

Green growth cycle: energy efficiency in support of competitiveness



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Eskom Energy Management Information Pack: Brochure 7



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Green growth cycle:

energy efficiency in support of competitiveness



This brochure offers practical advice on how to grow your business by improving your green credentials.

Green growth can lead to business growth.

This section of the Energy Management Information Pack will:

- Help you take advantage of the benefits of green growth
- Help you assess how sustainable your organisation currently is
- Show you how to "green" - and reduce the environmental impact of - your operation
- Explain how you can publicise your green credentials to **increase your competitiveness.**

'Greening' is an excellent way to reduce your operating costs, but it is only one of the benefits - promoting your green credentials and being recognised as 'green' will help you to:

- Create unique selling propositions
- Improve your competitiveness
- Boost sales
- Improve brand awareness
- Build brand loyalty.

Benefit	Plan of action
Reduce your operating costs.	Re-engineering the way you manage your energy usage will directly translate into reduced overheads. As energy costs continue to rise, reducing energy usage and switching to renewable energy sources will become increasingly important.
Increase your current sales/develop new income streams.	Research by the Carbon Trust (www.carbontrust.com) has shown that over 65% of consumers think it is important to buy from environmentally responsible organisations. You can respond to this demand by greening your current products and services and introducing new operating solutions and technologies.
Strengthen your reputation and increase customer loyalty.	Innovative organisations taking positive action towards the environment are viewed more positively by their customers, suppliers and investors - stakeholders believe these organisations act according to the principles of 'integrity and best practice'.
Comply with standards and regulations.	Pursuing a versatile green growth business strategy will ensure that your organisation complies with increasing regulatory pressures and limits the cost of environmental charges.
Improve the effectiveness of your employees.	Employee morale is directly linked to recruitment, productivity and retention. Taking action will attract new talent and motivate your employees to support you in driving your organisation in the right direction.

Phases:

green growth cycle



Identifying opportunities

- To assess where you are making good progress and what to focus on next - use the checklist below.

Answer the questions by inserting a single point score in each of the rows; at the end calculate your total score: a high score means your organisation has much to be proud of, whilst a low score means there are many opportunities you need to take advantage of.

	Yes (3 points)	Partially (1 point)	Add to plan (0 points)
Energy and carbon reduction			
We collect our energy consumption data.			
We set targets for our energy consumption.			
We have introduced low/no-cost energy-efficient solutions.			
We have invested in energy efficiency projects.			
We have measured the reduction in our energy consumption.			
We report on our energy consumption.			
We use on-site renewable energy sources.			
We have involved our employees in our energy strategy.			
We have redesigned our products and services to reduce our impact on the environment.			
Managing waste and water			
We measure our waste and set targets for waste reduction.			
We have achieved cost savings through waste reduction.			
We have installed water saving devices in our building(s).			
We have redesigned processes to save water.			
We have trained our staff to treat water as a scarce resource.			
Communicating sustainability commitments to customers			
We have implemented an Environmental Management System.			
We have won an environmental award(s).			
We use eco-/carbon-labelling.			
We promote our 'green credentials' on our website, in newsletters and in the press.			
Total			
Results 36 - 57 points: You have a well-established Carbon Management Programme. Your company performs well in some areas but there is always room for improvement. Please review this brochure to find relevant advice. 20 - 33 points: You have made some good progress. Familiarise yourself with this brochure and contact us to find ways to expand your green growth. 0 - 19 points: There is much to do but also many opportunities to capitalise on green growth in your organisation. Please review this brochure in detail and contact us so that we can support you in developing your green growth strategy.			



Developing a strategy

- Use the identified opportunities to embed green growth in your business plan.

Reducing your environmental impact

- Reduce your carbon emissions, waste and minimise your energy and water consumption.

Greening your products and services

- Assess whether your current products and services are green enough to give you competitive advantage - green your supply chain and consider eco-designs for new products.

Making the most of your green credentials

- Publicise and communicate your level of sustainability to customers and suppliers to gain an edge over your competition.

Looking for more opportunities and redevelop your strategy - the 'virtuous circle'

- As you benefit from green growth through winning new business and reducing operating costs, you can reinvent and reinvest in your strategy to further improve your competitiveness.

Green growth strategy



Achieving your organisation's green growth objectives requires buy-in and commitment at senior management level

- Use your checklist results from the previous section to help develop your strategy and embed this change in your business plan and environmental and energy policies.

Your customers may already be questioning your environmental practices; if they aren't yet, they probably will soon.

- They may ask about your environmental and energy policies and your Environmental Management System (EMS), which will give them insight into how well your organisation is run and whether you, as part of their supply chain, meet their own green standards. (Read below for more details).

What are environmental and energy policies and what should they say?

- **An environmental policy is a written document that states different ways your organisation impacts the environment - and how these are managed.** It should include hard targets and should not be longer than a page. The policy should be signed by a member of senior management - such as the Managing Director.
- **An energy policy is a written document that states the way your organisation will use energy and what saving targets it intends to achieve.** The policy should be signed by a member of senior management - such as the Managing Director.

See a sample of an Environmental Policy document on page 5 and 6 of this brochure.

See "Formulating an energy management action plan" – Brochure 1 in this information pack – for a sample of an Energy Policy document (page 5 - 6)

What is an Environmental Management System (EMS)?

An EMS can help you manage your resources and demonstrate to your customers that you are committed to achieving high environmental standards. It is a structured framework to manage your organisation's environmental impact and helps ensure you meet your overall environmental objectives as set out in your environmental policy.

- Employees, contractors and suppliers should know their roles and responsibilities in helping to achieve these objectives.

Note:

Having your EMS certified through ISO 14001 shows that you have adopted an industry standard approach and, more importantly, are prepared to be independently audited as proof of your commitment.

(Many large private and public sector organisations now ask for environmental policies and accreditations during procurement processes. Don't be left behind).

To reduce your environmental impact - follow these steps:

Check utility invoices and meter readings regularly

- It will help to build a picture of your energy and water consumption.
- Compare current consumption and costs with the previous year's and identify unexpectedly high consumption or unusual usage patterns so that quick action can be taken.

Check your Heating Ventilation and Air Conditioning (HVAC) system and its controls

- See HVAC systems: Energy-efficient use and technologies - Brochure 5 in this information pack - for detailed information.

Check your lighting systems and lighting controls

- See energy-efficient solutions: An overview of technologies - Brochure 6 in this information pack - for detailed information.

Sample:

ENVIRONMENTAL POLICY

Date: / /

[Organisation] recognises that sound management must take into account the effects of our business on the environment and that we are committed to conducting business in an environmentally responsible manner.

We accept that we have a responsibility for sustainability and the environment, which should be influenced, incorporated and promoted in our operations, the products and services we provide.

We have a system in place that manages the environmental impact associated with our operations and the products and services we provide.

[Organisation] is fully committed to this policy and supports this commitment by:

- Having its directors and employees complying with all applicable laws and regulations relating to the environment at all times.
- Holding its senior management responsible for ensuring compliance with this policy, including the establishment of programmes and reporting requirements at all times.
- Developing, maintaining and implementing policies, procedures and management systems to assess and monitor - on a continuous basis - the environmental impact of our operations.
- Setting targets to achieve continuous improvement annually.
- Providing sufficient resources and appropriate training to manage our impact effectively.
- Incorporating the best available technologies that are economically available in our environmental practices.
- Minimising the use of all materials, energy, water, waste and business travel and never use any materials derived from endangered species.
- Specifically targeting reductions in our carbon emissions associated with energy consumption and business travel.

[Select the most appropriate]

[Large organisations] Our Environmental Management System (EMS) will comply with recognised environmental standards including the International Standard ISO 14001:2004 and will be audited externally.

or

[Smaller organisations] Our Environmental Management System (EMS) will comply with recognised standards including BS:8555 and will be audited externally.

or

We are currently working towards achieving a recognised environmental management system that complies with the International Standard ISO 14001:2004 or BS:8555.

We look to our employees' support and professionalism to make this policy truly effective on behalf of [organisation].

Endorsed by Mr/Ms, Chief Executive Officer, on this day of

Signature



Change behaviour

- See creating an energy awareness programme: Behavioural change at work - Brochure 4 in this information pack - for detailed information.

Minimise waste

- Eliminate or reduce the amount of waste you produce, including simplifying the amount of packaging you use, reducing off-cuts and rejects, sending information electronically, purchasing material in bulk and using returnable containers.
- Reuse boxes and printer toner cartridges and use misprints and draft documents as scrap paper.
- Give waste furniture and textiles to charities or waste exchange groups.

Speak to your local recycling centre or waste management contractor to find out which materials they can recycle and how they should be separated. Moreover, contact your waste management contractor for measures to take waste disposal more efficient and economic.

Reduce water consumption

There is a carbon cost to the supply and transfer of water.

- Measure and monitor your water usage - when you save money by reducing your water consumption you also benefit from reducing your waste water charges.
- Invest in simple products - such as flow restrictors on hand basin taps and energy and water saving showerheads in showers - to help reduce your consumption.
- Make staff aware of the importance of saving water.

Reducing your energy consumption and carbon emissions as much as possible is a central priority when greening your organisation.

Publicise your achievements

- Evolve your branding to reflect your organisation's 'greenness'.
- Promote your green credentials in advertorials and advertisements.
- Write articles for green market focused publications - use both print and online platforms.
- Offer presentations at green growth conferences.
- Highlight your organisation's achievements to date and any green/carbon accreditations you have gained.
- Make sure key sustainability information is clearly visible on your organisation's website, including an overview of an environmental award(s) you have won.

When you bid for work:

- Train your staff on how to sell your green credentials.
- Have a well-rehearsed elevator pitch: A one-minute summary of your organisation's environmental achievements, green products and services, future plans and why you are part of the green economy.
- Develop two or three Powerpoint slides on your environmental commitments and achievements to use on pitches and presentations - these should include a brief summary of your policy, targets and future plans.
- Consider including information about your achievements in your invoices and quotations.

Credits:

The information in this brochure has been sourced from -

- www.carbontrust.com

The Eskom Energy Management Information Pack comprises:



Energy management action plan

Brochure 1

Business case for energy efficiency

Brochure 2

How to do a walk-through energy assessment: methodology and checklist

Brochure 3

Creating an energy awareness programme: behavioural change at work

Brochure 4

HVAC systems: energy-efficient use and technologies

Brochure 5

Energy-efficient solutions: an overview of technologies

Brochure 6

Green growth cycle: energy efficiency in support of competitiveness

Brochure 7

