Greening SMEs through Information Based Tools
Successful Approaches in Scotland

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Scotland

• 5.3 million population
• 99.3% of private sector businesses are SMEs
• Key sectors:
  • Food & Drink
  • Agriculture & fisheries
  • Creative Industries
  • Tourism
  • Financial & Business Services
  • Life Sciences
  • Construction
Scottish Environment Protection Agency

• Key Aims
  • To protect and improve Scotland’s environment
  • To help achieve sustainable economic growth
• ~1304 Staff
• 24 Offices throughout Scotland
Our principles for good guidance

• Based on a good understanding of users
• Designed with input from users and their representative bodies
• Organised around the user’s way of working
• Easy for the intended users to understand
• Designed to provide users with confidence in how to comply with the law
• Issued in good time
• Easy to access
• Reviewed and improved
Driving behaviour change

What will drive behaviour change?

- Avoid fines
  - Trustworthy
- Save money
  - Regular updates
  - Cohesive information
  - All in one place
  - Practical, actionable
  - Step-by-step
  - Helps with EMS
  - Positive PR
  - Save the planet
  - Relevant to my business
  - Evidence of savings
    - Time
    - Money
  - Engaging

Sources: E&E theme user research; NetRegs survey; NCCC reports; and EA research
NetRegs

- Launched in 2002 as UK wide guidance, supported by EA, SEPA and NIEA
- Transferred to SEPA in 2013 and run in partnership with NIEA
- Plain English guide to the regulations for SMEs
- Provides regulatory (what you must do) and good practice guidance
- Up to date, free to use.

[NetRegs website](www.netregs.org.uk)
NetRegs Delivery

- Business Advisory Group (BAG) SCOTLAND
  - SEPA Internal Advisory Group
    - Advice and Engagement Manager
      - Gillian Bruce
    - Specialist 2
      - Jane Bond
  - Communications Support
    - Craig Ballantyne
  - IS Officer
    - Leann Burzynski
  - Technical Support Officer
    - Alan Parnell

- Business Advisory Group (BAG) NORTHERN IRELAND
  - SEPA Internal Advisory Group
    - Legal Support – SEPA & NIEA
    - Better Regulations Manager
      - Liz Smyth
    - Senior Policy Officer
      - Catherine McPherson
  - Technical Support Officer
    - Alex O’Paula
  - Technical Support Officer
    - Andrew Wallace

- Student Intern
NetRegs Guidance

• NetRegs guidance covers:
  • 33 business sectors
  • 12 environmental topics
  • >740 business activities
  • 15 video clips (plus 20 to add)
  • E-updates
  • Links to further guidance and support
Agriculture guidance

This guidance is for anyone working in farming and agricultural businesses in the UK, including livestock and arable farmers, landowners and contractors.

Find out how to:
- deal with environmental issues on your farm
- reduce, reuse and recycle agricultural waste
- protect surface waters and ground waters on your farmland
- avoid causing pollution when you use hazardous substances, such as sheep dip.

Air pollution
- Ammonia from slurry and manure

Energy and steam generation
- Refrigeration and air conditioning

Carbon reduction and business efficiency
- Buying sustainable goods & services
- Combined Heat and Power: benefits and opportunities
- Energy efficiency

Northern Ireland environmental management toolkit
Scotland environmental management toolkit

Checklists:
- Northern Ireland agriculture checklist
- Scotland agriculture checklists

Pollution prevention guidelines:
- Agriculture PPGs

Environmental impacts of agricultural businesses

www.sepa.org.uk
NetRegs Tools

- E-learning Tools
  - Duty of Care for Waste (Northern Ireland)
  - Duty of Care for Waste (Scotland)
  - Renewable Energy
  - Waste Electrical and Electronic Equipment
  - Sinks Drains and Sewers
  - General Guide to Pollution Prevention
- Self-Assessment Tool
- Mobile App
Improving Outreach

- E-learning → businesses → staff
- Universities → students → new employers
- Call centre staff → businesses
- Presentation packages for business networks
- Telephone marketing
- Business events
- Leaflets
- Promotional materials
Statistics: NetRegs Usage

Total sessions (Jul - Dec):
- From July – December 2012 there were 45,864 unique users of NetRegs
- From July – December 2013 there were 98,694 unique users, a 115% increase on 2012
- From July – December 2014 there were 133,176 unique users, a 35% increase on 2013

On average per month (2014):
- 51,450 pages viewed
- 22,188 sessions
NetRegs Results

- **4892** Subscribers to the E-update
- **2318** Video views
- **1117** registered users of the E-learning tools
- Cost savings of ~ £153,000 (9FTE) per annum to SEPA through avoiding calls

"NetRegs is a fantastic resource which I find invaluable"

"Very useful website, popular with some of our auditing bodies..."

"Excellent website for up to date info. well thought out & structured"
Vision in Business for the Environment of Scotland Awards

• Encouraging, rewarding and recognising best practice
• Partnership of Government Bodies
• Supported by key business organisations
• Funded by private sponsors

SEPA
Scottish Environment Protection Agency

VIBES
AWARDS
VISION IN BUSINESS FOR THE ENVIRONMENT OF SCOTLAND

www.sepa.org.uk
Award Categories

• Management
  • Large business category (250+ employees)
  • SME business category (<250 employees)
• Environmental Product or Service
• Hydro Nation Award
• Circular Economy
• Transport
• Co-operation
• Best Micro Business
Entries open

To coincide there will be a number of launch events across Scotland, including Edinburgh, Glasgow, Aberdeen.

Entries closed

Closing date for applications. Completed forms must be submitted no later than 1700 hours on this date.

First panel meeting

Judging site visits

Final panel meet

VIBES Award Ceremony

Winners awarded at the VIBES prestigious annual ceremony.
“Added Value” features

- Every applicant receives advice on further environmental improvement
- “Towards environmental excellence modules” for potential entrants and those not reaching shortlist
- Wide range of case studies produced
- All finalists get promotional support
- Winners can go on to get European exposure
- Other benefits include staff motivation and winning new contracts
Scottish Business Sustainability Partnership

- Integrated service for resource efficiency support
- Joined up Government approach
- Simplified service for clients via a cross referral system
Other successful approaches

- Demonstration projects
- Joint publications
- Business seminars
- Train the Trainer
Conclusions

- Web based guidance is cost effective
- Guidance should be interactive and engaging
- Should be supported by other approaches
- Working in partnership reduces costs
- Involvement of industry bodies is beneficial
- Effective marketing is required

Thank you