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Local
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Office

INTRODUCING:
GREEN FOR MICRO

LocalEnterprise.ie/Green



INTRODUCING GREEN FOR MICRO WHY GREEN FOR BUSINESS IS GOOD FOR BUSINESS

Making It Happen:

Emmet Bosonnet of Kopper Kreation

The objective of the Green for Micro programme

- a new initiative from the Local Enterprise Offices
- is to help prepare small businesses for the low carbon, more resource efficient economy of the future.

This is a FREE programme, available to companies with up to ten employees.

Developing a 'greener' policy can offer many benefits to your business, including:

- Increased cost savings
- Improved resource efficiency
(for example: using less energy, water and materials)
- Reduced environmental footprint and greenhouse gas emissions
- Opportunities for higher and additional value on products and services
- Increased access to customers, improved corporate image
- Increased resilience to climate change impacts

WHY 'GREEN'?

Recent survey results *show that 33% of respondents plan to switch to businesses which are doing more about sustainability, while 49% also said they intend to become better informed about the impact their purchasing has on the planet.

It makes good business sense. With climate change, changing regulations, rising resource costs and changing customer expectations, adopting a more eco-friendly approach is the best way forward for business.

How can Green for Micro help?

Avail of advice and technical support, covering topics such as resource efficiency, understanding your carbon footprint and implementing an environmental management system. Find out what steps to take to reduce costs and lower your greenhouse gas emissions.

[Find out more and apply at LocalEnterprise.ie/Green](http://LocalEnterprise.ie/Green)

HOW TO APPLY

STAGE 1:

Watch the Lunch & Learn Green Webinar (no registration required) – learn everything you need to know about Green for Micro supports, including a first-hand account of a business which has already implemented the green initiatives and is enjoying the benefits. This webinar is taking place live on Friday, March 12th 2021 at 1pm and you can watch at Facebook.com/LocalEnterpriseOffices or at youtube.com/LocalEnterpriseoffices. The webinar will be recorded and can be watched back on demand on LocalEnterprise.ie/Green

STAGE 2:

Apply for two days of mentoring with a specialist Green Consultant – this will include recommendations on specific changes which your business can implement. Your Green Consultant will be chosen from the Enterprise Ireland Green Directory or from your Local Enterprise Office mentor panel. Your specific needs will be matched to the Green Consultant's area of expertise. Please note that a Green Consultant can only be appointed after stage one is complete.

Interested?

Getting started couldn't be easier – just fill out the online application form available here: LocalEnterprise.ie/Green

Your application will be reviewed by your Local Enterprise Office and they will be in touch to discuss the selection process.

Suitability:

The Green for Micro programme is suitable for all micro-enterprises with up to ten employees, but it is particularly suited to businesses in construction and the built environment, retail, manufacturing, textiles and fashion, food, electronics, plastics, and packaging.

**Survey source: AIB Sustainability Index, December 2020*

Find out more and apply at LocalEnterprise.ie/Green

Let's see how small businesses around Ireland are embracing 'Green'!

JINNY'S BAKERY IN COUNTY LEITRIM

Pascal and Sinead Gillard run Jinny's Bakery in Leitrim where they do their utmost to be as environmentally friendly as possible and have already taken part in the Green for Micro programme.

"The benefits of embracing green initiatives are enormous," says Pascal. "We live in a beautiful part of Ireland and as a baker I rise early and it's always a pleasure to see so much wildlife crossing over to nearby Acres Lake. We want to



Making It Happen: Sinead & Pascal Gillard of Jinny's Bakery

protect this beautiful area for future generations, so were delighted to get involved in the Green for Micro Programme.

"Our business benefitted from both a savings and branding perspective and we found the programme very beneficial as the mentor explained the savings we would achieve from putting together a plan and implementing it over an agreed time period. It also allowed us to take a step back to research the different energy-saving elements we could incorporate.

"We have always tried to run a sustainable business and would definitely encourage others to sign up for Green for Micro as not only are there obvious savings to be made, but we all need to lay a part in making the world a more sustainable place." jinnys.ie

KOPPER KREATION IN DUBLIN CITY

Emmet Bosonnet set up Kopper Kreation in 2018 as he was concerned about the amount of waste generated from both industrial and personal use. Having previously worked as an engineer in the renewables sector, he coupled knowledge with creative flair and began making interesting and beautiful homewares from repurposed materials.

"Currently over 50% of my raw material is coming from recycled sources," he says. "I have also begun using technology to implement a seamless accounts and banking package which has completely removed the use of printed paper. All of my packaging is FSC certified and, where possible, from recycled sources. Also, I don't use plastic packaging and I recycle cardboard and bubble wrap.

"I think all businesses should be doing everything in their power to reduce, reuse and recycle at every point – because consumers are aware of this and want to see green credentials before committing to a purchase."

kopperkreation.com



Making It Happen: Polar Ice Tech

POLAR ICE TECH IN SOUTH CORK

Dry Ice Cleaning specialists, Polar Ice Tech are aware of the need to be sustainable and use eco-friendly solid CO₂ to clean high value moisture and abrasive sensitive equipment for many industries around the country.

Managing Director, Damien McDonnell believes that 'going green' is vital for modern companies who want to improve their profile, save costs, and protect the environment.

"Using eco-friendly processes, producing less waste, and improving product quality will help the environment but will also save considerable amounts of money and time – which is a win-win situation for every company," he says. "We continually review and assess our own processes and look at how we conduct our business internally and also while we are on our customers' sites. This can range from reducing printing need by using both sides of a document, to reusing PPE when safe to do so and ultimately, reducing the amount of waste we create as a business.

"And while we have had some good success, it does take continuous effort – so it is important to review regularly and change the process if required." polaricetech.ie



Making It Happen: The founders and team at VR AI



Making It Happen: Benoit Nichol, The Nature of Things

THE NATURE OF THINGS IN DUBLIN CITY

The Nature of Things is a natural wellness brand with a focus on essential oils and their benefits which was created by Benoit Nicol three years ago after moving to Ireland from the US where he spent 20 years in the perfume/essential oil industry.

He believes that being environmentally friendly is crucial and will benefit both consumer and business.

"Going Green is at the core of what we want to deliver to consumers as we want to show that we can create products which are beautiful, green and effective," he says. "So sustainability is very much a work in progress for us.

"But currently we are constantly trying to ensure that we buy as many organic and fair-trade oils as possible, we ensure all packaging is recyclable, keep on top of water/energy usage and try to show our consumers how to use our products to create an alternative to environmentally 'unfriendly' products. People tend to see natural products as more expensive, but we can show that it's not the case." thenatureofthings.ie

VRAI IN DUBLIN CITY

VRAI specialises in data-driven virtual reality simulation technology and is currently developing a training application for the offshore wind industry which, according to co-founder, Niall Campion, will allow new entrants to 'train in a safe and measurable way'.

The company has adopted the 'triple bottom line' which means it doesn't measure success by profit alone, but also considers people and the planet.

"The triple bottom line principle is based on the acknowledgement that all three must thrive in order for a business to be successful and have longevity," says Campion. "There's no point in 'going green' if the business has to close due to lack of cashflow.

"So we always think of money as fuel for a business and we try to fuel ours using 'green' energy as sustainably as possible. Also one of our aims is to be a successful business in order to prove that it is possible to achieve this while still following ethical business practices." vraisimulation.com

To find out how your business can benefit from the Green for Micro programme and to apply, visit LocalEnterprise.ie/Green