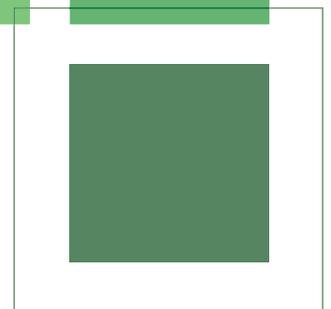
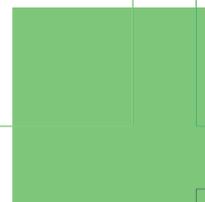
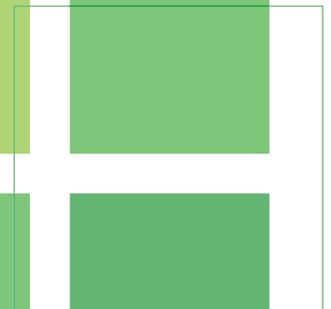
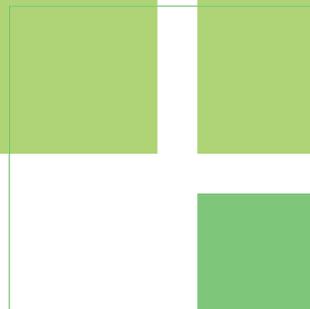
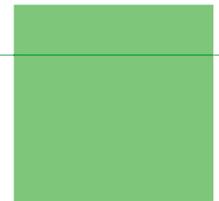
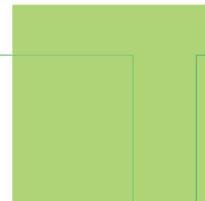
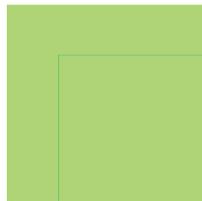
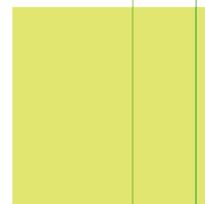
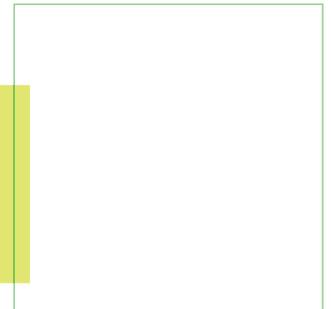
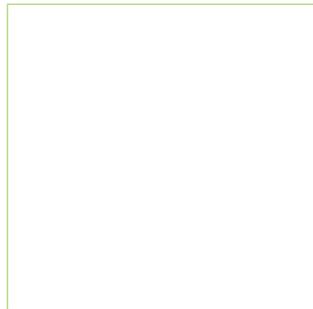
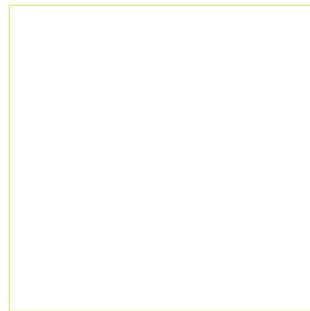


Case Study...

Envirowise Wales (2005-11)





"Businesses are key to helping Wales achieve its sustainable development ambitions"

Jane Davidson, Sustainable Business summit, March 2011

Client...

Welsh Assembly Government

The Challenge...

The Welsh Assembly Government's long term framework for waste management and resource efficiency was set out in 2002 in 'Wise About Waste – The National Waste Strategy for Wales. The Business and Environment Action Plan of Wise About Waste defined action to support businesses in Wales to actively minimise the amount of commercial and industrial waste produced at source and to minimise waste to landfill by 2026. Following the 10 years of operation of a uniform Envirowise programme across the UK, a Wales specific programme of support was developed focused on industry and commerce and the public sector, with the central objectives of: reducing resource use, minimising waste, achieving financial savings for companies, and diverting waste from landfill.

Ed Gmitrowicz and Ann Stevenson (whilst employed by AEA Technology plc) had central roles in establishing the Envirowise programme in Wales and managing and directing the changing activities since 2005.

The work...

Strategy - Ann Stevenson led the initial development of the strategy of implementation of a programme of one-to-one support and awareness activities to businesses, embedding the services of existing regional delivery partners in delivery as part of a Team Wales approach. Ed Gmitrowicz grew the strategy to include tailored support services to medium and large companies and specialist support to smaller businesses in convergence areas of Wales.

Programme / project management - Ann and Ed actively managed and directed the Envirowise Programme in Wales, covering all aspects of delivery including concept development, awareness raising and communications, training, financial management, contract management, management and provision of internal and external technical advice and stakeholder engagement. Activities included on-site support to companies, an advice line and web site support, publications, case studies and supply chain projects. These activities were specifically devised because of the known value they deliver to SMEs as well as larger companies.

Technical - The programme was open to all types of organisations throughout Wales. Organisations require advice tailored to their needs and in each case a sector expert was recruited to determine the resource efficiency and waste management needs of each company, to formulate a package of work to meet those needs and to support activities to deliver resource and financial savings.

Communications - In much of the work of Envirowise Wales changing behaviour was key to improving the efficiency of resource use and the consequent reduction of waste. A key message of the Envirowise programme is the need to reduce resource use, minimise waste and save money. Working with delivery partners, Ed determined the strategy of communication and managed the delivery of a full range of marketing activities to actively engage businesses in action.

The Outcomes and Benefits...

For the environment - The Envirowise programme improved the sustainability of Welsh business and achieved significant CO2 savings through resource efficiency and improved waste management.

For the bottom line - By 2007, Welsh businesses had saved £17.1 million by working with Envirowise. The one to one support continues to help businesses achieve year on year financial and resource savings.

For people - Policy makers have a greater appreciation of the opportunities and barrier to resource efficiency facing companies of all sizes and across a range of sectors, including chemicals, electronics manufacture, printing, flooring, cement manufacture, leisure companies, and many others. Independent research also indicates that the Programme had a largely positive impact upon participants' attitudes to resource efficiency with almost three quarters of respondents indicating that they were more receptive and committed to improving resource efficiencies. Consultation also suggests that resource efficiency became a higher business priority following participation upon the Programme.

If you'd like to know more get in touch with Ed Gmitrowicz on 07766 879774 or e-mail ed.gmitrowicz@eandsp.co.uk and visit our website at www.environmentandsustainability.co.uk