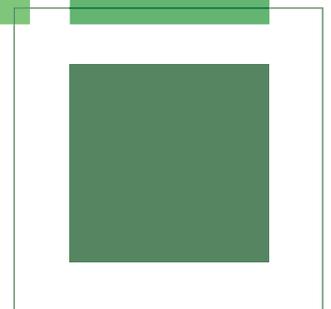
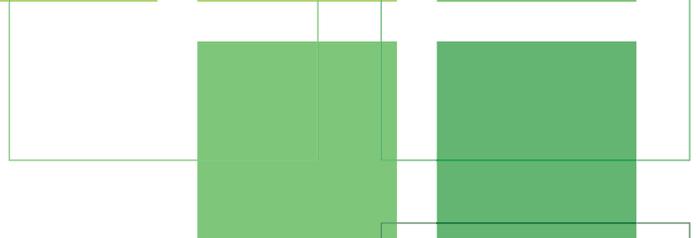
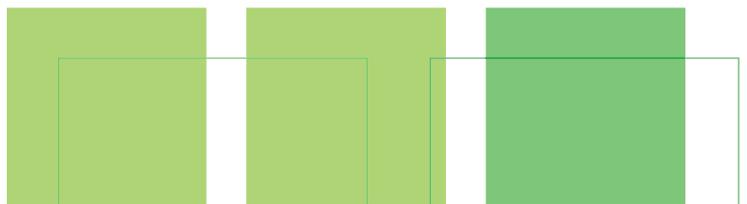
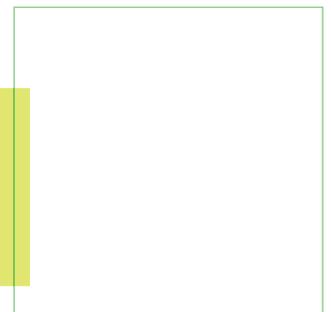
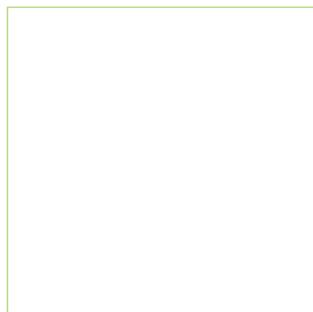
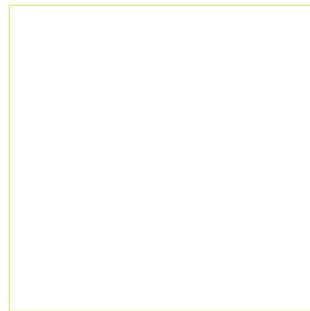


Case Study...

Supporting businesses in
Wales (2008-11)





"We're building on existing infrastructure and resources to develop a business information unit which will provide integrated, practical support for businesses in Wales"

Economic Renewal: a new direction

Client...

Welsh Assembly Government

The Challenge...

There was a need to bring together environment and sustainability support services in Wales and integrate such services into mainstream business support. The Business Wales Environment and Sustainability service allowed companies across Wales to access the best possible knowledge on sustainable and cost-effective business practices and resource efficiency, and contributed towards Wales' ambitions for a sustainable and low-carbon economy.

Ann Stevenson and Ed Gmitrowicz (whilst employed by AEA Technology plc) established the service and managed the infrastructure of deliver including the provision of tools and mechanisms to ensure each business accessing the service obtained the right support to help them address their environmental and sustainability issues and meet business needs.

The work...

Strategy - Working closely with the Welsh Assembly Government client Ed and Ann developed a strategy for an integrated environmental business support service in Wales, including a service that complemented and encompassed UK national programmes (Carbon Trust, Envirowise, WRAP, etc), and gave effective support to all companies in Wales.

Programme / project management - Ed and Ann managed the establishment and delivery of the service from 2008 to 2011. Effective management required close co-operation with Welsh Assembly Government funded general business advisers and all existing resource efficiency programmes in Wales. Management activities included the provision of tools, website content, advice line support, direct support to qualifying companies and communications activities and putting in place a single reporting mechanism for all Welsh Assembly Government resource efficiency programmes, including the UK national programmes.

Technical - Ed and Ann provided expert knowledge in the development of technical training, created an on-line small business self-diagnostic (going green tool) and a decision tree tool for use by in house business advisers, technically reviewed and approved over 130 up to date environment and sustainability guides for businesses for publication on the business.wales.gov.uk website and wrote a guide for business on how to set up a green business.

Communications - Ed and Ann managed the development and implementation of a business communications strategy and the engagement and technical development of existing support provision. Activities included: recruitment of companies through direct marketing and other channels, feed in tariff (FIT) workshops, training of general business advisors on environment and sustainability issues for business; training of environmental advisors on key environmental topics and use of environmental diagnostic tools; establishing uniform results reporting mechanisms across all service provision; maintaining communications with and between key Welsh Assembly Government clients.

The Outcomes and Benefits...

For the environment - the service significantly improved the awareness and performance of companies in Wales with regard to resource efficiency and provided a single system for reporting the outcomes and achievements of all resource efficiency programmes in Wales.

For the bottom line - the service assisted Welsh companies to save money through improved resource efficiency, waste minimisation, waste management, energy management and water management.

For people - the service improved the knowledge and skill levels of business advisers in Wales in relation to environment and sustainability legislation, energy auditing, waste awareness, waste and water auditing, carbon and ecological footprinting and lean manufacture.