Oxfordshire. Reports of these studies are available from OxSBP.

### Services offered

The OxSBP does not aim to deliver services, as such, but rather to co-ordinate and support strategy development.

### Current Projects

The OxSBP is currently establishing itself and the likely direction of its activities. Unfortunately, lack of resources has limited the amount of activity during 2003-04, however it is hoped that the two pieces of research carried out will enable rapid progress once a manager has been recruited.

- Successfully launched OxSBP in June 2003
- Commissioned a study to audit and evaluate the support services currently available to SMEs in Oxfordshire, making comparisons to what is available in some other counties and how OxSBP might take things forward
- Commissioned a study to investigate potential sources of funding for OxSBP and to identify the types of projects for which funding can be gained
- Established the finance and mechanism for employment of a part time manager for OxSBP - likely to take-up post late in 2004
- Central to the work of the OxSBP is the activity managed by the Environmental Information Exchange in creating and maintaining the Oxfordshire *egeneration* web site ([www.egeneration.co.uk/oxon](http://www.egeneration.co.uk/oxon)). This site has on-line information on a wide range of topics that should help businesses become more sustainable and save them money in the process

### Future Projects

The activities of the OxSBP will develop with time but with the initial pieces of research completed and the support of the partners in place, the future activities of the OxSBP will develop rapidly during 2004-05.

- The Oxfordshire Sustainable Business Awards took place in 2004
- Recruitment of a Manager late in 2004

### Results

Number of new <i>egeneration</i> registrations	84
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### **Other achievements**

The OxSBP works in partnership with organisations and does not intend to compete with suppliers of training and workshops. It is however likely that it will run some events of its own. Examples in the period 2003-2004 would be the OxSBP launch event and the SEEDA Sustainability Checklist event.

- Launch event June 2003 - 53 delegates registered
- SEEDA Sustainability Checklist event - 25 delegates registered

During the period 2003-2004 a number of agencies delivered workshops and training in Oxfordshire, notable the Environmental Information Exchange which ran SUMs and other training during this period.

# ► Surrey Sustainable Business Programme



## Surrey Sustainable Business Programme

Co-ordinator:	Steve Dulmage
Sustainable Business Co-ordinator, Surrey County Council, County Hall - Room 424, Kingston-upon-Thames, Surrey, KT1 2DY.	
Telephone:	020 85417911
Email:	steven.dulmage@surreycc.gov.uk
Website:	<a href="http://www.egeneration.co.uk/surrey">www.egeneration.co.uk/surrey</a>

### Overview:

The Surrey Sustainable Business Programme (SBP) was formed in 1997 and has evolved to offer a truly sustainable range of support to businesses. The Surrey SBP is part of the Surrey Economic Partnership where it is responsible for delivering Sustainability within its “five Step Strategy”.

The aim of the SBP is “To improve the contribution of the business community to the Sustainable Development of Surrey through the co-ordination, support and delivery of practical initiatives, advice and funding.”

A Strategy Group, comprising businesses, World Wildlife Fund (WWF) UK and local and regional government meets quarterly to manage the SBP. The Strategy Group has identified the following areas where the SBP should be focusing its resources:

- Waste Management and Recycling
- Supply Chain & Procurement
- Social Responsibility
- Education/Awareness Raising
- Rural Economy

The Information Group meets quarterly and contributes to ongoing project management, including networking and producing ideas to ensure projects support each other and take advantage of joint working opportunities. These meetings are open to funding organisations, delivery organisations and others who have an interest or stake in seeing Surrey’s businesses become more socially and environmentally responsible.

The SBP receives core funding for Surrey Programme for Environmentally Responsible Business (SuPERB), while the remaining funding is sourced to deliver specific projects. Funding organisations include Surrey County Council, the South East England Development Agency (SEEDA), Government Office for the South East (GOSE), the Environment Agency, The Carbon Trust, SITA Environmental Trust, Business Link Surrey, and the Boroughs of Guildford, Waverley, Reigate & Banstead, Elmbridge and Epsom & Ewell. A range of organisations deliver the activities that contribute to the aims of the

SBP.

The Sustainability Projects & Assessments Team at Surrey County Council administers the SBP.

### ***Publications***

- Meeting the Challenge
- Surrey SBP Strategy
- Waste Wise Business Manual
- Building Sustainable Business e-newsletter

### ***Services offered by the Surrey SBP***

- Funding for key projects
- Project development/management
- Environmental business information for Local Authorities
- Networking opportunities for businesses, government and Non Government Organisations (NGO)
- Economies of scale for local government
- Information and signposting to programmes of support

### ***Summary of key achievements***

The Surrey SBP has seen excellent growth over the past year in both the number of projects and people supporting local businesses. A number of new and innovative projects were rolled out in response to business feedback, while the latter half of the year was spent consolidating core programmes due to the loss of the Landfill Tax Credit Scheme.

The Surrey SBP is proud to see PaperSave providing more than 85 businesses with a paper and card collection service, Business Eco-Network creating best practice waste minimisation case studies and SuPERB continuing to provide practical support, training and seminars to local businesses.

Jonathon Porritt addressed businesses at the highly successful Environment for Business Expo, and the Surrey SBP e-newsletter is keeping more than 400 businesses regularly informed of events, news and projects. The SBP has also

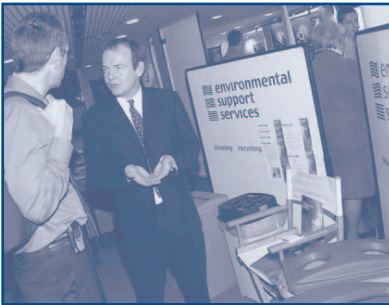


*Jonathon Porritt speaking at the Environment for Business Expo*

been busy incorporating social responsibility into its programmes. Existing projects such as SuPERB, SUMS and *egeneration* Surrey all received face lifts to keep them up to date and relevant for local business needs and were rewarded with stronger results throughout the year.

### Previous Projects

- Environment for Business Expo 2002
- Environment for Business Expo 2004
- Environmental Management System Training (99-02)



*Environmental Support Services was one of dozens of exhibitors at the Environment for Business Expo*

- Business and Environment Survey (01 & 04)

### Current Projects, Delivery Organisation & Year Started

- *egeneration* e-newsletter, Surrey County Council (started 2004)
- PaperSave - Business Link Surrey (started 2003)
- Local Paper for Surrey – Bioregional (started 2003)
- Legal e-zine – Business Eco-Network (started 2003)
- Urban Biodiversity Project – Surrey Biodiversity Partnership (started 2003)
- Waste Minimisation Programme (Developing Best Practice) – Business Eco-Network (started 2003)
- *egeneration* website (started 2002)
- Cares in Surrey, Business in the Community (BitC) (started 2002)
- Simple Utility Management Seminars (SUMS) (started 2000)
- Surrey Sustainable Business Awards - Surrey County Council (started 2000)
- SuPERB – Business Link Surrey (started 1999)

- ProHelp – BitC hosted by Surrey Community Action (started 1999)

### Future Projects

- Business / Community *egeneration* Brokerage Tool
- Building Sustainable Business – Corporate Social Responsibility (CSR) support for Small Businesses
- Hazardous Waste Awareness Campaign
- Flytipping / Duty of Care Awareness Campaign
- Best Practice Guide for business
- Increased support from The Carbon Trust and Envirowise

Number of organisations engaged	784
Number of organisations on newsletter distribution list	400
Number of attendees attending training events	31
Site visits conducted	153
Representatives undertaking SUMS training	18
Number of organisations asking for advice	346
Number of awards applications	23
External funding secured (£k)	£0.25 Million
a. UK	£0.25 Million
b. EU	0
Waste savings achieved (tonnes)	1,100 tonnes
Recycled paper purchased	406 tonnes
Jobs created (FTE)	5.5
Infrastructure elements developed (e.g. helpline)	6
Number of suppliers in area promoted	130
Number of new case studies produced	20

### Results

#### Other achievements

SuPERB supported Retail Survey of Guildford businesses and produced three copies of the Slyfield Industrial Estate Environmental Newsletter, distributed to 80 businesses on the Estate.

The SBP updated the SUMS package and is now selling this training programme to organisations across the UK.

# ► West Sussex Sustainable Business Partnership



## West Sussex Sustainable Business Partnership

Co-ordinator:	Helen Davies
Economic Strategy Group, West Sussex County Council, The Grange, Tower Street, Chichester, West Sussex, PO19 1RH.	
Telephone:	01243 756869
Email:	<a href="mailto:helen.davies@westsussex.gov.uk">helen.davies@westsussex.gov.uk</a>
Website:	<a href="http://www.egeneration.gov.uk/westsussex">www.egeneration.gov.uk/westsussex</a>

## Overview

The West Sussex Sustainable Business Partnership (WSSBP) evolved from the West Sussex Business Waste Reduction Programme which was formed in November 1998. The West Sussex betre (Business Excellence Through Resource Efficiency) programme was run by the Sustainable Business Partnership (SBP) with the help of landfill tax credit funds from January 2001 to June 2002. This programme engaged with over 300 businesses and identified in the order of £400K of savings and avoided fines for businesses in the county. The members of the WSSBP are West Sussex County Council (WSSCC), Adur District Council, Arun District Council, Chichester District Council, Crawley Borough Council, Horsham District Council, Mid Sussex District Council, Worthing Borough Council, the Environment Agency, Government Office for the South East (GOSE), the South East England Development Agency (SEEDA) and EcoSys Environmental Management and Education (a not-for-profit organisation). The main purpose of the WSSBP is to demonstrate to businesses that environmental protection and social equity make good business sense and to help them take action to improve the sustainability of their businesses.

The WSSBP is currently funded by the partner organisations, with West Sussex County Council being the primary contributor (including employing and hosting a full time SBP Co-ordinator). In addition to this funding, all partner organisations offer contributions in kind by providing representation on the partnership and engaging in SBP activities. The WSSBP is seeking to expand and engage further with relevant business organisations in the county.

## ***Aims and Objectives***

The SBP promotes the business benefits of improving social, economic and environmental performance to businesses operating in West Sussex. It believes that an informed and supported business community will be motivated to provide a sustainable basis for business growth into the future. The strategic objectives of the SBP are:

- Co-ordination of business advice and initiatives on sustainable development to businesses operating in West Sussex

- Creation of opportunities for businesses to network and share best practice, information and experience
- Provision of training programmes, information and support to businesses
- Sign posting to appropriate information, services, support and funding
- Creating opportunities to enhance the sustainability of business actions
- Provision of a platform for lobbying the concerns of businesses
- Facilitation of business progression towards recognised environmental standards and Corporate Social Responsibility (CSR) programmes where demand dictates
- Collaboration with other counties in the South East to ensure a co-ordinated approach to sustainable business partnerships, sharing of resources and information and access to information regarding national programmes
- Ensuring that core funding for WSSBP activities is secured
- Awareness raising/marketing of the SBP and its programmes
- Ensuring that all programmes and activities are monitored and assessed to ensure effective action

#### ***Publications***

- West Sussex SBP Business Plan and Action Plan
- Newsletter detailing business case for sustainability and services available to businesses
- Business Travel Plan information pack (WSCC Highways & Transport Services)
- Eight new case studies from companies involved in the better West Sussex programme

#### ***Services offered***

- Newsletters produced and distributed
- Training programmes and legislation update workshops (with follow-up)
- Initial Environmental Reviews (IERs) and follow-up work
- Up to date information and training opportunities provided through the website [www.egeneration.co.uk/westsussex](http://www.egeneration.co.uk/westsussex)
- Signposting to programmes of support
- Provision of advice through the helpline
- Co-ordination of EMS (Environmental Management System) networking group

#### ***Key achievements***

- A full time co-ordinator for the West Sussex SBP was appointed for the first time in September 2003
- Business and Action Plans were drawn up for the WSSBP
- Production and dissemination of first SBP newsletter
- Simple Utility Management Seminars (SUMS) training programmes and legislation workshops were held for businesses throughout the county
- Design and updating work done on [www.egeneration.co.uk/westsussex](http://www.egeneration.co.uk/westsussex)
- Engagement with business organisations with a view to expanding the reach and



*Thaddeus Dell, Crawley Borough Council, partner of the WSSBP, demonstrating the practical issues of energy saving during a SUMS site tour*

effectiveness of the SBP

### Previous Projects

- betre West Sussex – delivered in partnership with Ecosys (2001 – 2002)
- Research into Partnership working approaches and national direction on sustainable business agenda (2002 – 2003)
- West Sussex Business Waste Reduction Programme (1998 – 2000)

### Current Projects

- West Sussex SBP Newsletter production and dissemination
- SUMS workshops for businesses as an introduction to resource management
- Waste from Electrical & Electronic Equipment (WEEE) update workshop
- Workshop on Sustainability Checklist for Developments in the South East
- Updating and re-marketing of the website of the partnership ([www.egeneration.co.uk/westsussex](http://www.egeneration.co.uk/westsussex)).
- Follow ups of Initial Environmental Reviews undertaken in betre programme
- Provision of Initial Environmental Reviews



*Business workshop on the Checklist for Sustainable Developments in the South East*

- Provision of helpline

### Future Projects

- Further issues of Newsletter (focus on waste, energy, water and transport)
- Further SUMS programmes (general, sector specific and condensed)
- Legislation update workshop on Hazardous Waste
- Legislation update workshop on Agricultural Waste
- Follow up work from current SUMS programmes
- Provision of Initial Environmental Reviews
- Further collaboration work with business organisations
- Resource Efficiency programme focussed on tourism and agricultural sectors (bid funding dependent)
- Investigation of CSR and introduction of elements of social sustainability
- Investigation of the remanufacturing industry and what options this holds for businesses
- Search for further external funding so as to be able to deliver bigger and more effective programmes

Number of organisations on newsletter distribution list	5,500
Number of attendees attending training events	65
Site visits conducted	8
Representatives undertaking SUMS training	27
Representatives receiving other training	38
Number of organisations asking for advice	90
Number of new <i>egeneration</i> registrations	88
Total number of <i>egeneration</i> registrations	252
Number of awards applications	10
Infrastructure elements developed (e.g. helpline)	1
Number of suppliers in area promoted	15

## Results

### Other achievements

Work is being put into building up the West Sussex SBP in terms of

- Improved collaboration between business organisations and SBP planning and activities to aid effective delivery of programmes
- Involvement in numerous networking events so as to spread the business case for sustainability and to encourage business action

A sustainability stand was set up and well attended at the annual Meet-the Buyers event (Crawley) in conjunction with Business Link Surrey and Gatwick Airport Ltd.

Extensive re-design and improvement work was done to our website

# Key Regional Activities

## *egeneration*

### **Evolution – a successful design and development phase**

*www.egeneration.co.uk* is a learning centre of excellence for sustainable development, enterprise and business best practice. It represents a unique product of the regional collaboration by many environmental and business support agencies, leading Non Government Organisations (NGOs) and local authorities in the South East. It was conceived by the Kent Sustainable Business Partnership (KSBP) in 1999 and transformed into a regional reality by KSBP's collaboration with Ecosys, a leading NGO based in Brighton, and the support of Biffaward landfill tax funding between 2001-2003. It is now an established regional entity, supported and valued by a wide range of organisations. The site, with over 2.5 million hits and 1 million visitors a year (each spending an average of 15 minutes on line) has become a respected source of environmental information for business.

Reflecting the original external funding source, the site infrastructure supports:

- One Regional Learning Centre hub
- A network of eight Area based Local Action Centres – underpinned by local Sustainable Business Partnerships (SBPs) or Business-Environment Fora
- 22 best practice information modules
- 14 interactive services

with a strong focus on the central core themes of integrated (sustainable) resource management and sustainable learning.

The project helped to bring the regional sustainable business initiatives in the South East together to form the South East Sustainable Business Partnership (SESBP), hosted and supported by SEEDA.

*egeneration* was recognised as Local Government International Bureau case study at the Johannesburg Earth Summit in September 2002 and in 2003 it was UK Winner of the UK eWell-Being - Environmental Efficiency Award.



*egeneration partners were proud to be announced the winner of the 2003 UK eWell-Being Environment Efficiency Award*

## Current Status

In 2003 the project suffered a financial blow due to the Government's changes to the Landfill Tax Credit Scheme. At the time expectations were being progressed for the *egeration* model site to be shared and developed with other Regional Development Agencies (RDAs) across the UK, and Biffaward was supporting the concept of a nationwide network and further replication. The South East project also wanted to move into a 2-3 year period of further site development and refinement, especially of the site tools and services, with a view to future sustainability via e-commerce and regional patronage.

The loss of funding led to the loss of the Operations Manager, hosted by KSBP, and between 2003-2004 the *egeration* network has remained active mainly through the development of its Local Action Centres at the county level through local SBP activity. However, the virtual hub services have received minimal attention in this difficult period. KSBP (which continues to act as 'caretaker' to the regional project) approached SEEDA to see if regional investment could be used to provide the project with the 2-3 years of security it needs to mature, enabling further integration of regional partners and content, new module development, service upgrades and proactive management through a new Operations & Development Manager post.

## Future Development

If funding becomes available the new Operations & Development Manager will move quickly to:

- Identify new stakeholders to support and invest in site development, including e-commerce potential and the incorporation of regional initiatives and projects
- Bring the project partners together to action plan the next three years of site improvement and development
- Create a site Intranet serving the SESBP to provide a communication and operational hub for use by sub-regional SBP co-ordinators and partners. This will include an Activity Reporting Centre as a central point of data collection on Sustainable Business activity and participation, both across the region and at local level for each SBP

While SBPs across the South East remain active in refining and developing their own Local Action Centre sites, KSBP has continued to seek resources to help improve or add to site services. INTERREG IIIa funding (2004-06) will support an upgrade and simplification of:

- Site registration
- Supply Directory
- Resource Bank – Waste Exchange
- Case studies portfolio

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A new Eco-enterprise Solutions Brokerage will also be created to enable companies with problems (e.g. hazardous waste streams) to link up with the academic and scientific community.

*egeration* provides a significant regional one-stop-shop for sustainable development, enterprise and business best practice activity. However, like any web tool it suffers from the reality that to be up to date, user friendly and effective, it requires constant attention. Regional partners recognise that this valuable project has arisen through the determination and commitment of a few leading practitioners and organisations. Long term success will require the patronage of stakeholders across the region – in developing and sustaining its content and services – making sure that the site is kept vibrant and attractive to the ‘customer’ and becomes a shared resource for all regional stakeholders. SEEDA and the SESBP invite stakeholders to integrate with and support this unique regional facility and common resource.

### **Contact**

For further information contact egeration project  
*c/o Kent Sustainable Business Partnership, KCC Environment & Economy Division, 2nd Floor, Invicta House, Maidstone, Kent, ME14 2XX*

## ***Environment Agency***

The Environment Agency is the leading public body for the protection of the environment in England and Wales. Its vision is of a rich, healthy and diverse environment for present and future generations. In its role as regulator for the environment it is responsible for the protection of controlled waters, management of waste and the control of certain industrial processes. Activities range from influencing Government policy and regulating major industries nationally, right through to day-to-day monitoring and clean up operations at a local level.

The Environment Agency recognises the value of the work carried out by the South East Sustainable Business Partnership (SESBP) and local Sustainable Business Partnerships (SBPs), and acknowledge this through the support it provides to those carrying out these roles. By working in partnership the Environment Agency achieves greater outcomes in more effective and efficient ways than is otherwise possible. Working with the SESBP and local SBPs is one way in which it can effectively influence and educate businesses to protect and enhance the environment and human health for generations to come.

For impartial and independent advice on environmental legislation visit the Environment Agency's NetRegs website ([www.netregs.gov.uk](http://www.netregs.gov.uk)). Designed particularly to help small businesses understand the complex regulations affecting their environmental obligations, it contains plain language guidance on legislation (and how to comply with it) and good practice examples on looking after the environment.

### **Contact**

For further information on the work of the Environment Agency visit [www.environment-agency.gov.uk](http://www.environment-agency.gov.uk) or call 08708 506 506

## ***Envirowise in the South East***

Envirowise, a Government funded programme, helps companies in the UK gain competitiveness whilst improving their environmental performance. Envirowise offers free practical advice and services to UK companies to help them work towards running sustainable businesses by implementing measures ranging from simple waste minimisation through to investment in cleaner technology. It is represented in the South East by a Regional Agent and was as a founding member of the South East Sustainable Business Partnership (SESBP). Envirowise focuses its work on specific sectors and issues and its free services and products include:

- Audited case studies
- Benchmarking guides
- Free helpline to answer questions and provide confidential advice, including on-site visits if appropriate
- One day *FastTrack* site visit to develop an action plan
- Support for waste minimisation clubs throughout the UK
- Workshops and training
- Best practice guides, software and videos

Sectors covered include Food and Drink, Electronics, Chemicals, Retail and Engineering and cross-cutting issues include Cleaner Design, Environmental Management Systems, Water and Supply chain.

### **Contact**

To find out more about Envirowise, please contact the free Environment and Energy Helpline on 0800 585794 or visit us at [www.envirowise.gov.uk](http://www.envirowise.gov.uk)

Regional Agent: Dr Mick Lynn  
Phone: 01580 201308

## ***Institute of Directors – South Region***

The Institute of Directors (IoD) was founded in 1903 and obtained a Royal Charter in 1906. It is a non-party political organisation with upwards of 54,000 members in the United Kingdom. Membership includes directors from right across the business spectrum - from media to manufacturing, e-business to the public and voluntary sectors. Members include CEOs of large corporations as well as entrepreneurial directors of start-up companies.

The IoD offers a wide range of business services which include business centre facilities (including six regional centres), conferences, networking events, issues-led guides and literature as well as information services and free access to a comprehensive business library and enquiry service. The IoD places great emphasis on director development and has established a certified qualification for directors - Chartered Director - as well as running specific board-level and director-level training and individual career mentoring programmes.

In addition, the IoD provides an effective voice to represent the interests of its members to government and key opinion-formers at the highest levels. These include ministers, constituency MPs, Select Committee members and senior civil servants. IoD policies and views are actively promoted to the national, regional and trade media.

During 2003-04 the IoD South Region which represents over 16,000 members across the South East, in conjunction with SEEDA, staged a series of seminars and workshops under the title "The Art of Transformation" – one of the three key themes was that of working smarter to achieve increased business efficiency and profitability using Sustainable Business practices. Six events were held to inform directors and business owners across the region about the positive business benefits arising from adopting this approach to business. The seminars comprised presentations from acknowledged industry experts and advisors as well as case studies presented by shortlisted entrants and award winners from the SEEDA Sustainable Business Awards for the South East (also supported and promoted by the IoD).

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website: [www.iod.com/south](http://www.iod.com/south)

Regional Director: Rodger Broad

Regional Chairman: Michael Pawley

## **SEEDA Sustainable Business Awards 2003**

The third successful SEEDA Sustainable Business Awards for the South East were held during 2003, culminating in a black tie presentation dinner, hosted by BBC News Presenter Natasha Kaplinsky, on the 19 November at Sandown Park Racecourse. The region's businesses play a key role in the economic, social and environmental development of the South East and these Awards aim to recognise and celebrate those organisations that are mainstreaming sustainable development in both their daily operations and strategic planning. The 2003 Awards attracted more entries than in previous years and the Judges were impressed by the overall improvement in the breadth of issues that businesses are addressing.

The Awards were sub-divided into two company size categories with companies for the smaller category being nominated by the region's Sustainable Business Partnerships (SBPs) – either because they had won a local award or they excelled in some other way. Candidates were judged on their overall sustainability achievements (contribution to the economy, the environment and community well-being) with a winner and two runners-up being identified in each size category. In addition to this the judges considered the Finalists for various themed awards for significant achievement in particular areas.

### **Results of the SEEDA Sustainable Business Awards for the South East 2003**

#### **Large Company Size Category**

Winner	Ercol Furniture Ltd
Runners-up	Sony United Kingdom Ltd and Slough Estates plc

#### **Small and Medium Company Size Category**

Winner	George Gale & Co. Ltd
Runners-up	The Kent Art Printers Ltd and Icore International Ltd

#### **Thematic Awards**

Resource Efficiency	Icore International Ltd
Social Responsibility	Sony United Kingdom Ltd
Biodiversity	Crest Nicholson
Rural Business	Country Lanes
Individual Commitment	The Silverdale

The Award winners received trophies made from recycled glass. All Finalist companies were presented with certificates and individual printed case studies for use in their publicity. They were also invited to use the SEEDA Sustainable Business Awards for the

South East 2003 logo on their letterhead and publications.

SEEDA has now collated more than 50 best practice case studies from the Sustainable Business Awards programme. These case studies are widely used to demonstrate best practice and to provide inspiration for other organisations to follow. All the case studies are available on the SEEDA website



*Winners of the Large Company Category Award - Ercol Furniture Ltd - with BBC presenter Natasha Kaplinsky and SEEDA's former Chief Executive Anthony Dunnnett at SEEDA's Sustainable Business Awards for the South East 2003.*



*BBC presenter Natasha Kaplinsky and SEEDA's former Chief Executive Anthony Dunnnett with Mike Lunney of George Gale & Co, winners of the Small or Medium-Sized Company Category at SEEDA's Sustainable Business Awards for the South East 2003.*

[www.seeda.co.uk/publication/sustainable\\_development](http://www.seeda.co.uk/publication/sustainable_development).

## **Excerpts from 2003 Case Studies**

### ***Ercol Furniture Ltd – family-owned furniture manufacturer***

- All sawdust and waste wood is collected and converted on-site to heat energy
- A new factory has been built which has significantly reduced noise emissions to 2.5% of standard factory acoustic energy
- No solvents are used in finishing Ercol furniture – all stains and lacquers are water-based

### ***Sony United Kingdom Ltd – manufacturer and distributor of Sony products***

- Successfully established a committee to deal with numerous requests for support from charities and community organisations
- Certified to ISO 14001 environmental standard
- Resource efficiency initiatives have resulted in a significant ongoing reduction in waste sent to landfill and they actively measure and benchmark energy and water consumption against industry standards

### ***Slough Estates plc – owner, developer and manager of commercial property***

- Annual benchmarking surveys undertaken for Business in the Environment, EIRIS (FTSE4GOOD) and Property Environment Group

- Support to community initiatives, both financially and through in-kind support
- Implementation of green travel initiatives
- New occupiers are environmentally assessed to minimise and control potential risks.

#### ***George Gale and Co. Ltd – family-owned regional brewery***

- Resource efficiency measures have resulted in a reduction in electricity consumption by 14.6%, Gas by 12.3%, water by over 18% and waste to landfill by over 30%
- 95% of biodegradable waste is recycled as animal feed
- Reduction of CO<sub>2</sub> used in beer processing by over 25% - an annual saving of about 25MT
- Significant contribution to the local community, including through Investors in People and supporting charities and retained firemen

#### ***The Kent Art Printers Ltd – 65 year old design and print company***

- Alcohol-free production saves over two tonnes of Volatile Organic Compound (VOC) emissions per year
- Proactive marketing encourages customers to consider environmentally-friendly print options, including print-on-demand options
- Use of vegetable-based inks

#### ***Icon International Ltd – manufacturer of electrical assemblies***

- Virtual elimination of waste water discharge by reducing water consumption by 30% - equivalent to 20.9 million litres each year
- 25% reduction in hazardous waste kept on-site
- Elements of the Environmental Management System have been used as best practice by BSI auditors

#### ***Country Lanes – rural cycling holidays***

- £368k contribution to the rural economy – this provides critical support for a network of small rural businesses
- Vehicle use reduction of over one million miles per annum – 328 tonnes of CO<sub>2</sub>
- Electronic marketing saves £12k on brochure production, saves natural resources and reduces waste

#### ***The Silverdale – a small hotel***

- Proactive re-use and recycling of materials
- Energy efficiency initiatives include the use of solar power to heat water, the installation of energy efficient lamps, ensuring good insulation to the property and the strategic positioning of mirrors to help brighten otherwise dark rooms
- Supply chain management includes consideration of food miles and support for the

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local economy wherever possible

- Active member of the local community in promoting, amongst other things, sustainable tourism and green travel

**Contact**

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## ***Collaboration broadens support through the South East Business Links***

The Business Link network provides information and advice to small and medium sized businesses across all business issues. The number of enquiries on, and the importance of, 'sustainable business performance' are rapidly increasing in number, particularly as environmental regulation increases.

The South East Business Links have introduced a brokerage model, which relies upon strong partnerships with specialist organisations to deliver the support required. This includes referring to web-based information services, such as those provided by the *egeneration* website, developed in the South East. The seven Sustainable Business Partnerships (SBPs) are ideally placed to provide a local gateway to specialist support on environmental and other sustainability issues. In recognition of this value, the South East Business Links have funded a regional project to develop even closer collaboration between each Business Link and its local SBP.

Working in partnership with the SBPs, Business Links can ensure that their clients access the right support, including government-funded initiatives such as Action Energy and Envirowise, which provide businesses with practical services such as a free energy efficiency helpline, free on-site advisory visits, interest free loans and Enhanced Capital Allowances. As well as reducing impact on the environment, these help contribute to improved business competitiveness by increasing efficiency and reducing costs.

### **Contact**

For all Business Links - 0845 600 9006 or [www.businesslink.gov.uk](http://www.businesslink.gov.uk)

### **Hampshire and Isle of Wight**

Address: Business Link Wessex, Wates House, Wallington Hill, Fareham, Hampshire, PO16 7BJ

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Email: [info@businesslinkwessex.co.uk](mailto:info@businesslinkwessex.co.uk)

Website: [www.businesslinkwessex.co.uk](http://www.businesslinkwessex.co.uk)

### **Kent**

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Fax: 01732 841 109

Email: [info@businesslinkkent.com](mailto:info@businesslinkkent.com)

Website: [www.businesslinkkent.com](http://www.businesslinkkent.com)

**Milton Keynes, Oxfordshire and Buckinghamshire**

Address: Business Link for Milton Keynes, Oxfordshire and Buckinghamshire,  
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## *The Carbon Trust*

The Carbon Trust helps business and the public sector cut carbon emissions and capture the commercial potential of low carbon technologies, i.e. those which improve energy efficiency or use renewable energy. Energy saving is often the easiest way to cut carbon emissions. We provide practical, and impartial advice as well as financial incentives to help business and the public sector reduce energy use and save money.

The Carbon Trust is represented in the region by a Regional Manager who is a member of the South East Sustainable Business Partnership (SESBP). As part of its membership of the SESBP in 2003-04, The Carbon Trust spent around £12k sponsoring events around the region, for example local Sustainable Business Partnership (SBP) Business Awards and events with a focus on energy issues. Supporting a national Carbon Trust energy awareness campaign, in November 2003, SBP co-ordinators helped organise photo-shoots with local business VIPs at six separate locations around the region. This PR and marketing activity, as well as other opportunities for partnership working, helped to raise the amount of interest for Carbon Trust business support around the South East. In depth energy site surveys of some 300-400 large and medium sized businesses in the region were carried out in the financial year of 2003-04, which compares favourably with other parts of the country. Tens of thousands of smaller businesses across the region visited The Carbon Trust website and used the helpline for free information and advice on saving energy and money.

The SESBP also helped to market two funding seminars for low carbon technology entrepreneurs at the University of Reading and University of Sussex in February 2004. By the end of March 2004, The Carbon Trust had invested more than £1.3 million in low carbon technology research and development projects around the region, leveraging in a further £2.7 million of investment from other sources.

The SESBP is a valuable network for helping The Carbon Trust identify and engage the best candidates in the region for its support.

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GOVERNMENT OFFICE  
FOR THE SOUTH EAST

**BUCKINGHAMSHIRE & BERKSHIRE**  
sustainable business partnership



better for business & better for the environment



**Kent**  
Sustainable Business  
Partnership

**OXFORDSHIRE SUSTAINABLE  
BUSINESS PARTNERSHIP**



surrey economic partnership  
sustainable business programme



ENVIRONMENT  
AGENCY

