

## Thematic Development and Action Plans 2010/11

### Composition of Sector Group/Board

The sustainable prosperity group was set up in June 2008 to achieve Strategic Goal Four (SG4) 'to make Norfolk an exemplar of environmentally sustainable prosperity'. The original structure of the sustainable prosperity group comprised of four subgroups with each subgroup delivering one of the following four key objectives;

- Improve communication and knowledge transfer.
- Develop a network of physical centres for sustainable technologies.
- Encourage the implementation of higher building standards, linked to the growth agenda.
- Investigate and develop alternative transport options and encourage smarter ways of working.

In October 2009 the structure was simplified to form just one core group, consisting of ten key individuals that work closely with both the chairman of the Sustainable Prosperity Group, Ian Findlater and the Sustainable Prosperity Officer Fiona Atkins. The group actively works to drive forward a single objective 'to encourage and support Norfolk businesses to adopt sustainable business practises'.

The core group is supported by a network of people and organisations that previously supported SG4 or has an invested interest in the success of its activities. The network supports the core group by providing clusters of expertise that can be called upon as task and finish groups to contribute towards projects specific to their areas of expertise. The network will be kept informed of activities through a quarterly newsletter.

The core group consists of both public and private organisations that meet on a bi-monthly basis. The members are as follows;

Ian Findlater, Chairman of the Sustainable Prosperity Group and Group Business Development Director, May Gurney  
Fiona Atkins, Sustainable Prosperity Officer, Shaping Norfolk's Future  
Nick Schiller, Managing Director, Archant Print.  
Kathy Wilden, Director, Biosphere Expeditions

David Martin, Partnership Director, Norfolk Business Link  
Chris Blincoe, Project Manager, Low Carbon Innovation Centre  
Jason Middleton, Partnership Manager, Shaping Norfolk's Future  
Christina Norton, Director, Seriously Responsible Print.  
John Snook, Climate Change Partnership Coordinator, Norfolk County Council

## **Dates of Meetings**

The core group meets on a bi monthly basis. The following meeting dates have been scheduled for 2010;

Monday 25<sup>th</sup> January 2010

Monday 29<sup>th</sup> March 2010

Monday 24<sup>th</sup> May 2010

Monday 19<sup>th</sup> July 2010

Monday 27<sup>th</sup> September 2010

Monday 29<sup>th</sup> November 2010

Meeting dates for 2011 will be released in the fourth quarter of this year.

## **Thematic Development Plan (2010-2015)**

The government continues to increase its investment of money and resources into transforming the UK economy into a low carbon economy, whereby energy and resource efficiency is fundamental to all products and services.

Businesses that understand the full implications of sustainability and climate change on their business will be better placed to take effective pre-emptive action to place themselves at the forefront of emerging low carbon markets and differentiate themselves from their competitors.

Over the next 5 years and beyond there is a compelling business case for businesses to act upon and capture the benefits associated with the transition to a low carbon economy. Benefits include;

- Cost savings in both the short and long term.
- Management of strategic risks including;
  - rising fuel costs.
  - scarcity of resources such as energy, water and raw materials.
  - the challenge of increasing Government policy.
  - the physical impacts of climate change
- Increase profits by taking advantage of new market opportunities in the expanding low carbon markets.
- Improved reputation and branding.

The following headings have been identified as key issues for businesses with regards to sustainability and the low carbon agenda over the next 5 years.

## **1. Rise in Fuel Prices.**

Post recession volatility in the price of oil that we are currently experiencing and will continue to experience over the next 10 years, will be very disruptive to business and at a minimum affect companies' ability to plan and invest. We will face huge challenges in energy security and supply with 42% of the country's power generating capacity due to withdraw from operation between now and 2020 and predicated electricity price rises of 60% by 2020.

Businesses need to be supported to reduce their fuel use and dependency on non renewable fuel types. This may include;

- Increased advice and guidance on how businesses can reduce their fuel use and cut their operational costs by improving their energy efficiency.
- Provide businesses with assistance in understanding their energy bills and taxation of their energy use, such as the Climate Change Levy.
- Information on government incentives such as the new Feed-in-Tariff, which could help businesses become more self sustaining and reduce the impacts associated with the rise in fuel prices.
- Information on alternative transport solutions, the benefits of EcoDriving, and use of alternative fuels.

## **2. Energy and Resource Efficiency.**

Rising fuel costs and increasing taxation on energy use will force businesses to assess their energy use and become more resource efficient.

The following should be considered;

- Increased availability of information for businesses on how they can achieve quick wins by reducing their energy, waste and water use, which in turn will reduce their utility bills, government taxation and the cost of waste disposal.
- Increased availability of information of Government taxation such the Climate Change Levy, CRC Energy Efficiency Scheme, Landfill Tax and Duty of Care.
- Promotion of the Carbon Trust Loans and increased support for businesses that would like to apply for an interest free Carbon Trust Loans to achieve long term savings.
- Increased availability of information on tax breaks for companies that make large investments in low carbon technologies.

### **3. Increasing consumer, supply chain, NGO and regulatory pressure to reduce carbon emissions from their products, services and operations.**

Businesses are under increasing pressure from consumers, their supply chains, non governmental organisations and regulatory pressure to significantly reduce their carbon emissions from their products, services and operations. This is not just restricted to Norfolk companies, however for Norfolk businesses to compete on a national and international scale they need to keep up to date with current and future legislation and consumer expectations. Businesses also need to be provided with the opportunity to take advantage of emerging low carbon markets.

To help businesses achieve these objectives the following should to be considered;

- Regular newsletter aimed at businesses highlighting changes to legislation and events in Norfolk on the low carbon agenda. Businesses can sign up to the newsletter on the website.
- Online business directory to promote organisations within the sustainability field, so that businesses have an opportunity to source additional help. This will also help to drive forward low carbon markets within Norfolk.
- Meet the buyer events, which provide SME's with an opportunity to identify the environmental requirements of larger companies and potential markets within their supply chain.

### **4. Business Reputation**

A businesses approach to the environment is an increasingly important factor in developing a good reputation. Businesses with a good environmental reputation are more likely to attract and retain customers, recruit high quality employees, maintain a better relationship with their suppliers, the local community and stakeholders and increase the chance that banks and investors will provide them with financial support. By improving their environmental performance businesses can also access new markets, including government sector contracts.

Businesses need to be provided with more guidance on the benefits of marketing themselves as businesses that have adopted a sustainable approach, and how they can gain such acknowledgement.

To help businesses achieve these objectives the following needs to be considered;

- Increased accessibility to information to support businesses in implementing an environmental policy or Environmental Management System, (EMS).
- The series of Business Breakfasts showcase innovative ways in which Norfolk businesses are reducing their environmental impact and gives them a platform to share their experiences with a business audience.
- Online case studies, which share best practise.

## **Actions to Date**

### **1. Re-structuring of the core Sustainable Prosperity Group**

In October 2009 the structure of the Sustainable Prosperity Group was simplified to form just one core group, consisting of ten key individuals that work closely with both the chairman of the Sustainable Prosperity Group, Ian Findlater and the Sustainable Prosperity Officer, Fiona Atkins.

The core group is supported by a network of people and organisations that provide clusters of expertise that can be called upon to contribute towards projects specific to their areas of expertise. The network will be kept informed of activities through a quarterly newsletter.

### **2. Development of Website – Sustainable Norfolk**

The Sustainable Prosperity website has been developed as part of the update to the Shaping Norfolk's Future website. The site can be accessed from Shaping Norfolk's Future website via the headings themes/sustainable prosperity, campaigns/low carbon and through a separate web address [www.sustainablenorfolk.co.uk](http://www.sustainablenorfolk.co.uk)

The new website provides a central hub of information and an interactive platform from which the Sustainable Prosperity Group communicates its activities and share information on the environment, sustainability and the low carbon agenda. The page includes local and national news, events diary, useful links, funding opportunities and downloads. There is also further information pages categorised into Environmental Legislation, Energy, Water, Waste, Travel, Environmental Management Systems, Procurement and Construction. These provide businesses with clear and concise signposting to information and advice on the environment, sustainability and the low carbon agenda.

### **3. Series of Bi-monthly Business Breakfasts**

The Sustainable Prosperity Group has hosted five breakfasts from the series of bi-monthly business breakfasts. The breakfasts showcase innovative ways in which Norfolk businesses are reducing their environmental impact and provide them with a platform to share their experiences with a business audience.

With each breakfast hosted at a new and exciting venue, the events offer a unique forum to share information and network. Speakers, including those from the University of East Anglia and the business community, provide both the theory and practise on a range of topics around the low carbon agenda. The series of business breakfasts are supported by the Cue-East Sustainable Living Partnership Fund.

### **4. EcoDriving Campaign**

The EcoDriving Campaign was launched by Jake Humphrey, the BBC Formula one presenter at Lotus in January 2010. The EcoDriving Competition, hosted by the Sustainable Prosperity Group took place in the Forum, Norwich in March. Over 48 businesses participated in the competition by competing against each other on the EcoDriving simulators to win a Lotus track day and Eco Safe Driver Training provided by Norfolk County Council to the value of £1,000. Norfolk Fire and Rescue came first with Lotus and May Gurney in second and third place respectively. Eco Safe Driver training for their employees will commence shortly.

### **5. REV-ACTive Network Coordinator**

REV-ACTive is a project developed by Breckland Council to support regeneration and economic growth along the A11 corridor. Through thermal imagery REV-ACTive seeks to identify SME businesses that have the greatest potential to improve their resource efficiency and reduce their carbon levels, working with businesses to proactively realise this potential and associated business benefits.

REV-ACTive has been successful in their application for funding from the European Regional Development Fund (ERDF). Fiona Atkins the coordinator of the Sustainable Prosperity Group will share her time between Shaping Norfolk's Future and the development and promotion of the REV-ACTive Sustainable Business Network. The product description for the REV-ACTive Sustainable Business Network is currently being developed.

## Action Plan

Name of Activity	Outputs	Outcomes	Link to Indicators (LAA Bold)	SNF Goal (Lead Bold)	Partners (Lead Bold)	Resources to deliver activity	Risks	Risk Mitigation	Completion Milestones	Progress to Date
Embedding sustainability within the sector groups	<p>Actively work with each of the coordinators of the sector groups to identify ways in which we can embed sustainability into their activities.</p> <p>Output: Agriculture and Food Processing, Energy, Engineering and Marine Industries and Tourism have been prioritised.</p>	<p>Influence their activities to help reduce the environmental impact of their activities and encourage businesses within their sector to adopt sustainable business practises and reduce their carbon emissions.</p>			<b>SNF</b>	<p>A full time coordinator (Fiona Atkins) is in post to deliver the outcomes. Other resources are unknown at this time.</p>	<p>Lack of engagement from the sector coordinators, chairman of the sector groups and businesses within the sectors.</p>	<p>A requirement of sector funding is that each of the sector groups incorporates the drive towards a low carbon economy within their action plans.</p>	September 2010	<p>On the 1<sup>st</sup> July a successful business breakfast aimed at the agricultural sector was held in association with the Rural Enterprise Hub at Easton College at the Royal Norfolk. We are currently liaising with advanced engineering and manufacturing group to hold a business breakfast at EAME.</p>
Network Coordinator for REV-ACTive	<p>To develop a networking product that can be offered to SME's to encourage them to sign up, engage and benefit from the REV-ACTive project over the 3 year life of the project.</p> <p>A Sustainable Business Network made up of &gt;1,000 businesses from across Norfolk and the A11 corridor.</p>	<p>To encourage businesses to engage with the REV-ACTive project and encourage businesses to adopt a sustainable business approach.</p>			<b>BCC</b> <b>SNF</b> <b>NCC</b> <b>Naked Marketing + other partners</b>	<p>The Sustainable Prosperity Officer is contracted to work 2.5 days per week on the project to coordinate and deliver the REV-ACTive sustainable business network. Match funding of £18,000 has been invested into the project.</p>	<p>Lack of buy in from businesses. Risk on not being able to offer businesses a unique selling point to encourage them to join the network.</p>	<p>Support from Naked Marketing in recruiting the businesses. Thermal imagery of businesses premises to be used as the unique selling point to attract businesses to sign up to the network.</p>	<p>The network will be set up by July and launched in September 2010. Network element of project to be completed by Jan 2012.</p>	<p>The product description has been completed and the report signed off by REV ACTIVE. The features of the report are currently being implemented ready for the launch in September.</p>
MBA Students Research Project	<p>Work with the University of East Anglia's MBA students to research and survey the quality and accessibility of information provided by</p>	<p>The mapping by the MBA students will provide us with a comprehensive overview of the</p>			<b>UEA Business School.</b> <b>SNF</b>	<p>No financial resources required. A minimum amount of time</p>	<p>Lack of response/engagement from the businesses survey.</p>	<p>Use of existing networks and events to survey the businesses.</p>	June/July 2010	<p>The MBA students have completed their research and business survey,</p>

	government organisations on the low carbon agenda.  An interactive PDF document, which maps the current service provision and gaps in the market.	current activities in Norfolk, and indicate the gaps in service provision which will then be addressed.				and resources from the Sustainable Prosperity Officer to provide guidance with the students research.				the results are due to be presented at the end of July.
Norfolk Climate Change Partnership	Act as the Economy and Business arm for Norfolk Climate Change Partnership and ensure that business has a direct link into the partnership.  Establish a proactive business group that is embedded into the Climate Change Partnership, to drive forward environmental issues relating to business to share best practise.	Ensure that Norfolk meets its Local Area Agreement Targets relating to environmental impact and CO <sub>2</sub> emissions.			<b>Climate Change Partnership.</b> SNF Other private and public sector partners.	No financial resources required. Resources and time from the Sustainable Prosperity officer and Core Group.	Lack of direction from the Climate Change Partnership.	Norfolk County Council has appointed a new partnership coordinator to ensure the projects success.	Indefinitely	The Sustainable Prosperity Officer has met with the new coordinator and receives regular correspondence from within the group. The SP officer will attend the September meeting.
Environmental Assessment of SNF	Conduct an Environmental Assessment of SNF to identify improvements to our working practises and environment.  The environmental assessment will provide us with a baseline to work from to monitor and improve our carbon footprint.	Aim for SNF to become a sustainable business, so that we practise what we preach.			<b>SNF</b> NCC	The environmental assessment was free. Money may be required to make some of the changes to our working environment. Time and resources from the Sustainable Prosperity Officer and SNF core team.	Inability to make changes to our working environment due to lack of funding from NPS who manage the building. Lack of cooperation from the core team and GNDP to change their behaviour towards a more carbon friendly working practise.	NPS has an Energy Improvement Fund, which could assist with the improvement at Charles House.  Incentives for the core team and GNDP to change their behaviour.	Jan 2011	Environmental assessment has been carried out. Negotiations with NPS have been on hold following discussion on the ownership of the building during unitary and funding under the new coalition government.
Series of bi-monthly business breakfasts	Run a series of bi-monthly business breakfasts aimed at a business audience to show case innovative ways in which Norfolk businesses are reducing their environmental impact. Each breakfast is held at a new and exciting venue on a range of topics around the low carbon agenda.	To share best practise from around the county and encourage other Norfolk businesses to use these examples to adopt sustainable business practises of their own and reduce their carbon emissions.			<b>SNF</b> Cue-East May Gurney UEA. Other private and public sector organisations depending on the topic of the breakfast.	The speakers and venue are free in most cases. The breakfasts are funded by Cue East from their Sustainable Living Fund. A total of £1,500 has been allocated for	Lack of business engagement.	The breakfasts are promoted through various channels, including, the website, Norfolk Network website, Chamber of Commerce member site,	Indefinitely	A further two breakfasts have been held bringing the total to 6 since September. Topics included sustainable tourism and water use in agriculture. The breakfasts

						2010.		sector coordinators, EDO's.		continue to be a success.
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Name of Activity	Outputs	Outcomes	Link to Indicators (LAA Bold)	SNF Goal (Lead Bold)	Partners (Lead Bold)	Resources to deliver activity	Risks	Risk Mitigation	Completion Milestones	Progress to Date
Series of workshops	Series of workshops focusing on areas such as energy efficiency, Feed in Tariffs energy bills and taxation, waste, landfill tax and Duty of Care, CSR	To assist businesses towards adopting sustainable business practises and reducing their carbon emissions. To help businesses in the transition towards a low carbon economy.			<b>SNF</b> REV- ACTive. Other private and public sector partners.	Working in partnership with other organisations we will be able to negotiate lower rates for venue hire and speakers. Other resources are unknown at this time.	Lack of business engagement. Lack of resources to run the events.	Working in partnership, the events will be promoted through a wide range of channels. Use of work experience students to support the coordinator with events.	December 2010.	The SP officer is currently liaising with Norfolk businesses to partner with and confirm the schedule of events for 2010/2011.
Newsletter	Monthly/quarterly newsletter to be sent out to all business contacts to inform them of changes to legislation and up and coming events in Norfolk, around the sustainability and the low carbon agenda.	To keep businesses informed of activities within Norfolk, current and future legislation and provide businesses with an opportunity to take advantage of emerging low carbon markets, with an aim to help Norfolk businesses compete on a national scale.			<b>SNF</b>	A full time coordinator is in post to deliver the newsletter.	Lack of time and resources to produce the newsletter.	A template for the newsletter has been developed to simplify the production of the newsletter. Time allocated to complete the newsletter on a regular basis.	Indefinitely	The SP officer has met with Naked Marketing to discuss the format and content of the newsletter. The release of the first newsletter will coincide with the launch of REV ACTIVE in September.