



## **Project: Initial Environmental Impact Assessment Day.**

### **SME Market**

The Small and Medium-sized Enterprises market is an area that is often overlooked. At Green Element we are passionate about our profession and we understand that as 90% of European businesses are classified as SMEs and 60% of the work force work in these SMEs then this business sector can make a huge difference to the overall affect business has on the environment around us. As the saying goes; "Look after the Pennies and Pounds look after themselves".

### **Objectives:**

- Advise on how your company can "Green Up".
- Help implement a positive position on the environment, inline with many of your clients.
- Increase your image and brand within the environmental world.
- Engage your staff on environmental initiatives.
- Save Money.
- PR Exercise.
- Boost Staff Morale.
- Dependant on obtaining new and keeping old contracts.
- Increase Market Share.
- Supplier chain requirements.

### **Approach and Deliverables:**

- Discussing environmental objectives with managers/staff. (Dependent on size)
- Understanding what you can effect and how you can monitor:
  - Energy, Waste, Water
    - Reducing and recycling waste.
    - Introducing a low energy campaign.
    - Understand water audits.
- Understand how you travel: with a plan to monitor business travel
- Purchasing: How you can make sustainable purchasing decisions from paper to cleaning products.
- Advising on climate neutral projects.
- Writing proposed Environmental Statement:
  - Covering actions to be taken, monitoring mechanisms, recycling and waste, sustainable purchasing, travel.
- Training: Presentation to company on what you can do and why
- Helping implement an ISO14001/BS8555 action plan.
- Introduce legislation; How can it/does it affect you as a managing director/member of staff/an organisation.
- An interactive presentation on climate change, with a discussion on what staff are able to do within their organisation.

### **Results and Business Benefits:**

- A positive environmental awareness campaign within the company and with its clients.
- Save money and increase the bottom line.
- Environmental Benefits
- Financial Benefits
- Customer Loyalty
- Staff Moral
- Stakeholders Reassurance