



# GREENSAVE

## Low-Resource Commitment Programme

helping SMEs to save energy, water & waste costs



€concertive



**Wexford  
CHAMBER**  
IN BUSINESS FOR BUSINESS



Wexford  
County  
Council

Oifig Fiontair Áitiúil  
Local Enterprise Office



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# Introduction

## A Few Words from the GreenSave Project Partners



The Environmental Protection Agency  
[www.epa.ie](http://www.epa.ie)

## Wexford Chamber

Working on this project for the past number of years has been a privilege and indeed has been a great learning curve for me. I am amazed at the enthusiasm that has surrounded this project and at the commitment of those businesses who have signed up for the GreenSave Programme. Not only are they reducing their costs but they have embraced the challenge of looking after our environment and preserving it for future generations.

There is no doubt that through this initiative we are finding ways to make a valuable contribution to future sustainable green business.

Wexford Chamber is delighted to be involved with GreenSave and will continue to encourage businesses to become more eco-friendly. Think outside the box, go green and prosper!!

### **Madeleine Quirke**

CEO

Wexford Chamber

[www.wexfordchamber.ie](http://www.wexfordchamber.ie)

## Local Enterprise Office Wexford

The Local Enterprise Office Wexford is delighted to be involved with the GreenSave Programme over the last 3 years and will continue to support this valuable business programme. GreenSave has helped over 30 small businesses in County Wexford to save money by reducing their energy, waste and water costs. Not only are these businesses saving lots of money, and many have achieved substantial annual savings, they are also contributing to a greener environment by using renewable energy, reducing water usage and/or lessening unnecessary waste going to landfill. Working with the programme partners – The EPA, Wexford County Council, Wexford Chamber and Econcertive has been a very rewarding experience and demonstrates again and again that collaboration works – pooling our resources and efforts results in a greater outcome. I look forward to helping many more businesses access the GreenSave Programme to make large cost savings and make County Wexford become the Green Business County.

### **Tom Banville**

Head of Enterprise

Local Enterprise Office Wexford

[www.localenterprise.ie/wexford](http://www.localenterprise.ie/wexford)

## Econcertive

I am delighted with this opportunity to showcase the achievements of some of the many Wexford businesses and community organisations I have worked with on the GreenSave programme. They have each risen to the challenge of examining their environmental performance and then acting to achieve real and lasting improvements. As a result they have saved money, reduced waste and lessened their impact on the environment. By then adopting an EcoMerit environmental certification, they have given a commitment to keep doing so, year on year. A measure of their success is that EcoMerit organisations have averaged a 9.3% reduction in their carbon emissions every year since 2009.

The GreenSave project is an outstanding collaboration made possible by the Environmental Protection Agency, Wexford Chamber and Local Enterprise Office Wexford. I consider myself privileged to be a part of it.

### **Phil Walker**

Econcertive

[www.ecomerit.ie](http://www.ecomerit.ie)

# What is the GreenSave Programme?

The GreenSave programme is available each year to a limited number of businesses located in the participating counties of Wexford and Dun Laoghaire-Rathdown. The places are filled on a first-come, first-served basis.

The GreenSave programme in County Wexford is made possible through the support of:

- Wexford Chamber
- Local Enterprise Office Wexford
- Wexford County Council
- The Environmental Protection Agency

## The GreenSave Programme in County Wexford

The GreenSave project has been running since 2013 in conjunction with the EPA, Local Enterprise Office Wexford, Wexford County Council, Wexford Chamber and Ecocertive.

### Project Management Team

Tom Banville	Head of Enterprise, Local Enterprise Office Wexford
Madeleine Quirke	CEO, Wexford Chamber
Phil Walker	CEO, Econcertive
Katie O'Connor	Administrator, Wexford Chamber

Local Enterprise Office Wexford (LEO) provides a range of support services to small and start-up businesses (SMEs) throughout the county of Wexford. These are primarily businesses with up to 10 employees. Targeting this demographic, in conjunction with Wexford Chamber and Econcertive, the programme aims to help small businesses become more sustainable while making substantial savings on their energy, waste and water costs.

Experience has shown that small businesses have a widely held misconception that being 'green' is expensive. The current, difficult economic climate is making it harder to encourage businesses to address sustainability issues due to:

- A widespread unwillingness to spend time or money on anything which is non-essential.
- Downsizing, which means few businesses have available resources to take on new projects.

The GreenSave project seeks to overcome some of this inertia by providing a simple, low-resource commitment programme for small businesses which focuses on achieving savings in energy, water and waste costs. There is an option for programme participants to achieve an EcoMerit environmental certification.

### EcoMerit Certification

EcoMerit has been designed specifically with SME's in mind. Large companies often have a dedicated Environmental Manager and can afford the luxury of an ISO 14001 environmental certification. Smaller companies have no less of a need to control their energy, waste and water costs – but do need to achieve this with a much smaller budget. EcoMerit Certs are issued with a validity of three years. At the start of years 2 and 3, certified companies pay an annual surveillance fee and arrange a suitable time for an EcoMerit advisor to call out. The advisor will verify the certification, including progress on any planned improvements. He or she will also assist with finding further cost-saving improvements for the coming year. EcoMerit Companies achieve 9% year-on-year improvement in carbon performance. For more info visit [www.ecomerit.ie](http://www.ecomerit.ie)

## Programme Description

The project is loosely based upon the mentoring scheme which the Local Enterprise Office uses to support small businesses in specialist areas such as marketing, IT, trade-marking, and so on. The client business pays a flat fee of €250, and receives €1,000 worth of mentoring support from a specialist in the given field.

This project uses a similar approach, and provides the businesses with an environmental support programme consisting of:

- An on-site review visit to examine current environmental performance and to identify zero- and low-cost environmental improvements which will yield savings in energy, waste and water costs.
- A follow-up visit to discuss the findings and develop an implementation plan to achieve the desired results.
- Assistance with developing an environmental policy, if desired.
- Telephone support as needed during a nominal three month period.
- A final review visit to evaluate the results, measure the improvements, give additional help and guidance as needed and provide assistance with EcoMerit certification (optional).

Previous project work in Wexford using the EcoMerit certification scheme (notably the Greening Wexford Festival Opera programmes of 2010 and 2011) achieved average savings of €2,000 per year for each participating company. This provided a typical reference point for the GreenSave Programme. The initial programme target was set to recruit ten Wexford companies who in turn could expect to save an average of €2,000 annually.

Recognising the aversion small businesses have to commitment and cost, key features in the design of this project are:

- Accessing the membership of the Local Enterprise Office and Chamber to market the project to prospective participating SME businesses
- Placing emphasis on cost savings rather than certification - which is offered as a 'free' optional extra
- Giving a money-back guarantee to participating businesses (ie. they will get their €250 back if the project fails to find them at least €250 in annual savings).



# Programme Results and Case Studies

## GreenSave Programme 2013 Results

The 2013 programme comprehensively exceeded its targets and assisted thirteen Wexford businesses to improve their environmental sustainability by reducing their energy, waste and water costs.

### Participating Businesses

Company	Sector
Slaney Farm Produce	Agriculture
Westgate Design	Retail
Gainfort Hair & Beauty Supplies Ltd.	Retail
Delaney Concrete	Manufacturing
Clifford House B&B	Hospitality
O'Briens Sandwich Bar	Food
La Cuisine	Food
Sport Savers	Retail
Taoglas Ltd.	Manufacturing
Fire Sentry Systems Ltd.	Business Services
Knockeen Nursing Home	Hospitality
Wexford Enterprise Centre	Property Management
Youth Train	Education

### A summary of the average savings adopted into the companies' improvement Plans

Subject Area	Average Annual Savings
Waste	€1,010
Lighting	€1,655
Heating	€ 17
Other Energy	€1,431
Water	€ 294
<b>Total Average</b>	<b>€4,407</b>

Nine of the thirteen participating businesses have fewer than ten personnel. This makes this magnitude of savings particularly significant and valuable for them.

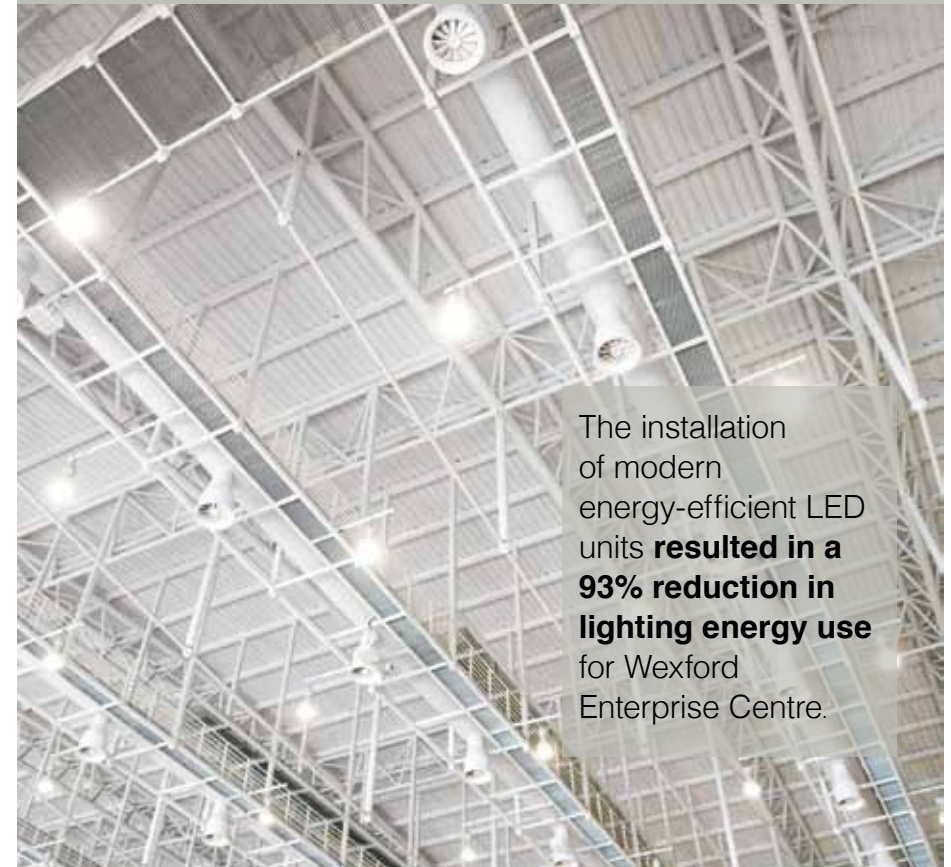
### Performance Outcome for GreenSave 2013

In financial performance terms, the project aimed to implement:  
 $10 \times \text{€}2,000 = \text{€}20,000$  annual savings in total.

Actual performance is:  
 $13 \times \text{€}4,417 = \text{€}57,291$  annual savings in total.

The target was exceeded by 186%.

In addition, three companies were identified as non-compliant against environmental legislation (packaging and WEEE regulations). With project assistance, all three have brought themselves into compliance.



The installation of modern energy-efficient LED units **resulted in a 93% reduction in lighting energy use** for Wexford Enterprise Centre.

## GreenSave Programme 2013 Case Studies

	Waste Example	Water Example	Energy Example
Company	<b>Slaney Farms Produce</b> Slaney Farms are proud growers and producers of quality Irish potatoes.	<b>Clifford House</b> This luxury B&B guesthouse overlooks the sea at Rosslare Harbour.	<b>Youth Train, Wexford</b> Youth Train CTC Wexford trains low qualified young people to develop the skills, knowledge and attitude to access quality employment.
Issue	All categories of waste were disposed of via a large compactor, which attracted high landfill waste rates and significant rental charges.	Water use had not previously been examined.	Having just moved to larger premises, energy costs had increased proportionately, but the energy budget had not.
Solution	Examination of the waste mix indicated that 90% was recyclable – mainly plastics and cardboard. Segregation of waste at source will avoid landfill charges. <i>Investment in a baler (currently being considered) would allow the cardboard and plastics to be sold rather than paid for, saving a further €650+ per year.</i>	Fitting flow restrictors to the showers to avoid excessive water use.	A number of opportunities were identified; <b>1.</b> The electricity account was 'out of contract' resulting in unnecessarily high charges. <b>2.</b> The contracted electrical capacity was too high and attracting excessive charges. <b>3.</b> Some areas were over-lit; lightbulbs could be removed. <b>4.</b> The inefficient workshop lighting needed upgrading. <b>5.</b> The water boiler was left on for longer than needed.
Metrics	This will direct 9 tonnes per year to recycling, saving €1,600 in landfill and compactor hire costs. This is an overall 54% cost saving.	This will save 175 litres of hot water per day.	The new electricity contract saves €975 per year. Lighting upgrades cost €600 and save €400 per year. Removing excess bulbs saves €50 per year. A water boiler timer cost €10 and saves €70 per year.
Total Cost	Nil	€36	€610
Saving	€1,600 per annum	€435 per annum	€1,495 per annum
Payback Time	Immediate	1 month	5 months

**Wexford Enterprise Centre** actively fosters an entrepreneurial spirit, through the provision of support, advice and affordable workspace to a broad range of companies. This 45,000 sq ft facility comprises of 50 office, industrial and manufacturing units and is home to 30 companies, employing over 100 staff. Since joining EcoMerit, they have embarked on a major programme to reduce energy use, save on costs and improve their long term sustainability.

### Lighting

Lighting in the public areas was predominantly by a mix of fluorescent tubes and halogen spotlights. These relatively inefficient lights needed to be operating 24/7 because the centre has to be open to its tenant businesses at all times. The total lighting load was 10.9 kW costing €13,900 per year to run.

**The solution** was to replace all these lights with modern energy-efficient LED units which are typically 80% more efficient. In addition, the installation was carefully optimised, area by area, to tailor the lighting performance and deliver further energy savings.

**The net result is an impressive 93% reduction in lighting energy use.**

*The LED technology was supplied by Ecopoint ([www.ecopoint.ie](http://www.ecopoint.ie)) and installation and optimisation was by Dirr Electrics ([dirrelectrics@oceanfree.net](mailto:dirrelectrics@oceanfree.net))*



### Solar Panels

The Enterprise Centre has installed an array of roof-mounted solar panels. These photo-voltaic panels are used to generate electricity and reduce the centre's requirement for grid electricity. The array was supplied and installed by Solar Electric Ireland ([www.solarelectric.ie](http://www.solarelectric.ie)). It is expected to generate between 5,000 and 6,000 kWh of useful electricity per year.

This means that the panels will be capable of supplying at least 90% of the new LED lighting load for the public areas. **As a result, the annual lighting costs will reduce from €13,900 to no more than €200. An overall reduction of 98.5%.**

### Double Glazing

The opportunity was taken to replace thirteen of the centre's remaining single glazed windows with double glazed units. **These are expected to save €1,850 per year in heating costs.**

*The windows were supplied and installed by D&B Windows ([www.dbwindows.ie](http://www.dbwindows.ie)).*

### Grant Aid

To help fund the project, the Enterprise Centre used its EcoMerit certification to apply for SEAI 'Better Energy Communities' grant support. SEAI provided 50% grant support, reducing the overall project cost from €55,760 to €27,880. As a result, the overall payback time on the project will be a little under two years.



Annual carbon savings will be 49.75 tonnes

## GreenSave Programme 2014 Results

Performance on the 2014 project has been exceptionally good, with the target of ten participant companies being recruited in three months instead of the six months anticipated in the original programme.

### Participating Businesses

Company	Sector
Wexford Opera House	Hospitality / Leisure
Clonard Community Centre	Community / Voluntary
Irish National Heritage Park	Hospitality / Leisure
Solar Electric Ireland	Technical Services
Big Barn Farm	Agriculture
ERSK New Ross	Retail
Jeans Depot New Ross	Retail
Sports Savers New Ross	Retail
Sports Savers Enniscorthy	Retail
Creacon Lodge	Hospitality / Leisure
<b>Additional support given to:</b>	
O'Neill's Bacon	Food

An eleventh company, O'Neill's Bacon was also given support under the project. They were in the process of fitting out a new production facility, and advice was given relating to energy efficiency and the selection of lighting etc. As no 'before' and 'after' comparisons can be made for a brand new facility, no specific savings are claimed in the project results.

### A summary of the average savings adopted into the companies' improvement Plans

Subject Area	Average Annual Savings
Waste	€ 104
Lighting	€1,907
Heating	€ 894
Other Energy	€1,502
Water	€ 940
<b>Total Average</b>	<b>€5,347</b>

Eight of the ten participating businesses have fewer than ten personnel. This makes this magnitude of savings particularly significant and valuable for them. The overall performance compares favourably with the project target of €2,000 per company.

## Performance Outcome for GreenSave 2014

In financial performance terms, the project aimed to implement:  
 $10 \times \text{€}2,000 = \text{€}20,000$  annual savings in total.

Actual performance is:  
 $10 \times \text{€}5,347 = \text{€}53,470$  annual savings in total.

The target was exceeded by 167%.



The installation of an extensive array of photo-voltaic panels saves **The National Heritage Park** **€4,000** annually



## GreenSave Programme 2014 Case Study

**The Irish National Heritage Park**, located just outside Wexford town, provides visitors with a journey through 9,000 years of Irish history. On joining the GreenSave programme, they embarked on their own epic journey to reduce energy costs and improve their long term sustainability.

### Heating & Insulation

The main visitor centre, housing the shop, restaurant and audio visual facility, was originally designed for summer use only, and was unsuited to the year-round opening now operated by the Heritage Park. Improvements were made as follows;

- Upgrading the loft insulation to modern standards.
- Installing radiant panel heaters to replace the inadequate mix of old wall heaters and plug-in heaters.
- Installing inflector blinds over the extensive glazed areas, to help retain the heat without compromising the views of the park's attractions.

**The combined effect is to save €8,000 per year in heating costs.**

*The panels and inflector blinds were supplied by Sunnyheat Ireland ([www.sunnyheat.ie](http://www.sunnyheat.ie))*

### Lighting

Lighting was by a mix of fluorescent tubes and halogen spots. The total lighting load was 12 kW costing €6,500 per year to run.

**The solution** was to replace the 249 lights with modern energy-efficient LED units which are 70% more efficient. **These save an impressive €4,700 in annual electricity costs.**

*The lights were supplied by LED Vista Lighting ([www.ledvista.ie](http://www.ledvista.ie))*

### Solar Panels

The Heritage Park has installed an extensive array of photo-voltaic panels to generate their own electricity on site. The 25 kWp array generates 22,000 kWh of electricity per year, **saving €4,000 on the park's annual electricity bill.**

*The PV panel array was supplied and installed by Solar Electric Ireland ([www.solarelectric.ie](http://www.solarelectric.ie))*

### Grant Aid

To help fund the project, the Heritage Park used its EcoMerit certification to apply for SEAI 'Better Energy Communities' grant support. SEAI provided a 50% grant reducing the overall project cost from €94,000 to €47,000. As a result, the overall payback time on the project will be a little under three years.



Annual carbon savings will be 46.8 tonnes.





**Participating Businesses**

Company	Sector
Enniscorthy Golf Club	Hospitality / Leisure
JJ Devereux LTD	Retail
Enniscorthy Enterprise Centre	Community / Voluntary
Wexford Swimming Pool & Leisure	Hospitality / Leisure
Cunann Luthdease Gael Loch Gorman	Community / Voluntary
Kia Ora Mini Farm	Hospitality / Leisure
DoneDeal	Retail
Shelmalier Trading Co. Ltd	Retail
Button & Spoon	Food
Brandon House Hotel Ltd	Hospitality / Leisure



**Wexford Golf Club**

A complete lighting upgrade to LED lighting throughout the clubhouse and the external and car park lighting. Where appropriate including sensor controls.

**Expected annual cost savings: €11,052**  
Expected annual carbon savings: 38.9 tonnes

**Jean Depot**

Energy saving works incorporated within the refurbishment of a combined warehouse and offices. The works involve;

- Replacement of warehouse, office and corridors lights with LED units
- Insulation of the offices, walls and ceilings, to modern standards
- Installation of digitally-controlled electric wall heaters to replace the old storage heaters.

**Expected annual cost savings: €15,244**  
Expected annual carbon savings: 53.7 tonnes

**Clonard Community Centre**

This is a second grant, following on from last year's extensive lighting upgrade. The works involve:

- Replacement of the remaining lights with LED units
- Construction of a new porch at the main entrance with outer and inner doors to minimise heat loss and draughts
- Replacement of other ill-fitting exterior doors with new units

**Expected annual cost savings: €6,094**  
Expected annual carbon savings: 17.7 tonnes

**Wexford Chamber**

Renovation of the original Chamber building (at the same time as a major extension is being built). The grant aided works are for:

- Replacement of old single-glazed windows with modern double-glazed units
- Dry lining of the exterior walls to improve insulation
- Insulation of the roof spaces to modern standards
- Replacement of all lighting with LED lights
- Installation of modern thermostatically-controlled storage heaters
- Installation of point water heaters for bathroom and kitchen sinks

**Expected annual cost savings: €2,267**  
Expected annual carbon savings: 8.0 tonnes

# Looking to the Future

As you will have seen from the foregoing, GreenSave projects are saving the participating Wexford businesses and community organisations real money on their annual energy, waste and water costs. At the same time they are reducing their waste; their reliance on expensive imported fossil fuels; and their carbon emissions. Accessing SEAI grant aid for energy saving measures in some of these organisations has helped us to increase these savings dramatically - and provide work for the local businesses carrying out the improvements.

It is great to work on a project in which everybody wins and I look forward to continuing the journey next year with our outstanding project partners, Wexford Chamber, Local Enterprise Office Wexford and the Environmental Protection Agency, and the next group of forward-thinking Wexford businesses and organisations who decide to take up the GreenSave challenge. As always, places are limited, and will be allocated on a first-come, first-served basis. Application forms can be downloaded from [www.ecocert.ie/ecomerit-for-smes/greensave](http://www.ecocert.ie/ecomerit-for-smes/greensave) We all look forward to hearing from you.

## Phil Walker

Econcertive

To apply for GreenSave Programme,  
fill out the form opposite and return to

Please contact LEO before applying to check that places are still available.

## Tom Banville

Head of Enterprise

### Local Enterprise Office Wexford (LEO)

Wexford County Council  
Carricklawn  
Wexford

For more information:

t: 053 919 6024  
m: 087 679 6857  
e: [tom.banville@leo.wexfordcoco.ie](mailto:tom.banville@leo.wexfordcoco.ie)  
w: [localenterprise.ie/wexford](http://localenterprise.ie/wexford)

Or visit :

[www.ecocert.ie/ecomerit-for-smes/greensave](http://www.ecocert.ie/ecomerit-for-smes/greensave)

# GreenSave Programme Application Form

Business name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Contact Name \_\_\_\_\_

Tel. No. \_\_\_\_\_ Email \_\_\_\_\_

Nature of Business \_\_\_\_\_

Established date \_\_\_\_\_ No. of employees (max 50) \_\_\_\_\_

What do you want to achieve/What have you achieved so far  
in terms of improving your environmental performance?

For a flat fee of €250 participating companies will receive;

- Mentoring support valued at €1,000
- On-site review visit and follow-up support visit
- Assistance in developing environmental policy, monitoring and improvements
- Telephone support as required
- Final evaluation visit after three months
- EcoCert certification, if required

The €250 fee is fully refundable in the event that the annual savings identified do not exceed €250. Payment in advance can be made by Visa, MasterCard or EFT- phone 053 919 6020.



# GREENSAVE

## Low-Resource Commitment Programme

helping SMEs to save energy, water & waste costs

Save money by cutting costs

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Improve your company's  
environmental performance

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Become certified as an  
environmentally-friendly business

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### Testimonials

*"Fantastic Savings"*

Paul Maloney Pottery

*"I wish we had done this years ago"*

Elizabeth Whyte, Wexford Arts Centre

*"This project has saved us thousands"*

Byrnes of Bree