SME’s and the Environment

Global perspective and cool tools for SME’s and protecting the environment

The Hawke Centre
Heinz Werner Engel Belgium Adelaide Sep 2009

Small is beautiful?

25 457 296 SME’s in Europe below 20 people
How to make them move on SD?
Their Marketplace is becoming more complex
They do not move……

Evolution in thinking

Concepts
- 1970 End of PIPE
- 1980 Recycle
- 1990 Cleaner Technology
- 2000 Eco design
- 2010 Sustainable consumption and production

Milestones
- Seveso
- Bhopal
- Cychernobyl
- Excon Valdez
- Extreme Weather patterns

Communication
- 1970 Trust me
- 1980 Tell me
- 1990 Show to me
- 2010 Proof to me
Why should they move?

1. Personal Ethics
2. Market differentiator
3. Cost savings
4. Supply chain pressure
5. Streamline internal organisation
6. Public procurement
7. Peer pressure
8. Seduce new staff
9. Relationship with regulator

Pressure and new Concepts

- From manage my small production site
- Physical boundaries

To

- Manage all my business processes, products and services over which I have management control and influence

Climate change .. 2020

- CO2 emissions in Europe
  - 24% Households
  - 19% Commercial
  - 21% Industry
  - 25% Transport
  - 11% Public sector

20 % - Energy consumption  Green energy  CO2 emissions

25% of Multi nationals have no CO2 objective
Public green procurement

<table>
<thead>
<tr>
<th>Country</th>
<th>City</th>
<th>Sector</th>
<th>Technical capacity</th>
<th>Budget (millions €)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>Peterlee</td>
<td>Services</td>
<td>R&amp;D consultancy</td>
<td>1.16 – 3.2</td>
</tr>
<tr>
<td>UK</td>
<td>Belfast</td>
<td>Services</td>
<td>Museum exhibition</td>
<td>0.175 – 0.29</td>
</tr>
<tr>
<td>UK</td>
<td>Paisley</td>
<td>Industrial</td>
<td>Waste Management</td>
<td>58.13</td>
</tr>
<tr>
<td>UK</td>
<td>London</td>
<td>Industrial</td>
<td>Houses construction</td>
<td>5.81</td>
</tr>
<tr>
<td>UK</td>
<td>Wigton</td>
<td>Services</td>
<td>Logistics services</td>
<td>0.88 – 1.4</td>
</tr>
<tr>
<td>Ireland</td>
<td>Dublin</td>
<td>Industrial</td>
<td>Anti-riot equipment</td>
<td>0.2 – 0.3</td>
</tr>
<tr>
<td>Ireland</td>
<td>Clonee</td>
<td>Services</td>
<td>IT Consulting</td>
<td>2</td>
</tr>
<tr>
<td>Belgium</td>
<td>Bruxelles</td>
<td>Services</td>
<td>EU Helpdesk</td>
<td>0.48</td>
</tr>
<tr>
<td>Belgium</td>
<td>Bruxelles</td>
<td>Services</td>
<td>EU internal audit</td>
<td>0.92</td>
</tr>
<tr>
<td>France</td>
<td>Strasbourg</td>
<td>Services</td>
<td>EU Parliament cleaning</td>
<td>4</td>
</tr>
<tr>
<td>Germany</td>
<td>Hofdam-Gohl</td>
<td>Services</td>
<td>Databank System</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>Leverkusen</td>
<td>Industrial</td>
<td>Furniture</td>
<td></td>
</tr>
<tr>
<td>Norway</td>
<td>Oslo</td>
<td>Industrial</td>
<td>Bulbs and fluorescent lamps</td>
<td></td>
</tr>
<tr>
<td>Malta</td>
<td>Blata l Bajda</td>
<td>Services</td>
<td>Information system</td>
<td></td>
</tr>
</tbody>
</table>

Multiple certification demands

ISO 9001 ISO 14001 ISO 18001 ISO 22000 EMAS
Consumers want to choose...
want to know....

Your production process

Your Product Lifecycle

CSR and supply chain pressure
EU Policy

Carrots and Sticks
Smarter policy packages
Incentives
Tougher regulations
Performance oriented
Mix: law and market based tools

Globalisation = standardisation

- 70% B-B transactions are subject to technical product and process specifications
- Compliance is a competitive requirement
- Standards & Sustainability agenda
- Standards are made for big business - not for SME’s
- 96% of companies are small business.
Lowering the barriers of access…

• Consultant + Cost
• Complexity
• Bureaucracy
• Certification + Cost
• Time & resources
• Benefits?

Is EMS accessible for small business?

• Yes
• Start informal
• Create capacity
• Learning by doing
Ecomapping is the starter Kit for EMS....

A visual and participatory tool to:

- Get an immediate environmental action programme
- Collect and communicate environmental data
  - Do-it-yourself & Learning by doing
  - Visual and focalised inspection
  - Needs no degree but only observation, communication, patience and paper

Ecomapping helps to focus

7 Ecomaps

Indirect aspects
- Site and organisation map
- Design Suppliers Law
- Market Strategy

Direct aspects
- Water
- Soil storage
- Energy map
- Air noise smell
- Waste
- Risk
Silver workshop Thailand

Taylors Wines, Water - Cellars.
Catering facilities University

Eco-carte globale de la cuisine de l'ULB - Solliesch

Maintenance workshop

Harbour workshop

Copper-waste
Wood-waste
Careless storage
Ecomapping looks into workers opinions and material flows

From informal to formal

You do not get a rubberstamp on informal Management... The big players want standards and certification Basta !
Ten people - ten pages - ten days :)
Micro reporting …..

Clusters & Coaching = Teamwork
Cool & keep it simple & bottom up

- Procedures:
  - Short
  - Sharp
  - Engaging
  - Cool
  - Participatory

Integrate HQS+E

- Cost saving
- Simplification
- Logic
Workers and Rugby players do not read procedures

EcoMapping - A simple and cool introduction to EMS in Taylors Wines

• Taylors Wines split EcoMapping in to five distinct Business Units
  • Vineyard
  • Offices & Maintenance Sheds
  • Barrel Hall
  • Cellars
  • Bottling & Warehouse
have progressed EcoMapping™ to a fully integrated Environmental Management System (EMS);

• Using EMASeasy (a 30 step process)
• Integrated with Lean manufacturing methods
• Asset management processes

Taylors Wines EMS has now been externally certified to the International Standard ISO 14001.

EMAS easy brings significant advantages to small SME's

• It takes 150% less effort in implementing in the SME
• It can cost less 80 % in verification and certification
• It uses 3 times less individual consulting effort
• It uses informal approaches- less paperwork
• Creates knowledge Networks
• Can be audited in one day
Conclusion

Merci and thank you for your attention...

- Aussie SME’s Step up
- New partnerships and mindsets are required
- Move export oriented sectors forward
- Uptake of EMS is not only good business sense but also an act and expression of modern management culture
- The tools exist to do it

- Heinz Werner Engel
- Andy Chambers
- Richard Furler
- Director Green Ochre P/L

...and thank you for your attention.