



**BUSINESS SUPPORT NEEDS  
ANALYSIS FOR A SUSTAINABLE  
AND LOW CARBON ECONOMY  
IN THE SOUTH EAST REGION  
OF NORTHERN IRELAND**

**ABSTRACT**

This project, funded by Invest NI, is a collaborative exercise between Ards and North Down Borough Council, Armagh Banbridge Craigavon Borough Council, and Newry Mourne and Down District Council, collectively referred to as the Southeast (SE) Region. The remit of this research piece is to establish and analyse local business wants and needs to inform the SE Region on how they might best support local businesses to achieve a sustainable and low carbon economy across the area.

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## **Executive summary:**

This project, funded by Invest NI, is a collaborative exercise between the 3 councils covering the Southeast (SE) Region of Northern Ireland (Ards and North Down Borough Council; Armagh, Banbridge and Craigavon Borough Council and Newry, Mourne and Down District Council), which aims to establish and analyse local business wants and needs in order to inform the SE Region on how they might best support local businesses to achieve a sustainable and low carbon economy across the area.

The project, which ran from the 18<sup>th</sup> of January until the 14<sup>th</sup> of March, was overseen and managed by Danielle McCormick, Triterra, in partnership with Michelle Connolly, Profile Tree, who undertook all digital and survey engagement elements of the campaign.

The research gathered insights across five key areas. These included:

- Desktop research on industry insights
- An online ad campaign promoting the campaign survey. This was promoted across Facebook and LinkedIn over a 4-week period.
- A planned customer engagement session via zoom featuring a case study organisation. This was consequently cancelled due to low uptake across the region.
- Direct telephone calls aiming to engage local businesses directly in the survey.
- Development of relevant case studies

Desktop study has unveiled significant research that demonstrates the clear and tangible need, and benefits, to businesses of adopting a more sustainable and low-carbon agenda, with value being created across social, environmental, and economic pillars. These sentiments have been shared across the nine case studies undertaken, with business owners and organisations seeing numerous benefits for their companies.

Insights from the regional survey has demonstrated overwhelming support from businesses who feel that it is important to work towards creating a more sustainable and low-carbon agenda, with the majority of respondents feeling a clear sense of moral obligation, as well as being keen to identify cost saving opportunities. However, business recognise that support is needed across a number of key areas such as:

- Help in applying for funding
- Strategic sustainability planning
- Support in identifying cost savings opportunities through resource audits
- Help in creating sustainability policies, marketing strategies and general upskilling

Businesses also feel that the key stakeholders who can help facilitate businesses in making this transition include local government departments, local authorities, central government and specialist experts and consultants.



The key conclusions provided therefore support these views, with the final recommendations being that the SE Region develop a dedicated programme of support, similar to the model currently being used within economic development departments across Northern Ireland for generic business support programmes, to help businesses within the area transition towards becoming a more sustainable and low carbon economy.



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## Section 1: Introduction & Project Scope

This project, funded by Invest NI, is a collaborative exercise between Ards and North Down Borough Council, Armagh Banbridge Craigavon Borough Council, and Newry Mourne and Down District Council, collectively referred to as the Southeast (SE) Region.

The area collectively accounts for approximately 1,412 square miles (25.9% of the Northern Ireland total); a population of 554,669 (29.3% of the Northern Ireland total) and 22,135 businesses (28.5% of the Northern Ireland total) across all sectors, with the majority of these considered to be sole-traders, micro and small and medium sized enterprises (SME's), as is in line with the rest of the Northern Ireland (NI) region.

The three councils within the SE Region offer a wide range of services that span across leisure, community, parks and open spaces, tourism, culture, refuse collection and street cleansing, environmental health, registrations of births, deaths and marriages, burial grounds, public conveniences, administration, employment, finance, planning and building control and economic development, including business support services.

The remit of this project is to establish and analyse local business wants and needs in order to inform the SE Region on how they might best support local businesses to achieve a sustainable and low carbon economy across the area. As such, the scope of this project aims to identify that following key questions:

1. What actions (Financial, Social, and Operational) have already been taken to address the sustainability agenda as directed by other government departments and agencies e.g., NIEA, DEARA, DfE, etc?
2. What actions have local businesses already taken (Financial, Managerial, Social and Operational) to address the sustainability agenda?
3. What actions have been/need to be taken as a result of the two previous points?
4. What level of investment has been/is required to make these changes?
5. What are the commercial implications (positive and negative) of increasing businesses' environmental credential e.g., gaining new markets?
6. What is the social impact on the workforce and wider community?
7. What is the level of opportunity that exists for transition and transformation to a low carbon economy in the South East region?
8. What actions can be taken collaboratively as councils and/or other statutory public sector agencies to support the transition of the businesses to a low carbon economy in the South East Region?
9. What are the external influencers (Consumers, Government Departments, competitors etc.) which can determine the transition to a low carbon economy



(e.g., people, skills, management techniques, infrastructure, banking and finance, other government departments)?

10. How can we link all external influencers together to ensure efficient use of existing support and assets?
11. How has the COVID-19 Pandemic influenced low carbon transition planning?
12. What central government financial package should or could be available to facilitate the transition to a low carbon economy for businesses at a time when they are still recovering from the Covid Pandemic?
13. Are there any incentives to assist or support them?
14. What is the attitude and how important is climate action or the low carbon agenda for businesses?
15. Highlight examples of best practice elsewhere which can be shared with others, and which highlight the barriers for a business to adapt to a low carbon economy

Insights for this piece of research were planned and gathered across five key areas which included:

- Desktop research
- An online customer survey promoted via an advertising campaign that ran across Facebook and LinkedIn
- A customer engagement zoom session featuring a case study organisation (which was consequently cancelled due to low uptake)
- Direct telephone calls aiming to engage local businesses in the survey
- Development of case studies relevant to the project

Further details on methodology have been provided in section 2.

Given the remit of the project, the content of this report will focus on the data collected across the areas outlined with the aim of informing the three council bodies.

## Section 2: Project Methodology

The contract was managed by Danielle McCormick, Triterra, in partnership with Michelle Connolly, Profile Tree, to deliver all requirements of the contract.

The work plan that was agreed between all parties can be viewed via Gantt chart below (figure 1). The plan included an initial outline of all proposed activities to occur under the 8-week project incorporating key milestones and an indication of who will be responsible for managing, monitoring and auditing each stage to meet the schedules as outlined in the timeline below.

**Figure 1: work plan Gantt chart**

Activity	Contractor personnel	Council personnel req	18-Jan	25-Jan	01-Feb	08-Feb	15-Feb	22-Feb	01-Mar	08-Mar	14-Mar
			wk 1	wk 2	wk 3	wk 4	wk 5	wk 6	wk 7	wk 8	END
Collate relevant held data / information on businesses / sectors within the sub-region for sharing with contractor		YES									
Meet with all team members & Council to discuss project; agree questionnaire & survey script & date of zoom facilitation sessions & relevant questions	DMC & MC	YES									
Research businesses for approach within the SE Region	MC & DMC										
Develop questionnaire and survey script	DMC										
Sign off from council	DMC to liaise	YES	req EOP 26 Jan								
Upload survey onto SurveyMonkey platform for promotion	MC										
Develop script / video for ad campaign	DMC & MC										
Sign off from Council	DMC to liaise	YES	req EOP 26 Jan								
Launch targeted ad campaign	MC			28-Jan							
Ad campaign running across FB and LinkedIn	MC		start 28 Jan; finish 4 Mar								
1:1 telephone surveys of 300 businesses to coincide with ad generated responses	MC		start 28 Jan; finish 4 Mar								
Facilitation of 1 zoom teleconference / facilitation session for local businesses	MC & DMC	YES					Date TBC				
Ongoing collation of responses	DMC & MC		start 28 Jan; finish 4 Mar								
Collate all information	DMC & MC								req by 07 Mar		
Ongoing monitoring with feedback to Council			weekly update provided to Council on project progress & milestones								
Development of report, inc. stakeholder engagement	DMC		start 28 Jan; finish 4 Mar								
Final handover meeting	DMC & MC	YES									DATE TBC

As part of this workplan the following elements were agreed:

- The Council collated relevant business data and shared with the contractors within the first week of the project.
- Michelle Connolly (MC) oversaw all digital engagement elements of the campaign, with Danielle McCormick (DMC) preparing the script, survey questions and advertising introduction.
- A brief weekly progress report was provided where MC advised on, and revised where appropriate, the digital and engagement approach as agreed by all parties with the aim of achieving maximum engagement against set targets over the course of the project.



- DMC was responsible for overall project management and worked directly with MC to identify potential opportunities and 'red flags', which were relayed to Council at each stage of the campaign.
- DMC was responsible for all desktop research elements of the exercise, including enquiry into existing business support programmes in NI, background research, evidence gathering and case study development.
- An initial project initiation meeting date occurred on the 20<sup>th</sup> of January 2022. During this meeting the following items were discussed:
  - Team initiation and introduction opportunity
  - Appointment of elected point of contact for the SE region project
  - Discussion on relevant questions for the business questionnaire and 1:1 telephone survey
  - Agreement on the format of the zoom facilitation session, including date (agreed to be held on the 23<sup>rd</sup> of February 2022 at 11am).
  - Discussion of concept / script for targeted business ads on social media platforms, Facebook & LinkedIn
- Following initial discussion MC carried out additional, in-depth research to develop a list of potential clients for telephone contact. This spanned across all key sectors in the Southeast sub-region to include manufacturing, tourism (hospitality and leisure), the agri-food sector, the creative industry, the service sector, and other associated sectors deemed as important for this study.
- DMC worked with MC to identify relevant partnerships who could help reach local businesses, including local enterprise agencies; local business mentoring programmes and online and offline business networks including local chamber of commerce.
- DMC generated a questionnaire, telephone survey & facilitation questions, which were agreed with the local point of contact.
- DMC and MC developed a relevant social media advertisement and script, which were agreed with the local point of contact.
- MC uploaded all elements of the final campaign, which went live on 03<sup>rd</sup> of February 2022. All assets including a link to the survey, the video and zoom registration link, were shared with all relevant council representatives.
- The medium to high impact, targeted advertising campaign ran across LinkedIn and Facebook until the 7<sup>th</sup> of March, extending the original length of the campaign by 2 days to maximise upon engagement opportunities. The ad campaign contained the direct link to the SurveyMonkey questionnaire, which also included a direct registration link for the zoom session at the end.





- NB: This link was subsequently removed upon agreement that the zoom session should be cancelled due to lack of uptake.
- Engagement in this initiative was promoted via project management team's own relevant networks, in compliance with GDPR regulations.
- The project management team remained aware that the timeframe for engagement with a target of 300 businesses was short and were likely to be impacted by a number of external factors which were outside of the control of the project management team. These factors included:
  - Covid19 and the omicron strain were at peak numbers across NI during the initial phases of the campaign, which impacted people's personal health and ability to work.
  - Many businesses were, resultantly, short staffed and those who were at work remained under pressure due to restricted staff resource.
  - Staff across all sectors were encouraged to work, which impacted the team's ability to obtain a response from relevant business contacts.
- The team attempted to mitigate these impacts by directly contacting, via telephone, 1032 businesses across the identified sectors, with many of these businesses were contacted on several occasions to encourage participation at a time that was convenient for them. This was in addition to the ongoing online survey and ad campaign that was promoted via social media advertising and personal networks, as well as ongoing attempts from the three Councils who utilised their own communication channels and contacts lists.
- DMC and MC continued to monitor weekly progress throughout the advertising and promotion schedule and provide regular updates to the council point of contact.
- The contractors organised an additional engagement opportunity, offering an opportunity to gather more, in-depth feedback on business views. This one-hour session invited guest speaker, and case study (appendix 4) Skillnet Ireland to speak on their Climate Ready programme. This offered the representative a 15-minute speaking opportunity where they provided an overview of the project, followed by a 45-minute Q&A and feedback session for attendees.
- Unfortunately, due to low registration numbers (2 businesses) it was agreed on the 21<sup>st</sup> of February by all parties, that the session should be cancelled.
- All digital and engagement information was collated by MC and shared with DMC on the 8<sup>th</sup> of March for inclusion into the report.

DMC continued to work on the preparation of the report throughout the project, engaging with relevant stakeholders and contacts across this period to capture background information, case study research, existing business support programmes across NI and other information as deemed necessary and relevant to the final report.



Final handover of the report to Council team members occurred on the 14th of March, where a final meeting date was also agreed.

All elements of the project were delivered remotely to ensure that staff and team members remained safe from the risks of Covid, whilst also offering a straightforward and easily accessible opportunity to maximise on direct engagement with local businesses across the short time schedule, and through the difficult and restrictive impacts from Covid19 and the Omicron strain.



## Section 3: Positioning Sustainability and The Low Carbon Agenda for The SE Region

### 3a: How has the Covid19 pandemic influenced sustainability and the low carbon transition?

Covid19 has wreaked havoc for public health, businesses and severely impacted the local and global economy during since it was first reported in December 2019.

Governments around the Globe worked to maintain balance between keeping the public safe whilst retaining a level of economic activity, and it became apparent that the health and wellbeing of the planet had a strong and interlinking connection to the health and wellbeing of society, and the economy. As a result, the world's business leaders and health professionals began to call out for a green and healthy economic recovery.

In May 2020, 155 MNBs, with a combined market value over \$2.4trn, and representing more than five million employees globally, signed a statement appealing to governments for a 'green recovery' by aligning their economic response to Covid19 with the science-based targets.

Later that month, over 350 organisations representing over 40 million health professionals and over 4,500 individual health professionals from 90 different countries, joined this global call to action by drafting an additional open letter to the G20 leaders calling for a 'Healthy Recovery', which shared these same sentiments.

These signatories also wanted to see reforms made to fossil fuel subsidies, with a call for support to be shifted towards renewable energy, which they highlighted would make for cleaner air, cut greenhouse gas emissions and help to spur economic growth of nearly \$100tn in the next three decades:

*“Climate change poses an imminent and serious threat to the health of the world’s population. We are calling on governments to make sure that pollution levels do not return to previous levels, so that our children and grandchildren will be able to grow up healthily in a liveable and sustainable climate. Only by investing in both healthcare and the environment can we create a sustainable future.”*

*(Kennedy, 2020)*

Research from Oxford University, which involved some of the world's leading economists, demonstrated that this approach could deliver a better result for both the world's economy as well as the environment:

*‘Covid-19 is falling like a daily hammer blow on our economy, putting the livelihoods and employment prospects of many millions at risk. By aggressive investment in*



*green skills and the creation of a swathe of green economy employment opportunities the UK can buffer COVID-19's impacts and simultaneously deliver a safer climate future"*

(Reay, 2020)

The research illustrated several recovery options that promised to bring both short-term high economic impact and long-term structural change. It also highlighted the potential for strong alignment between the economy and the environment, suggesting that green projects will create more jobs, deliver higher short-term returns and lead to increased long-term cost savings, when compared to traditional economic stimulus:

*"...this report shows we can build back better, keeping many of the recent improvements we've seen in cleaner air, returning nature and reduced greenhouse gas emissions."*

(Hepburn, 2020)

As part of this research, a survey was conducted amongst 231 financial and banking experts from across the globe where over 700 different, stimulus policies were catalogued, and it was found that respondents also saw a 'green route' out of the crisis as also being highly economically effective.

These calls to action have been heard, and heeded by Governments across the world with national plans, such as NI's 'Rebuilding a Stronger Economy' (Department for the Economy NI, 2020), the UK's 'The Ten Point Plan for a Green Industrial Revolution' (Department for Business, Energy & Industrial Strategy, 2020) and Ireland's, 'Recovering from COVID-19 through a Green Lens' (Tithe an Oireachtas, 2020), demonstrating that local governments plan to build a greener recovery, and ongoing sustainable approach into their economic development.

### **3b: What actions have been taken to address the sustainability agenda in NI:**

#### **NI Legislative measures:**

Following the local NI government's 'Rebuilding a Stronger Economy' publication, The NI Department of Agriculture, Environment and Rural Affairs (DAERA) are now developing a Green Growth Strategy. This will be the NI Executive's long-term strategy which plans to balance climate, environment and the economy for the region. It aims to set out a long-term vision, along with a framework for tackling the climate crisis in the most appropriate way.



The Green Growth strategy aspires to address more than just climate targets, also taking into consideration the wider environment as well as green jobs through a series of Climate Action Plans, which will set out the actions to meet sector-specific greenhouse gas emission targets leading to a cleaner environment, more efficient use of natural resources within a more circular and green economy.

On the 21<sup>st</sup> of October 2021, DAERA opened up the Green Growth Strategy to public consultation on behalf of the Northern Ireland Executive where they welcomed and encouraged the views of all stakeholders across NI. The consultation remained open for an 8-week period until 21 December 2022. Following analysis, it is anticipated that the final Green Growth Strategy will be launched in 2022.

Climate change and greenhouse gas emissions for NI are also managed by DAERA. Until March 2022 NI was the only country not to have its own climate act. The NI Executive has spent significant time discussing two separate bills at local assembly which stemmed from a difference in opinion as to what the most appropriate greenhouse gas (GHG) reduction target should be for the region. One suggesting a 2045 target for reaching net-zero GHG emissions, whilst the second proposed reducing overall GHG emissions by 82% by 2050.

On the 8<sup>th</sup> of March 2022 the bill passed its final stage. The Bill, which was tabled by Agriculture and Environment Minister, Edwin Poots, will now go forward for Royal Assent and has set an overall net-zero GHG emissions target for 2050, with a separate reduction target of 46% for methane emissions to allow for the large agricultural sector across Northern Ireland.

This goes beyond the initial 82% GHG reduction target, proposed by Lord Deben, Chairman of the Climate Change Committee (CCC), in his letter responding to a request from NI officials in February 2021 asking for further evidence on the economic costs of setting and delivering a 2050 emissions target for Northern Ireland.

The CCC's view on associated costs to NI in achieving the goal that was recommended at that stage was estimated to be in the region of £300 million:

*“As a result, our estimate of the annualised resource cost (which measures the net additional cost each year to deliver the same services with lower emissions) peaks at around £300 million per year in the early 2030s. Resource costs are less than 1% of 2018 GDP in Northern Ireland in every year from now through to 2050.”*

*(Deben, 2021)*

The advice provided by the CCC as to how a 2050 emissions target in Northern Ireland feed into the UK-wide and global economic benefits outlined that the NI Executive could support the UK by setting stretching targets into law and should seek to:



*“...develop ambitious policies that are aligned to the UK pathway to Net Zero via our recommended Sixth Carbon Budget. Our recommendations to Northern Ireland from December 2020 support a leadership-driven global pathway that reflects the goals and requirements of the Paris Agreement, recognising the UK’s responsibilities as a richer developed nation and its capabilities.”*

*(Deben, 2021)*

The letter can be found in full in Appendix 1.

The NI Executive has also attempted to address the issues associated with carbon management, through the Department for the Economy’s (DfE) Energy Strategy, “The Path to Net Zero” which was released in December 2021. Since energy consumption accounts for almost 60% of NI’s GHG emissions, the Energy Strategy sets out a pathway for an energy reform to 2030 that will help to help mobilise the skills, technologies and behaviours needed to take the region towards net zero carbon and affordable energy by 2050. This pathway was further discussed in the DfE’s subsequent publication “The Path to Net Zero – Action Plan”, which was release in January 2022 and sets several relatively SMART targets across 5 key areas which are:

1. Placing you at the heart of our energy strategy
2. Grow the green economy
3. Do more with less
4. Replace fossil fuels with renewable energy
5. Create a flexible, resilient, and integrated system

Within this publication reference is made to the following targets over the short to long term future, which may be considered the most relevant to this research and the SE Region’s future planning:

- The future “establishment of a one stop shop for energy information, advice, and support scheme delivery
- Delivery of £10m of funding through a new green innovation challenge fund, which will be used to help fund green technology innovation and support the growth of the low carbon and renewable energy economy
- Carrying out an energy skills audit for energy decarbonisation, to identify gaps and the skills needed from the education and training sectors in the short, medium and long term, engaging with stakeholders from relevant industries.
- The launch a non-domestic energy efficiency scheme, which will deliver a new energy efficiency support scheme for NI businesses.
- Delivery of additional funding in the region of £10m for central government energy efficiency projects to support the reduction of energy consumption and carbon footprint in central government.



The link to these publications can be found in the references section of this report on page 51.

## Currently Available Business Support Programmes

At present there are a wide range of support programmes available to businesses across the SE Region and whole of NI. It should be noted that the availability of these programmes can vary, for example some grant funds open intermittently on a recurring basis, whilst others are offered on a one-off basis, therefore it is important for the SE Region to remain informed as to which types of business support are open as time moves on.

The table below (table 1) gives an overview of the key organisations who are actively promoting support to businesses across the region, outside of individual council business support programmes, at the time of writing this report. The table also outlines the types of support that are currently available to businesses from the perspective of supporting low carbon and sustainable development, with live links included for each programme. It is recommended that the SE Region engage directly with these programme providers in order to remain informed and to help local businesses access additional opportunities where they might exist.

**Table 1: Low carbon and sustainability focused business support currently available in NI**

INSTITUTION	STATUS	SUPPORT TYPE	DESCRIPTION
BEIS - industrial energy transformation fund	Intermittently	<a href="#">grant funding</a>	For feasibility and engineering studies, and deployment of industrial energy efficiency and deep decarbonisation projects
Invest NI (INI)	Intermittently	<a href="#">innovation voucher programme up to £5k</a>	£5k innovation vouchers allow businesses or potential entrepreneurs to get expertise from a public sector knowledge provider, such as a university or college (NI and ROI) for an approved innovation project.
	Ongoing to all businesses	<a href="#">best practice guides, focused webinars and workshops</a>	The operational excellence team can assist by introducing new concepts, tools and techniques that can improve many areas of your business.



	<p>Ongoing for businesses with over £30k annual spend on energy &amp; resources</p>	<p><a href="#"><u>sustainability reports</u></a></p>	<p>A holistic assessment/understanding of a business's environmental performance across a number of areas, such as raw materials, energy, carbon, packaging, biodiversity and waste.</p> <p>This support helps to enable businesses to measure, monitor and report on environmental impacts, demonstrating transparency and accountability, which can lead to consumer confidence and brand loyalty</p>
	<p>Ongoing for businesses with over £30k annual spend on energy &amp; resources</p>	<p><a href="#"><u>technical consultancy to identify areas of efficiency &amp; cost savings</u></a></p>	<p>Helps businesses to identify areas for increased efficiency and cost savings. INI provide specialist support to complete bespoke energy saving projects such as technical audits and feasibility studies.</p> <p>This support will allow businesses to make informed decisions on potential investments in energy efficiency – and ultimately save on business energy and reduce business costs.</p>
	<p>Ongoing to all businesses</p>	<p><a href="#"><u>resource matching services through international synergies</u></a></p>	<p>Offers businesses opportunities to convert redundant materials from one business into a resource for another – both adding value and reducing business costs for all parties.</p>





			<p>As well as benefiting from cost savings and productivity improvements, this service allows businesses to prolong the life of resources whilst reducing their carbon footprint.</p>
	Ongoing to all businesses	<a href="#"><u>capital grants for energy/resource saving equipment up to £50k</u></a>	<p>INI can provide investment support of up to £50k to help businesses invest in energy saving equipment that will drive productivity in the business. This applies to any project that will reduce the consumption of water, raw materials or waste production.</p> <p>The rate of support is based on company size - a maximum of 10% of total eligible project costs for large businesses, 20% for medium and 30% for small and micro.</p>
<b>WRAP (waste &amp; resource action programme) NI</b>	Ongoing for food and hospitality sector	<a href="#"><u>guardians of grub</u></a>	<p>Guardians of grub is aimed at empowering professionals from across the hospitality and food service sector to reduce the amount of food thrown away in their businesses.</p> <p>The campaign is suitable for everyone in the sector, from Michelin star restaurants to local pubs, wherever food is served to order. It is about making simple, low-cost changes to the way food is bought, prepared and served that can help reduce the amount of food needlessly thrown away</p>



	Ongoing for businesses across the entire UK food chain	<a href="#">food waste reduction toolkit</a>	An industry wide roadmap and toolkit that: <ul style="list-style-type: none"> <li>-allows businesses to measure and report consistently and with confidence.</li> <li>-helps food businesses take targeted action to reduce waste in their own operations, their supply chain and from consumers.</li> <li>-helps the food sector deliver against Courtauld 2025 targets.</li> <li>-helps the UK deliver its part in delivering the UN's sustainable development goal 12.3.</li> </ul>
	Ongoing for businesses across the entire plastics value chain	<a href="#">plastics pact</a>	The UK plastics pact brings together businesses from across the entire plastics value chain with UK governments and NGO's to tackle the scourge of plastic waste. <p>Wrap are creating a circular economy for plastics, capturing value by keeping plastics in the economy and out of the natural environment.</p>
	Ongoing for businesses across the entire UK food chain	<a href="#">Courtauld commitment</a>	The Courtauld commitment 2030 is a voluntary agreement that enables collaborative action across the entire UK food chain to deliver farm-to-fork reductions in food waste, GHG emissions and water stress that will help the UK food and drink sector achieve global environmental goals.
	Ongoing for the fashion	<a href="#">textiles 2030</a>	Textiles 2030 is an expert-led initiative, harnessing



	and textiles industry's		the knowledge and expertise of UK leaders in sustainability to accelerate the whole fashion and textiles industry's move towards circularity and system change in the UK.
<b>DAERA</b>	Tier 2 tranche 2 opened for applications on 10 January 2022 and will close at 4pm on 1 April 2022	<a href="#">farm business improvement capital scheme</a>	The farm business improvement scheme (FBIS) is a package of measures and grant funding opportunities aimed at improving the competitiveness and sustainability of the farming sector.
	The maritime and fisheries fund (NI) 2021/22 is open for applications from 7 October 2021. The closing date for applications is 04 March 2022	<a href="#">maritime and fisheries fund</a>	The maritime fisheries fund (NI) 2021-2022 (MFF(NI)) is designed to support maritime and fisheries activity and help deliver the objectives of the common fisheries policy (CFP). It is also geared to encourage the development of integrated maritime policy
	The forest expansion scheme is currently closed to applications – expected to re-open early summer 2022	<a href="#">forest expansion scheme</a>	The forest expansion scheme is for new woodland planting of 3 hectares and larger. All woodlands that comply with the UK forestry standard are eligible for support. Successful applicants will receive up to 100% of eligible establishment costs and where eligible annual premia for a 10-year period.
	The agri-food co-operation scheme	<a href="#">agri-food co-operation scheme</a>	The aim of the scheme is to reduce fragmentation and improve



	(AFCS) is currently open for applications. Closing date for expression of interest forms is 30th April 2022.		competitiveness and sustainability within the agri-food sector.
<b>Business in the community (BITC) support</b>	Open to all businesses	<a href="#">climate action pledge</a>	Signing the climate action pledge is a public commitment by an organisation to reduce its absolute scope 1 and scope 2 greenhouse gas emissions by either 30% or 50% by 2030; and to work towards measuring and reporting scope 3 GHG emissions.
	Open to all businesses	<a href="#">environmental benchmarking</a>	Enables organisations to publicly demonstrate commitment to being environmentally responsible and transparent, and the process allows organisations to examine and reflect on their environmental performance, to help drive improvements.
	Open to all SME's (up to 499 employees)	Climate action Programme	Through the climate action programme BITC recruit climate champion organisations who invite and support SMEs in their supply chain to kick start their climate journey and take action on the climate crisis by completing a three-month programme.
	Available to all members	E-learning resources	E learning resources and toolkits available to members
<b>Keep Northern Ireland Beautiful</b>		<a href="#">tackling plastics toolkit</a>	Toolkit designed to help businesses tackle



			unnecessary plastic use and wastage
<b>Carbon trust</b>	Ongoing to all businesses	<a href="#"><u>free learning resources</u></a>	A range of tools, guides and reports to help businesses or organisations achieve their sustainability goals.
<b>Energy savings trust</b>	Ongoing to all businesses	<a href="#"><u>fleet management toolkit</u></a>	Provides information and resources to help businesses lower costs, while reducing the carbon emissions from the organisation's vehicles and employee travel.
<b>CAFRE support</b>	Ongoing for agri-food based businesses	<a href="#"><u>farm friendly skills programme</u></a>	The farm family key skills (FFKS) scheme provides short, specific training courses aimed at creating awareness and knowledge of topical issues impacting on farm businesses that can help with on-farm business decision making
	Ongoing for agri-food based businesses	<a href="#"><u>food innovation support</u></a>	Loughry campus provides key expertise in food manufacture, innovation, safety, packaging and waste minimisation
	Ongoing for agri-food based businesses	<a href="#"><u>environment technical support</u></a>	Technologists based at Greenmount campus, translate the latest research findings through a range of projects and programmes to make a positive impact on your farm business covering air quality, biodiversity, carbon management, water quality, soils and farm plastics.
<b>Power NI business support</b>	Ongoing to all businesses	<a href="#"><u>power NI renewables</u></a>	Power NI have a range of measures in place to make sure users get the most out of their renewable generator system



It should be noted, that whilst these are the main areas of support currently available to businesses, it is probable under the current plans for the NI Energy Strategy, that additional schemes of support, including possible financial support, will become available in the coming months and years. It is therefore recommended that the SE Region remain abreast of DfE's programme of delivery, as well as any opportunities that may arise from DAERA's new Climate Bill and Green Growth Programmes, which are likely to progress in 2022 onward.



## **Section 4: The commercial, social and environmental implications of transitioning towards a low carbon and sustainable economy within the SE Region**

### **4a: Opportunity:**

Integrating sustainable and low carbon practices into businesses is fast becoming a key driver for business growth and innovation on a global scale. Research carried out from Accenture in 2019 demonstrated that whilst value for money and quality are still a key focus for consumers, the vast majority of participants (83%) believed it to be crucial for brands to design products that could be more easily recycled or reused. It was also discovered that 72% claimed to be buying more environmentally friendly products than they had done in previous years, and a further “...81% said they expect to buy more over the next five years.” (Accenture, 2019)

In 2019, Harvard Business Review interviewed 70 executives of 43 large multinational businesses, and it was found that Environmental and Social Governance (ESG) is now a major priority, with executives and organisations expected to be held accountable by their shareholders for their overall ESG performance. (HBR, 2019).

Research has long shown overwhelming evidence demonstrating the clear and tangible benefits to businesses who chose to integrate sustainable practices, as outlined below:

- In 2017 Unilever reported a €966 billion opportunity for brands which develop and make their sustainability credentials clear, and that a third of consumers are buying from brands based on their social and environmental impact
- In 2019 Unilever announced that its purpose led sustainable living brands are growing 69% faster than the rest of the business and is delivering 75% of the company’s overall growth
- In 2017 it was reported by the UN that there is over a \$12 trillion a year market opportunity linked to implementing the UN’s sustainable development goals.
- In 2019 Bloomberg reported that global sustainable investment increased by 34% over the past 2 years to \$30.7 trillion
- In 2016 Cone Consulting reported that two-thirds of young people won’t take a job at a company with poor CSR practices

Research in 2015 from Rochlin, Bliss, Jordan and Yaffe Kiser also demonstrated that effective business sustainability practices can lead to:

- Market value increases by an extra 4-6% over a 15-year period
- Shareholder value increases by approximately \$1.28 billion
- Avoidance of revenue losses by up to 7%
- Reduced employee turnover rate by 50%.

In addition, more recent research from HSBC (November 2021) has shown a shared focus on sustainability from businesses. Results from the UK has revealed that business participants feel sustainability has a key role to play in their economic growth,



with 78% saying that a more sustainability-driven business model would have a positive impact on their overall growth. Among the organisations surveyed:

- 69% of companies say they plan to make manufacturing more sustainable
- 66% will be improving their internal practices
- 57% say they plan to increase expenditure on sustainability
- 48% say sustainability is key to their growth plans
- 24% say sustainability is crucial for recruitment and retention

The respondent also reported that the 3 biggest drivers for this change include:

- Operational efficiency
- Keeping up with competitors
- Changing regulations such as the government's 2050 net-zero ambition

In addition, other key benefits, and associated statistics for incorporating sustainability into the business model includes:

- **Offers a unique value proposition and competitive advantage:**
  - A Nielsen survey has shown that millennials are twice as likely as baby boomers to say they are changing habits to reduce environmental impact, with Generation Z, being equally, if not more concerned, about sustainability than the millennial generation.
- **Helps meet consumer demands in a rapidly changing marketplace:**
  - Nielsen has also revealed that 66% of consumers would spend more for a product if it came from a sustainable brand, and 81% of global consumers feel strongly that companies should help improve the environment.
- **Improves operational efficiency:**
  - According to McKinsey, a sustainability strategy can substantially reduce costs and impact operating profits by as much as 60%, as well as helping to lower energy consumption and water intake, and therefore associated billing costs.
- **Helps attract and retain lead talent:**
  - In 2019 research found that almost 40% of millennials reported taking a job because of the company's sustainability policies and were also willing to take a pay cut to work with a more environmentally responsible business. Furthermore, staff who work for a socially and environmentally responsible company often feel more motivated within their roles as they believe in the good work that the organisation is contributing to.
- **Create New Opportunities:**
  - A strong sustainability proposition can help companies tap new markets, expand into existing ones, and can help secure new tender and supply chain opportunities.

The implications of this evidence for the SE Region points to there being significant value in helping local businesses address sustainability through the provision of





strategic business model planning support to help them incorporate a more sustainability and low carbon focused agenda.

#### **4b: Creating value for businesses from the net-zero transition:**

According to McKinsey in 2021, there are three key ways that businesses can create value from decarbonisation, these include:

1. They can reduce their own emissions which also reduces operating costs.
2. Climate change mitigation offers opportunities for businesses to develop and sell goods and services that others will need on the path towards net zero.
3. Enable others in the business value chain to reduce the carbon-intensity of production and consumption.

#### **Reducing emissions:**

McKinsey's analysis shows that a quarter to a third of potential UK climate-change mitigation investments by businesses over the next 8 years are likely to have a positive net-present value, especially for transport-intensive firms.

The opportunities from decarbonising businesses' operations are thought to be largely concentrated around the following sectors:

- Agriculture
- Oil and gas production
- Mining
- Utilities
- Manufacturing
- Transport sectors

Collectively these sectors generated 84% of GHG emissions in the UK in 2019 (even though they account for just 14% of UK companies), 18% of employment, and 19% of gross value added. McKinsey estimates that approximately 85% of all business emissions reductions, and two thirds of UK's overall emissions reductions, will need to come from these sectors by 2030.

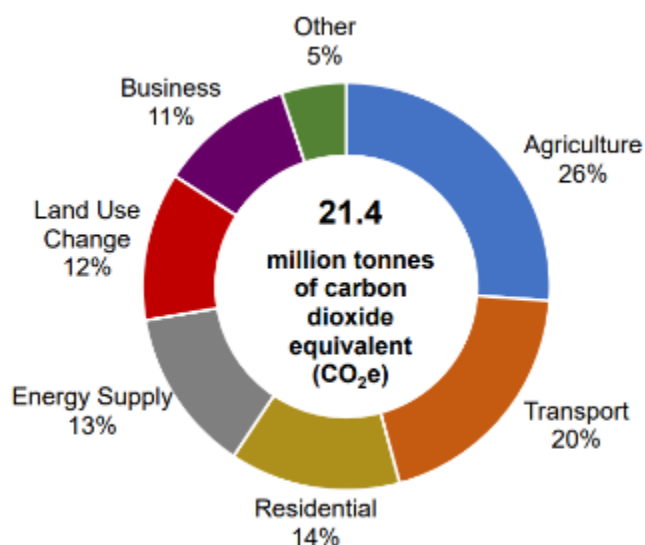
In 2019, Northern Ireland's greenhouse gas emissions were estimated to be 21.4 million tonnes of carbon dioxide equivalent (MtCO<sub>2</sub>e). During this time, the largest sectors in terms of emissions, outside of domestic, were:

- Agriculture (26%)
- Transport (20%)
- Energy supply (13%)

This is shown in Figure 2:



**Figure 2: Greenhouse gas emissions by sector, 2019**



The implications of this evidence for the SE Region would suggest that the sectors most relevant to the area, where Councils have the greatest potential to effect positive change in reducing carbon emissions, could lie in the agriculture and transport sectors.

**Climate change mitigation offers opportunities for businesses to develop and sell goods and services that others will need on the path towards net zero.**

The transition towards net-zero will be capital-intensive. McKinsey’s estimates that the capital expenditure into low-carbon assets in the world’s broader energy, transport, food, and land-use systems could be around £40-50 trillion in the period 2021–2030.

Businesses implementing sustainability change are likely to need capital investment into this transition. How much this will cost each business will depend on what level of change is required; the sector; the scale of change and to what extent throughout the supply chain this change is being applied.

However, almost all UK banks are keen to increase green and sustainable lending to businesses with Barclays, HSBC, Lloyds Bank, NatWest, Santander, Standard Chartered and Triodos having undertaken to align their lending policies with the UK’s pathways to Net Zero by 2050.

Despite the costs likely to be incurred due to this transition, there remains significant financial opportunity. Research from kMatrix in 2021 reported that the UK’s low carbon economy is currently worth over £200bn, almost four times the size of the country’s manufacturing sector, with further growth expected to accelerate in the coming years.

The global market opportunity for UK companies producing the goods and services that can aid the net-zero transition and is thought to be worth over £1 trillion by 2030,



with the following sectors considered to be the most likely to benefit if they can reconfigure their offerings to support the need, and opportunity, that currently exists:

- Manufacturing
- Construction
- Professional services
- Information and communication
- Financial-services firms

The SE Region has representation across each of these sectors within its business profile, and therefore, support to these sectors would not only aid the transition towards net-zero carbon across NI and beyond, but also has the potential to help secure strong economic growth for the region.

### **Enabling others in the value chain to reduce the carbon-intensity of production and consumption:**

This opportunity is thought by McKinsey to be most material for B2B companies that are either carbon-intensive themselves or supply capital goods and services to the world's energy, transport, and land-use systems.

The marketplace is showing a rapidly growing number of sustainable consumer brands, where product decarbonisation across the entire supply chain is allowing businesses to create distinctive and profitable value propositions.

A significant and growing consumer base are demonstrating preferences for brands demonstrating more sustainable and low carbon approaches. In the US sustainability-marketed products accounted for 16% of sales in 2019 but grew seven times faster than other products in the period from 2015 to 2019. Approximately 50% of consumers reported that they were willing to pay extra for sustainable products, and in a recent consumer survey, 60% of respondents said that they had gone out of their way to buy products in environmentally sustainable packaging (McKinsey, 2020).

The implications of this research to the SE Region suggests that there would be value, to both the business and the end consumer, in helping local businesses to better understand, strategise and implement sustainability marketing into the fabric of their communications strategies, thus better aiding them to identify their unique value proposition, engage with their target audience and maximise on sales opportunities arising from their sustainable approach to business. It is therefore possible that this support, if applied in a meaningful way by the business, can lead to increased sales, marketing, and customer engagement opportunities, whilst also helping to inform and educate consumers to make more sustainable choices.



## Section 5: Survey Findings

### Overview:

The survey campaign ran from the 3rd of February until the 7th of March (approx. 4 weeks). The survey was promoted via online ad campaign that ran across Facebook and LinkedIn and was also used for the telephone engagement initiative. The survey comprised of 13 main questions that were designed to achieve the following key aims:

- 1) Gauge levels of understanding, attitudes, and actions towards becoming a more sustainable and low carbon economy
- 2) Understanding the real and/or perceived key drivers, barriers, and risks to local businesses in moving towards a more sustainable and low carbon approach
- 3) Levels of awareness and engagement in sustainability programmes, resources and initiatives already available to businesses across NI
- 4) Support needs identified by local businesses
- 5) Which stakeholders do local business feel have the most influence in facilitating their transition towards a low carbon and more sustainable approach?

The survey was designed on the Survey Monkey platform with the objectives of:

- Being intuitive and easy to use
- Not being time-intensive
- Providing ample opportunities for the participant to provide more in-depth answers if they wished to do so

A full outline of the survey can be viewed in Appendix 2. Below is an overview of the statistics that resulted from the 4-week campaign.

**Table 2: campaign statistics**

Activity:	Statistics:
<b>Telephone surveys:</b>	
Total telephone calls made	1032
Total number of surveys completed on calls	188
Respondents who asked for survey to be emailed	265
<b>Social media ad campaign:</b>	
Clicks	465
Impressions	160,195
Reach	12,631
<b>Total surveys completed</b>	<b>223</b>

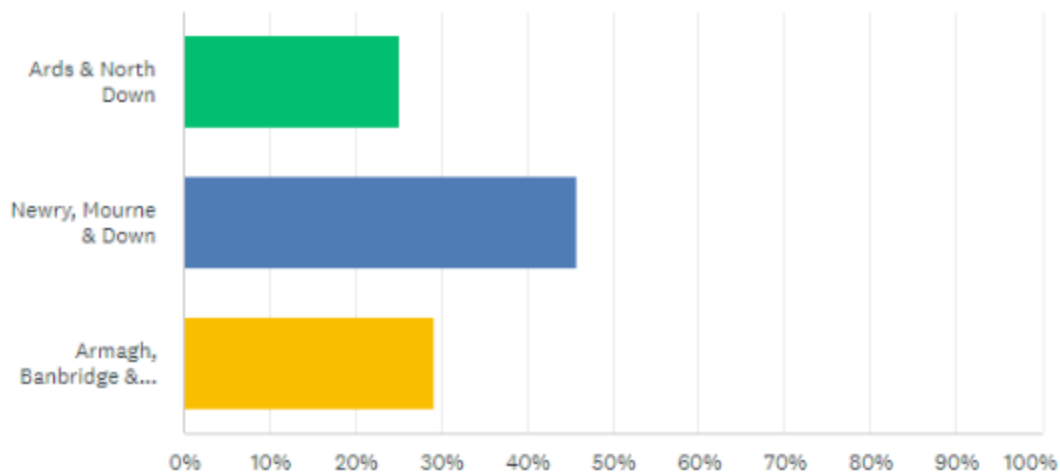
Below follows key insights into the responses collected from survey participants.



### 5b: Council area participation:

The majority of responses came from the Newry, Mourne and Down region, accounting for 102 responses (45.7%), followed by 65 responses from the Armagh, Banbridge and Craigavon area (29.2%) and 56 responses were gathered from the Ards and North Down region (25.1%), as can be viewed in figure 3 below.

**Figure 3: Responses by Council area**



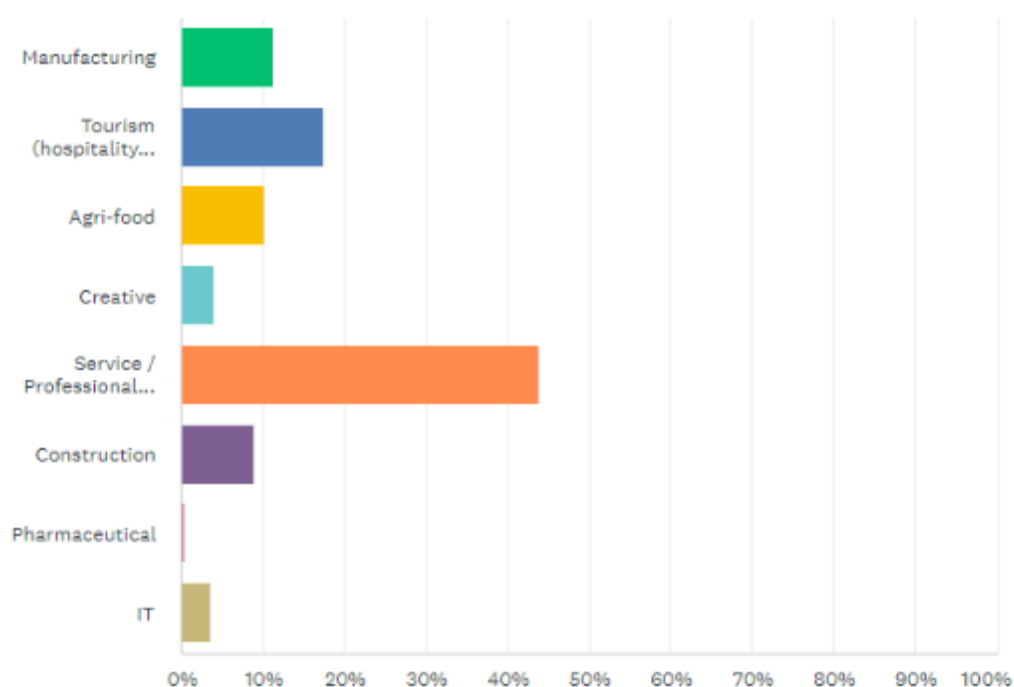
### 5c: Business sector:

A total of 8 key business sectors were identified across the SE Region, these were:

- Manufacturing
- Tourism
- Agri-food
- Creative
- Service / professional services
- Construction
- Pharmaceutical
- IT

The majority of responses gathered through the survey came from the service / professional services sector (44%), followed by tourism (17.5%) and manufacturing (11.2%), accounting for a combined 162 responses from a total of 224 (figure 4).

**Figure 4: Responses by sector**



#### **5d: Understanding, Attitudes and Actions Towards Becoming a More Sustainable and Low Carbon Economy**

Of the 222 responses received, an overwhelming 98.2% (218) participants believed that it was important to become more environmentally sustainable and to work towards achieving a low carbon economy.

In addition, although 61% of respondents (132) felt that Covid-19 had accelerated the environmental and low carbon agenda, only 88 respondents (approx. 40%) felt that it had accelerated their personal sustainability agenda.

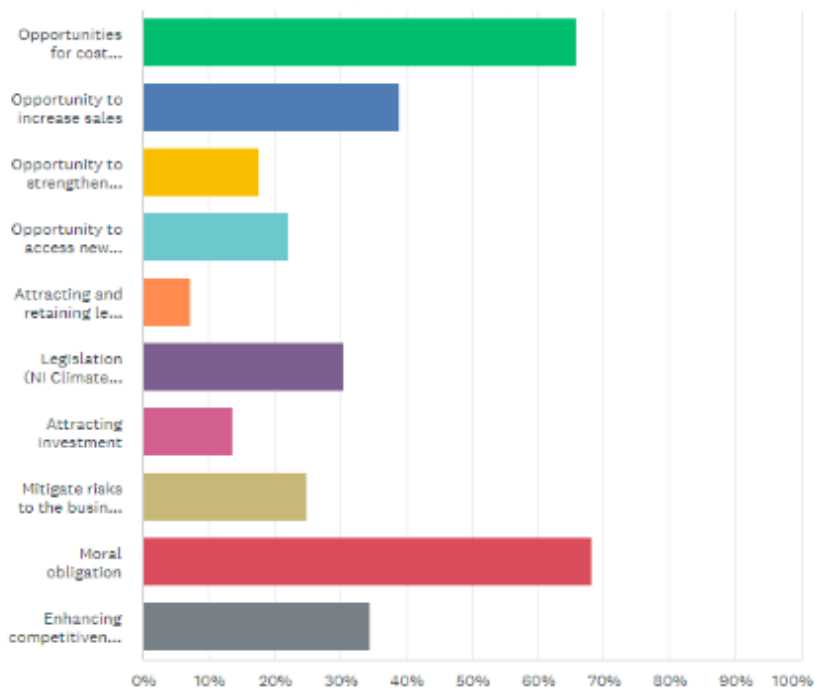
When asked what respondents felt were the key drivers for their businesses to become more environmentally sustainable, they reported that their key drivers included, first and foremost, a sense of moral obligation (68.3%), closely followed by identifying opportunities for cost savings (66%). However, a number of businesses were also keenly aware of the current shift in the marketplace with 39% seeing an opportunity to increase sales, 35% seeing an opportunity to carve out a unique value proposition, or sales proposition and 30% being aware of legislative changes that will be enforced.

This question allowed respondents to click all responses that they felt applied to their business. The results of these have been provided in table 3, below, and in a visual representation in figure 5:

**Table 3: key drivers**

Answer choice	Response	% of responses received
Opportunities for cost savings	145	65.91%
Opportunity to increase sales	86	39.09%
Opportunity to strengthen tender submissions / win tenders	39	17.73%
Opportunity to access new markets	49	22.27%
Attracting and retaining lead talent	16	7.27%
Legislation (NI Climate Bill & NI Energy Strategy)	67	30.45%
Attracting investment	30	13.64%
Mitigate risks to the business in the long term	55	25%
Moral obligation	150	68.18%
Enhancing competitiveness / USP	76	34.55%

**Figure 5: Key drivers visual representation of results**



When asked what participants felt were the risks to businesses who did not adopt a more environmentally sustainable and low carbon approach 61.1% (129 respondents) reported the likelihood of increased operational costs; 59.2% (125) were concerned about becoming irrelevant when compared to more sustainable competitors and 46.9% of all respondents were worried about increased taxes. This question allowed respondents to click all responses that they felt applied to their business. The full range of responses can be viewed in table 4, and via visual representation in figure 6.

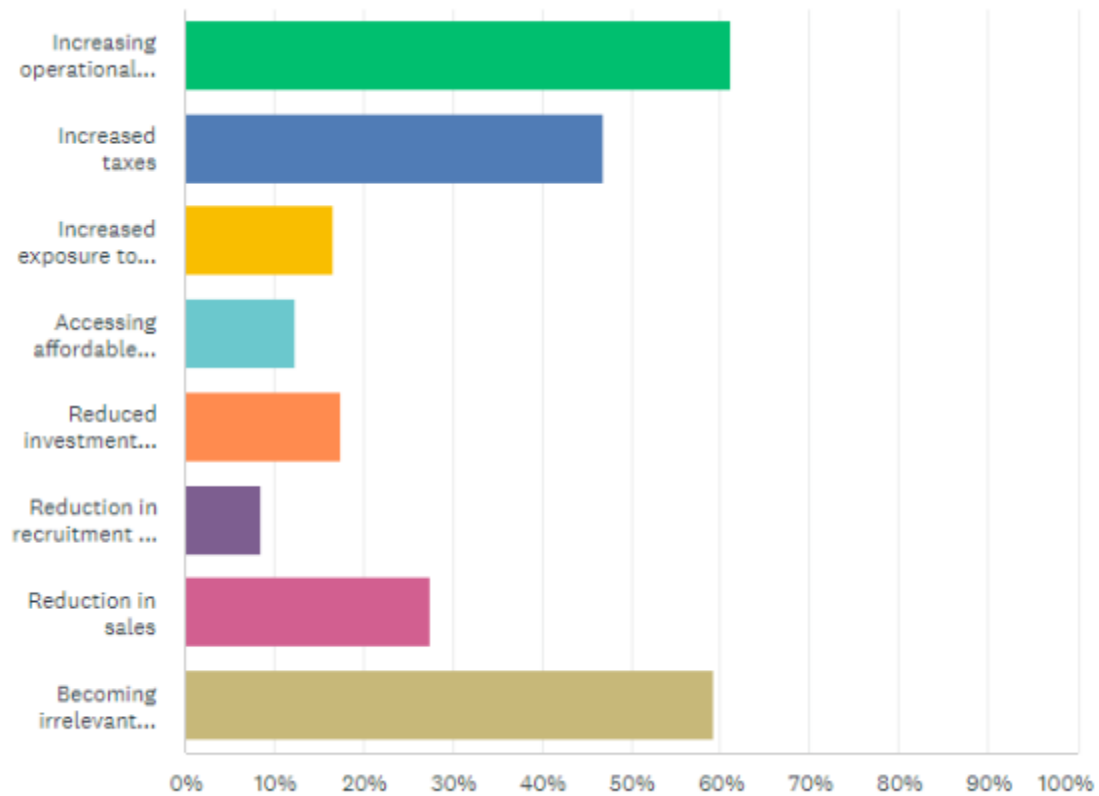
**Table 4: risks to businesses who do not adopt a more environmentally sustainable and low carbon approach**

Answer choice	Response	% of responses received
Increasing operational costs	129	61.14%
Increased taxes	99	46.92%
Increased exposure to risks (such as supply chain interruption)	35	16.59%
Accessing affordable finance	26	12.32%
Reduced investment opportunities	37	17.54%
Reduction in the recruitment and retention of lead talent	18	8.53%
Reduction in sales	58	27.49%
Becoming irrelevant compared to more sustainable competitors	125	59.24%



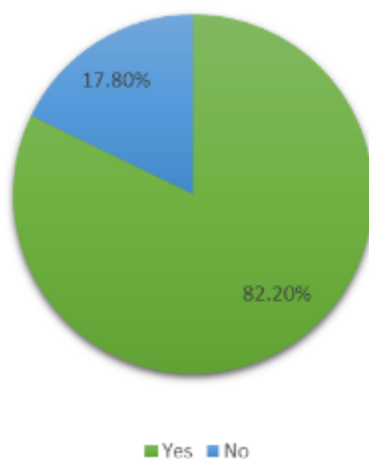


**Figure 6: visual representation of risks responses**



82.2% (180) of respondents reported that they had already taken some steps towards becoming more environmentally sustainable and/or reducing its carbon footprint (figure 7).

**Figure 7: respondents who have taken some steps towards becoming more sustainable / adopting a low carbon agenda**



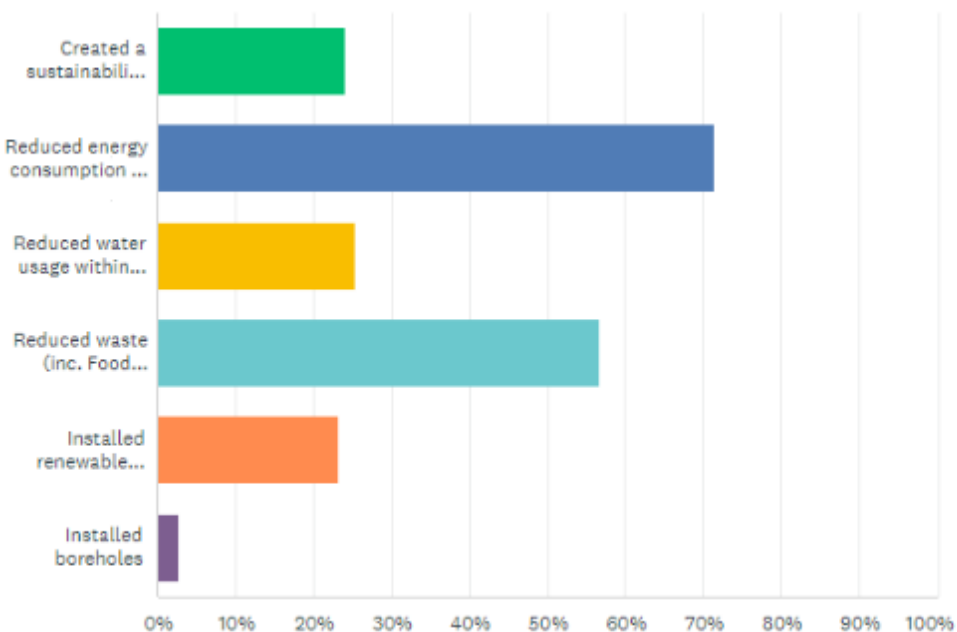
When asked what types of actions these might include the outline below (table 5) demonstrates the responses recorded from 150 respondents. 74 businesses chose to

skip this question based on a 'no' response to the previous question. This information is also represented visually in figure 8.

**Table 5: steps taken to address the environmental sustainability and low carbon agenda**

Answer choice	Response	% of responses received
Created a sustainability policy	36	24%
Reduced energy consumption within the business	107	71.3%
Reduced water consumption within the business	38	25.3%
Reduced waste (inc. food waste)	85	56.7%
Installed renewable technologies	35	23.3%
Installed boreholes	4	2.7%

**Figure 8: visual representation of data regarding steps taken to address sustainability and low carbon agenda**



126 respondents also provided additional comments on their personal actions which can be viewed in appendix 3.



Businesses were asked if they currently had any environmental accreditations in place. Of the 212 that answered this question 87.3% (185) businesses said that they did not, whilst 12.8% (27) responded positively, noting some of the following accreditations and awards. The answers to this question are provided in full in appendix 3:

- ISO accreditations
- HO & SALSA Approved
- Bronze Green Plaque from local Council
- Green tourism accreditation
- Organic soil certification

### **5e: Key barriers for businesses within the SE Region:**

The survey provided several options that represented real and perceived barriers in making the transition towards a more sustainable business. Businesses were offered the opportunity to select all options that they felt applied to their business. The following options were provided:

- Access to finance
- Access to staff resource
- Access to skills and know-how
- Management team / staff awareness and buy-in
- Other more pressing priorities
- Access to support

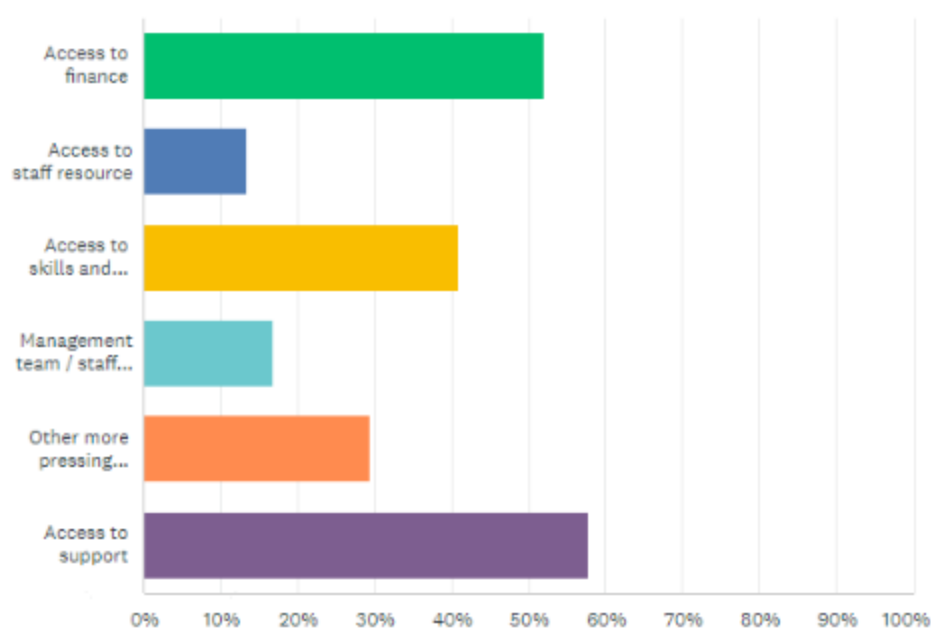
The top three barriers that respondents reported included:

- Access to support (57.7%)
- Access to finance (51.9%)
- Access to skills and know-how (40.9%)

Figure 9 below illustrates the full range of answers selected by respondents.



**Figure 9: key barriers**



**5f: Levels of awareness and engagement in sustainability programmes, resources and initiatives already available to businesses across NI**

When respondents were asked about their awareness of, and engagement in a selection of 10 pre-existing sustainability focused business support programmes currently running across NI, the following responses were obtained (table 6):

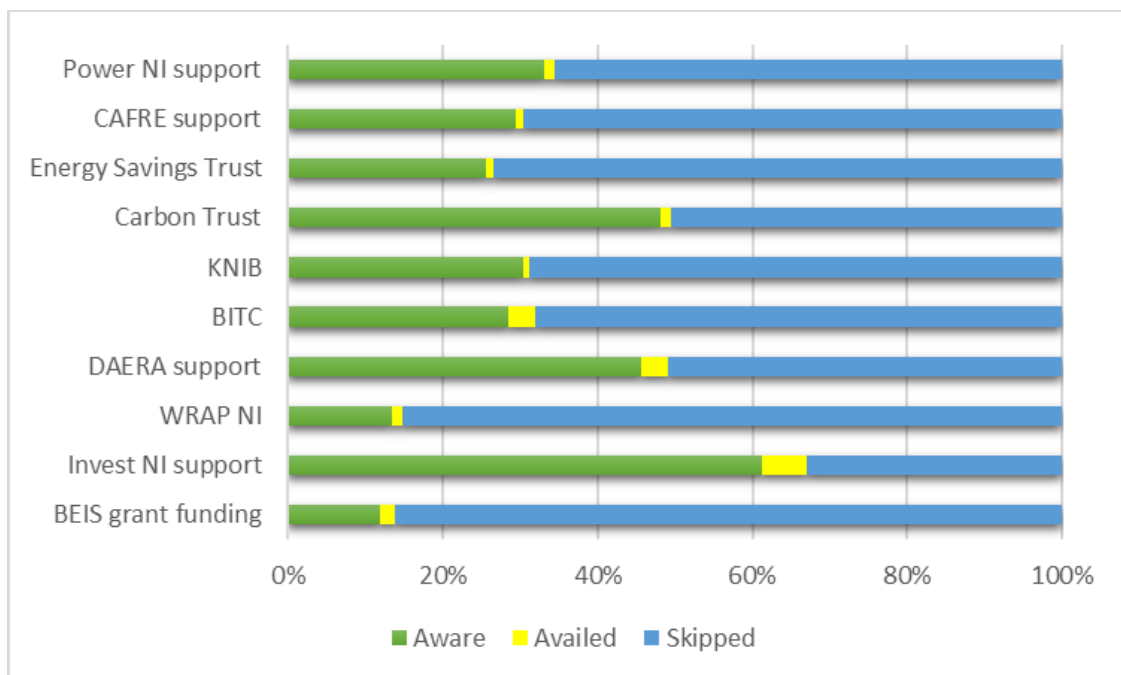
**Table 6: awareness of and engagement in NI support programmes**

Programme	Aware	Availed	Skipped (unaware)
BEIS grant funding	27	4	194
Invest NI support	141	13	76
WRAP NI	30	3	191
DAERA support	104	8	116
BITC	64	8	153
KNIB	68	2	154
Carbon Trust	108	3	113
Energy Savings Trust	58	2	166
CAFRE support	66	2	156
Power NI support	74	3	147

Figure 10 below, demonstrates that awareness and overall engagement in existing NI business support programmes is very low, with the largest majority of respondents

generally opting to skip these questions, suggesting that those participants remain unaware of the programmes that are available to help support their needs.

**Figure 10: visual representation of awareness and engagement data**



**5g: Support needs:**

Participants in the survey were asked what types of support, outside of financial, they felt would help their business’s transition towards a more environmentally sustainable and low carbon agenda. A selection of 13 options were provided with the additional option of specifying ‘other’ types of support. Respondents were asked to select all that they felt applied to their business. The following results were recorded (table 7):

**Table 7: support needs**

Answer choice	Response	% of responses received
Strategic sustainability planning (supply chain assessment, sustainable business model planning, identification of strategic sustainability partners etc)	43	21%
Undertake a review or baseline audit of energy, water and/or	72	35.1%



waste within the business		
Develop a register of opportunities to reduce water / energy / raw material consumption	57	27.8%
Identify cost savings opportunities by developing low/no carbon options	89	43.4%
Identify a pathway towards becoming a net-zero business	39	19%
Develop a sustainability plan or policy	41	20%
Establish a green team / green leader within your business	24	11.7%
Deliver training, upskilling and mentoring to staff	62	30.2%
To establish key performance indicators for the business	28	13.7%
Identify renewable energy sources, installation methodology, pricing and payback	57	27.8%
Support to apply for funding	112	54.6%
To identify relevant environmental accreditations for the business & support understanding of implementation processes	36	17.6%
To establish appropriate green marketing and promotional strategies	39	19%
Other	44	21.5%

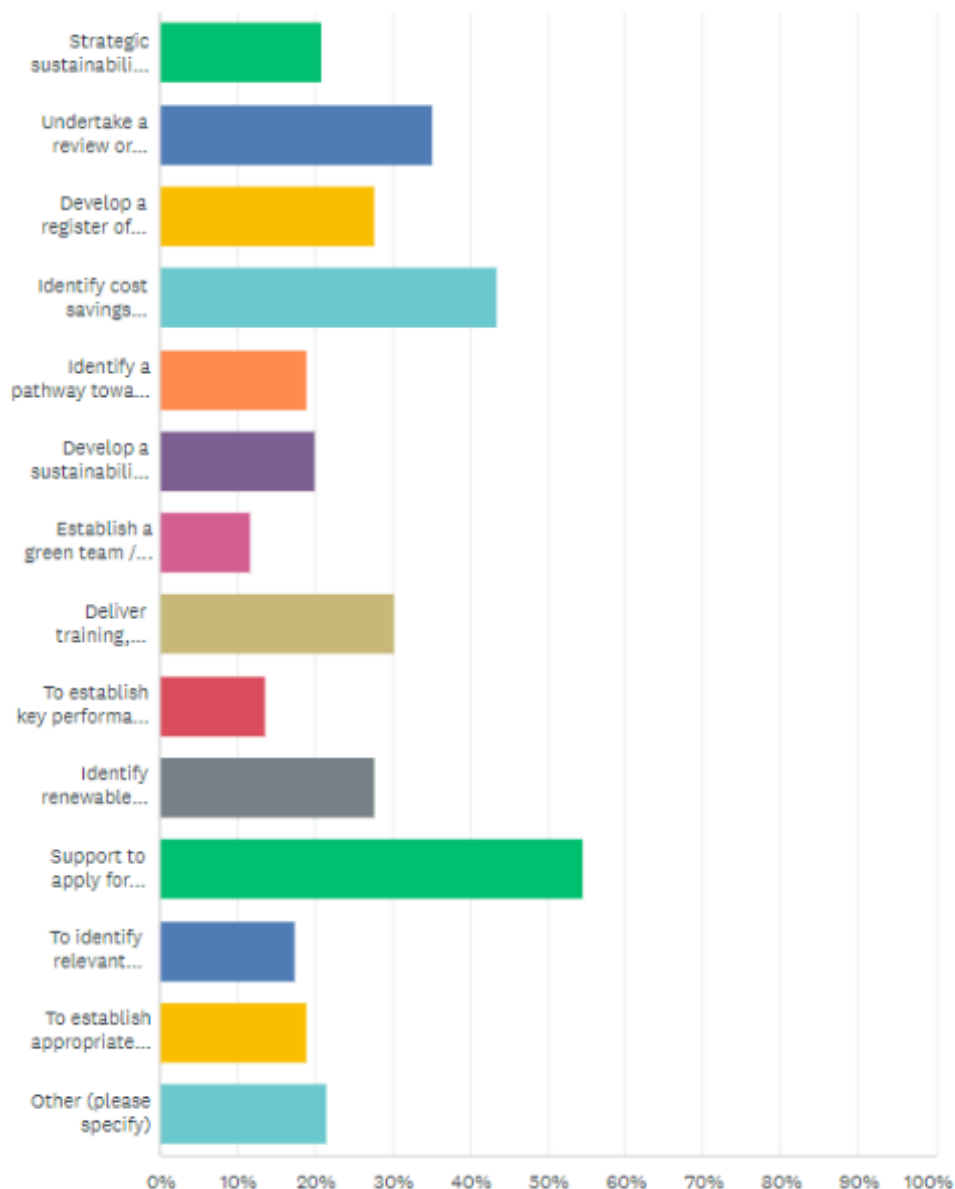
If we review this data via visual representation (figure 11) we can see that support to apply for available funding is the most requested option (54.6%) followed by help to identify cost saving opportunities through low / no carbon options (43.4%) and undertaking baseline reviews and audits of resource usage (35.1%).



Some of the additional comments received under the 'other' option include:

- Interest in knowing what other businesses are currently doing
- Help to install solar panels (inc. support on regulations / planning)
- Information, advice, and points of contact
- Support in supply chain carbon reduction
- Opportunities to bring stakeholders together
- Support with waste and recycling

**Figure 11: visual representation of business support needs**



**5h: Stakeholders most significant in determining /facilitating a low carbon, and environmentally sustainable agenda:**

The final question asks participants which external stakeholders they feel are most significant in determining or facilitating their transition to a low carbon, and environmentally sustainable business model. The survey offered 12 options for the participant to consider, and they had the opportunity to select all that they felt applied to their business. The following results (table 8) were recorded from 212 respondents with figure 12 providing a visual illustration of the answers received:

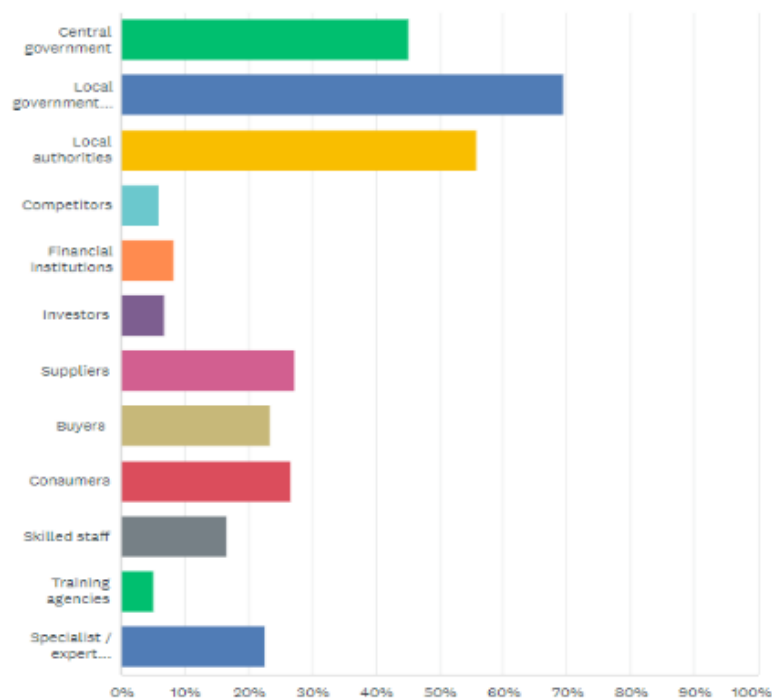
**Table 8: stakeholders determining / facilitating a low carbon & environmentally sustainable agenda**

Answer choice	Response	% of responses received
Central government	98	45.2%
Local government departments	151	69.6%
Local authorities	121	55.8%
Competitors	13	6%
Financial institutions	18	8.3%
Investors	15	6.9%
Suppliers	59	27.2%
Buyers	51	23.5%
Consumers	58	26.7%
Skilled staff	36	16.6%
Training agencies	11	5.1%
Specialist / expert consultants and/or business mentors	49	22.6%





**Figure 12: visual representation of results regarding stakeholders determining / facilitating a low carbon & environmentally sustainable agenda**



This information clearly demonstrates that businesses within the SE Region believe the key stakeholders who are most significant in determining and facilitating their transition towards a more sustainable and low carbon business model are local government departments (69.6%), followed by local authorities (55.8%) and central government (45.2%). However, businesses did acknowledge the shift in market expectations, with change also being driven through supply chains (27.2%), consumers (26.7%) and buyers (23.5%), and noted specialists / expert consultants and/or business mentors as having a role to play in facilitating this change (22.6%).

When businesses were asked if they had any additional comments that they would like to share, the following outlines some of the responses received. Answers can be viewed in full in appendix 3.

- *“Up to everyone to do their bit. Suppliers and Government are the main stakeholders. The shop really needs recycle bins.”*
- *“Training and advice would be beneficial.”*
- *“Difficult to know where to go for support especially for small business - too many organisations - direction on where to go to for advice and support.”*
- *“Infrastructure will need to be developed otherwise impossible.”*
- *“Would like more information and advice on sustainability schemes etc.”*
- *“Up to everyone to play their part and do what they can.”*
- *“More information on everything. Not aware of what's available to me as a business, best practice.”*
- *“Knowledge from external organisations.”*

## Section 6: Recommendations & Projected Costings

### Recommendations:

As demonstrated in section 4a, there is a weighty amount of research that supports the SE region in believing there is significant economic, environmental, and social value, and opportunity, in helping local businesses address the sustainability agenda. As has been demonstrated from the survey findings, 98.2% of local businesses already believe that it is important to become more environmentally sustainable and work towards a low carbon economy; 68.3% of businesses feel a sense of moral obligation, and 66% recognising opportunities for cost savings, which is a common theme across all businesses at present in the face of rising energy, fuel and operational costs, and whilst they are still recovering from the impacts of Covid19.

The survey also demonstrated a number of businesses who are keenly aware of the current shift in the marketplace with 39% seeing an opportunity to increase sales, 35% seeing an opportunity to carve out a unique value proposition or sales proposition, and 30% being aware of legislative changes that will come into play in the coming months and years.

Section 4b highlights that the global market opportunity for UK companies producing goods and services that can aid the net-zero transition, is thought to be worth over £1 trillion by 2030, with the following sectors considered to be the most likely to benefit if they can reconfigure their offerings to support the need, and opportunity, that currently exists:

- Manufacturing
- Construction
- Professional services
- Information and communication
- Financial-services firms

As the SE Region has representation across each of these sectors within its business profile there is an opportunity to support these businesses, who in turn may also be able to help in the transition towards net-zero carbon for the region, whilst also creating strong potential for future economic growth for the region. The research clearly implies that providing support across these areas offers value to both the business and the end consumer.

Additional research was also carried out across 9 case studies. These case studies spanned a variety of businesses, organisations, sectors and regions and were researched to gain additional insights for the project. Each case study gathered:

- Background information for the organisation
- The sustainability measures implemented
- Identifying the key drivers for the actions undertaken



- Identification of barriers
- Overall impacts of these changes

All contacts who provided additional feedback (6 out of 9) reported exceptionally positive outcomes and few barriers to achieving their sustainability and low carbon goals, and what was clearly communicated throughout were a wide range of benefits that have included:

- Financial gain: either through savings and / or increased sales
- Staff, employee and / or owner wellbeing
- Carving out unique value propositions
- Helping to win tenders
- Engaging stakeholders in values
- Reducing waste: through food, energy and / or water
- Reduced carbon footprints

Some of the key barriers that were raised included:

- Certain planning regulations that didn't best support renewable / low carbon alternatives
- A lack of progress for relevant technologies
- Lack of appropriate support from local authorities / planning / local government departments

The case studies can be read in full in Appendix 4 and include:

#### **Hospitality / tourism:**

- The Salthouse Hotel, Ballycastle
- Lackan Cottage, Co Down

#### **The food / agri-food sector:**

- Broughgammon Farm, Ballycastle
- Finnebrogue Farm, Co Down

#### **Construction:**

- Grahams

#### **Regional programmes:**

- Sustain Wales
- Sustainable Scotland
- Skillnet Ireland: Climate Ready Programme
- Tourism NI: Kickstart Programme

Based on the desktop research that has been gathered and the overall results of the survey the following actions are recommended to the SE region in progressing a



programme of business support that focuses on the sustainability and low carbon agenda:

1. There is a significant change within the global marketplace that demands businesses and brands become more sustainable in how they operate. This is largely being driven by legislation, financial institutions, rising operating costs, climate change, risk management and customer demand. Local businesses are aware of these changes and are keen to address but do require support and expertise in making this transition. It is therefore recommended that the SE Region consider a programme of support that specifically seeks to address the sustainability and low carbon agenda.
2. There are a number of business support programmes, events and networks that already exist across Northern Ireland, with more opportunities likely to arise over the coming months and years in light of changing legislation relating to climate change. Details and availability of these will vary over time. The results from the survey would suggest that most businesses within the region are unaware of available NI programmes, with only a small minority applying for support. It is therefore recommended that the SE Region continue to develop their professional network and accrue relevant points of contact with key providers and industry representatives so that they can advise businesses within the local region of progress, news and opportunities. It is also recommended that the SE region check in with contacts on a regular basis to stay abreast of current and upcoming programmes.
3. Based on recommendation 2 above, it is recommended that the SE Region does not seek to 'reinvent the wheel' and instead work to form partnerships with organisations already delivering relevant programmes of support. This will save the Council time, staff and financial resources, whilst still ensuring that businesses can access the support that they need, and also helping to support those programmes that are already being funded. One way that this might be achieved is through the establishment of a sustainable business support working group, engaging key representatives across NI business support programmes. A suitable frequency should be agreed with the group, but it is recommended that this be approximately once per quarter.
4. A suggestion would be for the region to hold learning and engagement events approximately once per quarter where a partner / number of partners, such as those already delivering the programmes, funding or support across NI that has been referred to previously, can be invited to speak to attendees about an area of interest / support as identified in the survey questionnaire. Below are just a few key areas of support that have already been requested from survey participants:
  - a. Support in accessing funding
  - b. Identifying cost savings through low / no carbon options within the business
  - c. Insights into how to carry out a review / baseline audit of resource usage within the business



It is recommended that these be provided both live, and in person (hybrid approach) to maximise on engagement, learning and personal networking opportunities.

5. Based on the research from section 4b, there is evidence to support value in engaging with the agriculture and transport sectors as some of the most noted GHG contributors, however, all sectors have a part to play in this transition.
6. Section 4b also highlights that the global market opportunity for UK companies producing goods and services that could aid the net-zero transition. This is based on those companies being able to reconfigure their offerings to support those needs and opportunities. Therefore, it is recommended that support be offered to business interested in diversifying into more sustainable and low carbon products and service offerings. Appropriate support may include:
  - a. Business model restructuring
  - b. Business and financial planning for green goods and services
  - c. Signposting to finance
  - d. Support in completing grant / funding / finance applications
  - e. 1:1 sustainability mentoring, upskilling and staff training
  - f. Support in green marketing to help carve out unique selling, or value, propositions (USP / UVP) and to help appropriately market their product and service
  - g. Training on the 'Green Claims Code' to generate awareness of greenwashing
  - h. Support in identifying relevant sustainability accreditation schemes and creating pathways towards achieving
7. Within the survey, businesses have acknowledged a need to help them identify cost savings, low carbon / renewable alternatives and help to establish baseline audits of their resource usage. Each of these exercises will also help the business reduce their carbon footprint in the long term. It is therefore recommended that the region consider the provision of a team of consultants who can provide auditing expertise across areas including energy, waste, and water resource management, providing a report, or register of opportunity for businesses to focus on as they move forward. For a very basic baseline review of a micro / SME business, with a final register of opportunity, a consultant would require a bare minimum of 2 days. A more in-depth technical analysis, or analysis of larger businesses would take longer.
8. A number of businesses also expressed an interest in accessing relevant support materials and insights into what other businesses are doing. It might be useful to consider the development of a toolkit or website where a range of information, templates, case studies and/or webinars could be shared for businesses to access and work through at their own pace.

It is recommended that the SE Region consider collating all of these elements, which includes:

- Network building
- Signposting



- Training / events / workshops / webinars
- 1:1 sustainability mentoring and expert technical consultant support
- Website / toolkit / case studies / accessible materials

These areas could be achieved through a dedicated sustainability and low carbon business support programme, where a team of suitably qualified and experienced programme managers, facilitators, mentors and consultants are recruited to help the 3 Council areas deliver on the region's key goals and objectives, of helping business transition towards a more sustainable and low carbon agenda.

The business model recommended is similar to that of most economic development programmes operating within each of Northern Ireland's Council areas, as this model is tried, tested and familiar to both Council and local businesses. This approach is also similar to the highly successful case study programmes being ran by Sustain Wales, Skillnet Ireland and Tourism NI, which can be read in full in Appendix 4.

Programme managers who are recruited to oversee this work should seek to engage with Council points of contact in setting suitable key performance indicators and SMART targets for the term, and then liaise directly with businesses and key providers across NI to deliver tangible results for the programme. Programme managers would also be best placed to help recruiting and identifying relevant, skilled mentors and consultants for the project, and assigning individual business projects as appropriate.

### **Projected costings:**

In order to ensure that a realistic set of costs were provided for this report, Danielle McCormick engaged with highly experienced Northern Ireland Consultant, Deirdre Fitzpatrick. Ms Fitzpatrick has significant expertise in the area of business support programme delivery across the Northern Ireland region having delivered projects for several local Council areas, Invest NI, the Northern Ireland Go for It programme, and the also current involved in the Tourism NI Kickstart Programme.

The projections have been developed to include each of the recommended elements outlined above for each Council area. These include:

- Technical audit consultation
- 1:1 Sustainability mentoring
- Development of a toolkit
- Quarterly events
- Webinars
- Project management fees

Costs are based on a per Council area approach offering two scenarios. One allowing for 200 business, whilst the other is based of 300 businesses being recruited. The costings have also taken into consideration the following assumption for both scenarios:



- Up to 5 days of support per business
  - based on 2 days technical support
  - up to 3 days additional mentoring support to cover areas such as strategic business review/remodelling and financial projections, upskilling, training, marketing etc
- Technical audit daily rate = £550
- Sustainability mentoring rate = £500
- Toolkit = £10,000
- Quarterly Events: 4 x £1550
- Short webinars = 6 x £500 = £3,000
- Project Management = 10%

The scenarios are provided below in figure 13, which considers 200 businesses being recruited, and figure 14 which outlines projected costs for 300 businesses.

**Figure 13: Projected costs scenario 1, based on 200 recruited businesses**

<b>Budget for 200 businesses per year</b>			
	<b>Days</b>	<b>Rate</b>	<b>Cost</b>
Audit	2	550	£1,100
Mentoring	3	500	£1,500
Total x 200 businesses			<u>£520,000</u>
Development of a toolkit			<u>£10,000</u>
Information			
Templates			
Webinars			
Flyers			
Promotional info			
Quarterly Events			
Speakers	<u>2 x £250</u>	500	
room hire		200	
Refreshment 30 people x 15		450	
Recording and editing		400	
		<u>1550</u>	
4 per year			<u>£6,200</u>
Series of short webinars			
6 x £500			<u>£3,000</u>
Total			£539,200
Project Manag	10%		£53,920
<b>Total Cost per year</b>			<b>£593,120</b>

Based on the assumptions provided in figure 13, the final estimated costs of providing a comprehensive business support programme and suite of information materials for 200 businesses, inclusive of all associated fees, would be in the region of £593,120.



**Figure 14: Projected costs scenario 2, based on 300 recruited businesses**

<b>Budget for 300 businesses per year</b>			
	<b>Days</b>	<b>Rate</b>	<b>Cost</b>
Audit	2	550	£1,100
Mentoring	3	500	£1,500
Total x 300 businesses			<u>£780,000</u>
Development of a toolkit			<u>£10,000</u>
Information			
Templates			
Webinars			
Flyers			
Promotional info			
Quarterly Events			
Speakers <u>2 x £250</u>		500	
room hire		200	
Refreshments 30 people x 15		450	
Recording and editing		400	
		<u>1550</u>	
4 per year			<u>£6,200</u>
Series of short webinars			
6 x £500			<u>£3,000</u>
Total			£799,200
Project Ma 10%			£79,920
<b>Total Cost per year</b>			<b>£879,120</b>

Based on the assumptions provided in figure 14, the final estimated costs of providing a comprehensive business support programme and suite of information materials for 300 businesses, inclusive of all associated fees, would be in the region of £879,120.





## Section 7: Conclusions

The remit of this project was to establish and analyse local business wants and needs to inform the SE Region on how they might best support companies to achieve a sustainable and low carbon economy across the area. The scope of the project aspired to identify the following key areas which have now been addressed in full within this final report with reference provided to the relevant section for each query raised:

- 1) What actions (Financial, Social, and Operational) have already been taken to address the sustainability agenda as directed by other government departments and agencies e.g. NIEA, DEARA, DfE, etc?**
  - a. Addressed within section 3
  
- 2) What actions have local businesses already taken (Financial, Managerial, Social and Operational) to address the sustainability agenda?**
  - a. Addressed within section 5
  
- 3) What actions have been/need to be taken as a result of the two previous points?**
  - a. Addressed within section 6
  
- 4) What level of investment has been/is required to make these changes?**
  - a. Addressed within section 4 and section 6
  
- 5) What are the commercial implications (positive and negative) of increasing businesses' environmental credential e.g. gaining new markets?**
  - a. Addressed within section 4
  
- 6) What is the social impact on the workforce and wider community?**
  - a. Addressed within section 4
  
- 7) What is the level of opportunity that exists for transition and transformation to a low carbon economy in the South East region?**
  - a. Addressed within section 4 and section 6
  
- 8) What actions can be taken collaboratively as councils and/or other statutory public sector agencies to support the transition of the businesses to a low carbon economy in the South East Region?**
  - a. Addressed within section 6
  
- 9) What are the external influencers (Consumers, Government Departments, competitors etc.) which can determine the transition to a low carbon economy (e.g. people, skills, management techniques, infrastructure, banking and finance, other government departments)?**
  - a. Addressed within section 5



**10)How can we link all external influencers together to ensure efficient use of existing support and assets?**

a. Addressed within section 6

**11)How has the COVID-19 Pandemic influenced low carbon transition planning?**

a. Addressed within section 3

**12)What central government financial package should or could be available to facilitate the transition to a low carbon economy for businesses at a time when they are still recovering from the Covid Pandemic?**

a. Addressed within section 3

**13)Are there any incentives to assist or support them?**

a. Addressed within section 3

**14)What is the attitude and how important is climate action or the low carbon agenda for businesses?**

a. Addressed within section 5

**15)Highlight examples of best practice elsewhere which can be shared with others, and which highlight the barriers for a business to adapt to a low carbon economy**

a. Addressed within section 6 and Appendix 4

The final information, research and findings that have informed this report were gathered across four key areas, following the cancellation of the planned zoom session. These have included:

- Desktop research
- An online customer survey promoted via an advertising campaign that ran across Facebook and LinkedIn
- Direct telephone calls aiming to engage local businesses in the survey
- Development of nine case studies

Based on the information gathered and the recommendations provided in section 6, 'Recommendations and Projected Costings', we can conclude by highlighting that there is a clear appetite for change across the region, with the vast majority of survey participants (98.2%) believing that it is important to become more environmentally sustainable and work towards a low carbon economy. Their key drivers for this being a strong believe that it is our moral obligation to make these changes (68.3%), whilst also wanting to identify areas for cost savings (66%), especially in light of rising



operational costs for businesses who are still recovering from the fall-out of the Covid19 pandemic.

With businesses having identified that they believe there is a key role for local government departments (69.6%), local authorities (55.7%) and central government (45.2%) in helping to drive and facilitate these changes, there is a clear opportunity for the SE Region, and any associated partners within local and central government, to introduce support that can help to facilitate these changes towards a more sustainable and low carbon economy.

Businesses have identified needs across a wide range of practical and technical areas including access to funding and support in applying for these funds (54.6%); help in identifying cost savings through low / no carbon opportunities (43.4%) and the undertaking of baseline audits of resource usage (35.1%). However, they have also indicated a request for support across areas such as help with green marketing (19%); strategic sustainability planning (21%) and assistance in the development of sustainability plans and policies (20%) from specialist / expert consultants and / or business mentors (22.6%) and skilled staff (16.6%).

There is significant evidence, outlined in section 4, that supports the economic, social and environmental value of investment into businesses within the region to assist in the transition towards a more sustainable and low carbon economy. There is also particularly strong research to suggest the value of investing in those companies who can pivot and diversify their business to provide products and services that also help further drive the low-carbon agenda forward.

The case study section, provided in appendix 4, further supports these views, with businesses and organisations across all sections and regions clearly demonstrating the many benefits gained from their more sustainable and low carbon approach. Whilst some of these businesses have flagged up barriers around planning, accessing technologies that are advanced enough for purpose and accessing relevant support, none have claimed to have found the costs involved prohibitive. In fact, most have found that this transition has aided the company financially in the longer term, has helped them future proof their business and has also provided them with a competitive edge.

In conclusion, this research has demonstrated the clear and tangible need, and value of funding a dedicated programme of support for businesses across the SE region to help businesses transition towards a more sustainable and low carbon agenda, with the final projected costs associated with providing a comprehensive business support programme and suite of information materials for between 200 - 300 businesses, estimated to be in the region of between £593,120 - £879,120.



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## Appendices:

### Appendix 1: Lord Deben's letter



The UK's independent adviser  
on tackling climate change

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1 April 2021

Dear Minister,

I am delighted to hear of your recent recovery and, on behalf of the Climate Change Committee, I welcome you back to your Ministerial role in good health. In this crucial year for global climate action, I extend my support to you and your department as you work towards legislating a set of greenhouse gas emissions targets for Northern Ireland.

This letter is a response to a request from your officials in February 2021 for further evidence on the economic costs of setting and delivering a 2050 emissions target for Northern Ireland.

In December 2050, we recommended that any climate legislation for Northern Ireland include a target to **reduce all greenhouse gas (GHG) emissions by at least 82% by 2050** as part of a fair contribution to the UK Net Zero target in 2050 and our international obligations under the Paris Agreement. This remains our clear recommendation.

This contribution to the UK Net Zero target would require Northern Ireland to reach **net-zero CO<sub>2</sub> emissions by 2050**, as well as significantly reducing emissions of other GHGs including methane.<sup>1</sup>

Achieving net-zero GHG emissions for the whole of the UK by 2050 does not necessitate that every sector or area of the UK reaches absolute zero emissions by that date. Some parts of the UK will be 'net sources' of greenhouse gases by 2050 with emissions offset in other parts of the UK that are 'net sinks'.

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<sup>1</sup> In our Balanced Pathway, methane emissions in Northern Ireland fall by 42% from 2020 to 2050.

Twitter: [@theCCCuk](https://twitter.com/theCCCuk)



Our analysis shows that Northern Ireland's position as a strong agri-food exporter to the rest of the UK, combined with more limited capabilities to use 'engineered' greenhouse gas removal technologies, means that it is likely to remain a small net source of greenhouse gas emissions – almost entirely from agriculture – in any scenario where the UK reaches Net Zero in 2050. It is fair that those residual emissions should be offset by actions in the rest of the UK.



**At this time, our assessment is that a Net Zero target covering all GHGs cannot credibly be set for Northern Ireland.** Targets should be ambitious, but must be evidence-based and deliverable with a fair and equitable route map to achieving them.

Our recommendations on the UK's Sixth Carbon Budget take into account a set of considerations defined in the Climate Change Act.<sup>2</sup> As new evidence on climate science, behaviour or low-carbon technologies (particularly in low-carbon farming measures) emerges and/or the UK's international climate commitments change, it may be prudent to tighten a 2050 target in Northern Ireland.

Northern Ireland's climate legislation should allow emissions reductions to go beyond our current assessment by requiring at least an 82% reduction, and should contain clear provisions to tighten the target if there is evidence to support such a decision. We have already seen similar provisions used to increase climate targets for the UK, Scotland and Wales since 2019.

Our responses to specific requests from your officials are summarised below, with further detail set out in the Annex that accompanies this letter.

We have also set out additional recommendations on setting targets, which should cover international aviation and shipping, be focused on domestic efforts to reduce emissions rather than credit purchase, and define stretching interim targets on the route to 2050 that are in line with our recommended Balanced Pathway.

We also recommend that - like the UK, Scotland and Wales - the Northern Ireland Executive produces and monitors statistics on its overseas consumption footprint.

#### **Economy wide costs of meeting both the 82% target and a Net Zero target by 2050.**

Our analysis demonstrates that the costs of deep decarbonisation are affordable and achievable for Northern Ireland and for the whole of the UK.

Northern Ireland's contribution to our recommended UK Sixth Carbon Budget involves a large sustained increase in investment in Northern Ireland, adding around £1.3 billion annually by 2030. The largest increases are for low-carbon power capacity, retrofit of buildings and the added costs of batteries and infrastructure for electric vehicles.

This required increase in investment can be delivered largely by the private sector.

Operational savings from fuel costs and increased efficiency will offset the investment costs in later years. As a result, our estimate of the annualised resource cost (which measures the net additional cost each year to deliver the same services with lower emissions) peaks at around £300 million per year in the early 2030s. Resource costs are less than 1% of 2018 GDP in Northern Ireland in every year from now through to 2050.

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<sup>2</sup>This includes scientific knowledge; technology; economic circumstances; fiscal circumstances; energy policy and supply; differences between England, Scotland, Wales and Northern Ireland; international circumstances; and international aviation and shipping.





Our analysis has not produced a scenario for UK Net Zero in 2050 that sees Northern Ireland reach Net Zero in the same year. We are not therefore able precisely to calculate the costs of Northern Ireland reaching Net Zero, but they will almost certainly be higher than those of the 82% reduction target, by up to £900 million per year by 2050 if engineered removals technologies are used.



The context of a Net Zero 2050 target for the whole of the UK is also important. Rather than leading to additional overall reductions in UK GHG emissions, there is a risk that a Net Zero target for Northern Ireland in the same year or earlier could simply shift a greater share of the UK-wide costs of reaching Net Zero to Northern Ireland.

#### **The economic context for the proposed interim targets for the advised 82% target by 2050.**

The context of COVID-19 and the falling costs of low-carbon electricity favour a decisive transition for Northern Ireland, quickly switching resources away from high-carbon activity and into low-carbon investments with lower operating costs than high-carbon alternatives.

Northern Ireland must act swiftly to deliver a green recovery and avoid the substantially higher costs of delayed climate action. If successful, Northern Ireland has the capability to become a climate leader, driving action from Westminster by setting the benchmark in Belfast.

#### **How does a 2050 emissions target in Northern Ireland feed into the UK-wide and global economic benefits?**

The Northern Ireland Executive can support UK action by setting equally stretching targets into law. More importantly, Northern Ireland must develop ambitious policies that are aligned to the UK pathway to Net Zero via our recommended Sixth Carbon Budget.

Our recommendations to Northern Ireland from December 2020 support a leadership-driven global pathway that reflects the goals and requirements of the Paris Agreement, recognising the UK's responsibilities as a richer developed nation and its capabilities.

#### **Additional information on the overall costs and benefits to Northern Ireland of setting a realistic target in line with the CCC's advice – and risks of aiming too high too soon.**

In addition to green recovery opportunities and the investment requirements and operational savings, there is overwhelming evidence that reducing greenhouse gas emissions will be beneficial to public health in Northern Ireland.

Our scenarios require that almost all new purchases and investments in Northern Ireland are in zero-carbon solutions by 2030 or soon after, and virtually all technology in Northern Ireland is zero-carbon by 2050.

Going further to reach Net Zero in 2050 would likely require either (or both) of the following:

- A **larger reduction in output from Northern Ireland's livestock sector** compared to the rest of the UK. Even our most stretching Tailwinds scenario – which entails a 50% fall in meat and dairy production in Northern Ireland by 2050 and significantly greater levels of tree planting on the land released – is not enough to get Northern Ireland to Net Zero emissions in 2050. Without a corresponding reduction in consumption of such produce, this would simply shift emissions overseas.
- A **much greater than equitable share of all UK greenhouse gas removal technologies** being located in Northern Ireland.



The greatest risks are associated with failing to act quickly enough. Delays to action are likely to increase global **climate risk**, increase **uncertainty** for businesses and households, lead to **unnecessary costs** in future, and could lead to Northern Ireland **missing out on the benefits** of climate investment that takes place elsewhere in the UK.



However, going too fast, and in particular aiming to decarbonise significantly faster than the rest of the UK, also poses several risks:

- Setting emissions reduction targets that are too ambitious to be delivered can **undermine their credibility**.
- Going beyond the natural rate of stock turnover would lead to **premature scrappage** of assets (e.g. vehicles, boilers). This may be costly, risks undermining popular support for transition, and could cause increased embedded emissions.
- Unfair **distributional impacts**, particularly if Northern Ireland's targets are out of line with HM Treasury actions to support a Just Transition to the UK target.

I would like to reaffirm the Committee's support for the Executive's increasing action on climate in the past year, even in the face of significant external challenges. We remain ready to support the Northern Ireland Executive as you develop and pursue targets that support UK Net Zero and the Paris Agreement.

We also note recent developments in climate legislation in the Republic of Ireland, and welcome opportunities to work more closely with the Climate Change Advisory Council in future to support our shared goals of global action on climate change.

Yours,

A handwritten signature in black ink, appearing to read "Deben", with a horizontal line underneath.

**Lord Deben**  
Chairman



## Appendix 2: Survey

### Ards & North Down - Future Business Support Needs Analysis for a Sustainable Low Carbon Economy in the South East Region of Northern Ireland:

#### Business Questionnaire

This research will take the form of an online Questionnaire and Telephone survey. This Online survey [below] will access the business support needs within the South East region to help inform and facilitate future business support interventions that may be needed to help businesses achieve an environmentally sustainable and low carbon economy.

Triterra and Profile Tree are working on behalf of the South East region who are, Ards and North Down Borough Council, Armagh, Banbridge and Craigavon Borough Council and Newry, Mourne and Down District Council.

We will collect, store, and use the data gathered (which may include your business and contact details) to inform this piece of work and this will be shared with our third-party contractor, Triterra, who are responsible for the overall project management of this work. The Delivery Agent may contact you by telephone to follow up on responses received via the Online survey.

We will NOT share your personal data with any other third-party or use outside of the scope of this study.

**Contact name: (optional)**

**Contact number: (optional)**

**Contact email address: Mandatory**

**Business name: Mandatory**

**Council area: Mandatory (drop down list)**

**Sector: Mandatory (drop down list)**

**Sector:**

DROP DOWN BOX TO INCLUDE:

- Manufacturing
- Tourism (hospitality & leisure)
- Agri-food
- Creative
- Service / professional services
- Construction
- Pharmaceutical
- IT

#### QUESTIONS

1	<b>Do you believe that it is important to become more environmentally sustainable and work towards a low carbon economy?</b>		
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	Yes		
	No		
2	<b>Do you feel that Covid19 has accelerated the environmental and low carbon agenda?</b>		
	Yes		
	No		
3	<b>Do you feel that Covid19 has accelerated <u>your</u> environmental and low carbon agenda?</b>		
	Yes		
	No		
4	<b>What do you feel are the key drivers for your business to become more environmentally sustainable?</b> <i>(Please tick all that apply)</i>		
	<ul style="list-style-type: none"> <li>• Opportunities for cost savings</li> </ul>		
	<ul style="list-style-type: none"> <li>• Opportunity to increase sales</li> </ul>		
	<ul style="list-style-type: none"> <li>• Opportunity to strengthen tender submissions / win tenders</li> </ul>		
	<ul style="list-style-type: none"> <li>• Opportunity to access new markets</li> </ul>		
	<ul style="list-style-type: none"> <li>• Attracting and retaining lead talent</li> </ul>		
	<ul style="list-style-type: none"> <li>• Legislation (NI Climate Bill &amp; NI Energy Strategy)</li> </ul>		
	<ul style="list-style-type: none"> <li>• Attracting investment</li> </ul>		
	<ul style="list-style-type: none"> <li>• Mitigate risks to the business in the long term</li> </ul>		
	<ul style="list-style-type: none"> <li>• Moral obligation</li> </ul>		
	<ul style="list-style-type: none"> <li>• Enhancing competitiveness / USP</li> </ul>		
5	<b>What do you feel are the key barriers for your businesses to become more environmentally sustainable?</b> <i>(Please tick all that apply)</i>		
	<ul style="list-style-type: none"> <li>• Access to finance</li> </ul>		
	<ul style="list-style-type: none"> <li>• Access to staff resource</li> </ul>		
	<ul style="list-style-type: none"> <li>• Access to skills and know-how</li> </ul>		
	<ul style="list-style-type: none"> <li>• Management team / staff awareness and buy-in</li> </ul>		
	<ul style="list-style-type: none"> <li>• Other more pressing priorities / pressures</li> </ul>		
	<ul style="list-style-type: none"> <li>• Access to support</li> </ul>		
6	<b>What do you feel are the risks to businesses who do not adopt a more environmentally sustainable and low carbon approach?</b>		



	(Please tick all that apply)		
	<ul style="list-style-type: none"> <li>Increasing operational costs</li> </ul>		
	<ul style="list-style-type: none"> <li>Increased taxes</li> </ul>		
	<ul style="list-style-type: none"> <li>Increased exposure to risk (such as supply chain interruption)</li> </ul>		
	<ul style="list-style-type: none"> <li>Accessing affordable finance</li> </ul>		
	<ul style="list-style-type: none"> <li>Reduced investment opportunities</li> </ul>		
	<ul style="list-style-type: none"> <li>Reduction in recruitment and retention of lead talent</li> </ul>		
	<ul style="list-style-type: none"> <li>Reduction in sales</li> </ul>		
	<ul style="list-style-type: none"> <li>Becoming irrelevant compared to more sustainable competitors</li> </ul>		
7	<b>Have you already taken steps towards becoming more environmentally sustainable and/or reducing your carbon footprint?</b>		
	Yes		
	No		
8	<b>If yes to Q6, can you please advise what steps you have already taken to further your environmental sustainability and low carbon agenda?</b>		
	<ul style="list-style-type: none"> <li>Created a sustainability policy</li> </ul>		
	<ul style="list-style-type: none"> <li>Reduced energy consumption in the business</li> </ul>		
	<ul style="list-style-type: none"> <li>Reduced water usage within the business</li> </ul>		
	<ul style="list-style-type: none"> <li>Reduced waste (inc. Food waste)</li> </ul>		
	<ul style="list-style-type: none"> <li>Installed renewable technologies</li> </ul>		
	<ul style="list-style-type: none"> <li>Installed boreholes</li> </ul>		
	<b>Other (please state):</b>		
	<b>Additional comments (please feel free to expand on your answers):</b>		
9	<b>Are you aware of the following business support measures that are currently available, and have you availed of this support?</b> <i>(Please tick all that apply)</i>		



	<b>Support</b>	<b>Aware of</b>	<b>Availed of</b>
	<p><b>BEIS grant funding</b></p> <p><i>If asked this is for feasibility and engineering studies, and deployment of industrial energy efficiency and deep decarbonisation projects</i></p>		
	<p><b>Invest NI support</b></p> <p><i>If asked this includes:</i></p> <ul style="list-style-type: none"> <li>• <i>Innovation Voucher Programme up to £5k</i></li> <li>• <i>Sustainability reports *</i></li> <li>• <i>Technical consultancy to identify areas of efficiency &amp; cost savings *for those with over £30k annual spend on energy &amp; resources</i></li> <li>• <i>Resource matching services through International Synergies</i></li> <li>• <i>Capital grants for energy/resource saving equipment up to £50k</i></li> <li>• <i>Best practice guides</i></li> </ul>		
	<p><b>WRAP (Waste &amp; Resource Action Programme) NI support:</b></p> <p><i>If asked this includes:</i></p> <ul style="list-style-type: none"> <li>• <i>Guardians of Grub – food and hospitality industry</i></li> <li>• <i>Food Waste Reduction Toolkit - for businesses across the entire UK food chain</i></li> <li>• <i>Plastics Pact – for businesses across the entire plastics value chain</i></li> <li>• <i>Courtauld Commitment – for businesses across the entire UK food chain</i></li> <li>• <i>Textiles 2030 - the fashion and textiles industry's</i></li> </ul>		
	<p><b>Support offered by DAERA</b></p> <p><i>If asked this includes:</i></p> <ul style="list-style-type: none"> <li>• <i>Farm Business Improvement Scheme Capital Scheme</i></li> <li>• <i>DAERA Maritime and Fisheries Fund</i></li> <li>• <i>DAERA Small Woodland Grant Scheme</i></li> <li>• <i>DAERA Agri-Food Co-operation Scheme</i></li> <li>• <i>DAERA Environmental Farming Scheme</i></li> </ul>		
	<p><b>Business in the Community (BITC) support:</b></p>		



	<p><i>If asked this includes:</i></p> <ul style="list-style-type: none"> <li>• <i>The Climate Action Pledge</i></li> <li>• <i>Environmental benchmarking</i></li> <li>• <i>Environmental Awareness e-learning resources</i></li> </ul>		
	<p><b>Keep Northern Ireland Beautiful:</b></p> <p><i>If asked this includes:</i></p> <ul style="list-style-type: none"> <li>• <i>The Tackling Plastics Toolkit</i></li> </ul>		
	<p><b>Carbon Trust:</b></p> <p>If asked, they offer learning / support resources to NI businesses</p>		
	<p><b>Energy Savings Trust:</b></p> <p>If asked they offer a Fleet Management Toolkit to NI businesses</p>		
	<p><b>CAFRE support:</b></p> <p><i>If asked this includes:</i></p> <ul style="list-style-type: none"> <li>• <i>Farm Friendly skills</i></li> <li>• <i>Food innovation support (for businesses within the food sector)</i></li> </ul>		
	<p><b>POWER NI business support:</b></p> <p><i>If asked this includes:</i></p> <ul style="list-style-type: none"> <li>• <i>Renewable generation schemes</i></li> <li>• <i>Renewables grants (occasional)</i></li> </ul>		
10	<p><b>What further support, outside of financial investment, do you feel would help support your business's transition towards a more environmentally sustainable and low carbon business?</b></p> <p><i>(Please tick all that apply)</i></p>		
	<p><i>Work with an expert to:</i></p>		
	<ul style="list-style-type: none"> <li>• Strategic sustainability planning (supply chain assessment, sustainable business model planning, identification of strategic sustainability partners etc)</li> </ul>		
	<ul style="list-style-type: none"> <li>• Undertake a review or baseline audit of energy, water and/or waste within the business</li> </ul>		
	<ul style="list-style-type: none"> <li>• Develop a register of opportunities to reduce water / energy / raw material consumption</li> </ul>		



	<ul style="list-style-type: none"> <li>Identify cost savings opportunities by developing low/no carbon options</li> </ul>		
	<ul style="list-style-type: none"> <li>Identify a pathway towards becoming a net-zero business</li> </ul>		
	<ul style="list-style-type: none"> <li>Develop a sustainability plan or policy</li> </ul>		
	<ul style="list-style-type: none"> <li>Establish a green team / green leader within your business</li> </ul>		
	<ul style="list-style-type: none"> <li>Deliver training, upskilling and mentoring to staff</li> </ul>		
	<ul style="list-style-type: none"> <li>To establish key performance indicators for the business</li> </ul>		
	<ul style="list-style-type: none"> <li>Identify renewable energy sources, installation methodology, pricing and payback</li> </ul>		
	<ul style="list-style-type: none"> <li>Support to apply for funding</li> </ul>		
	<ul style="list-style-type: none"> <li>To identify relevant environmental accreditations for the business &amp; support understanding of implementation processes</li> </ul>		
	<ul style="list-style-type: none"> <li>To establish appropriate green marketing and promotional strategies</li> </ul>		
	<b>Other (please state):</b>		
11	<p><b>Does your business already have any environmental accreditations in place?</b></p> <p><i>(Such as ISO 14001 for example)</i></p>		
	Yes		
	No		
12	<p><b>What external stakeholders do you feel are most significant in determining /facilitating your transition to a low carbon, and environmentally sustainable business model?</b></p> <p><i>(Please tick all that apply)</i></p>		
	<ul style="list-style-type: none"> <li>Central government</li> </ul>		
	<ul style="list-style-type: none"> <li>Local government departments</li> </ul>		
	<ul style="list-style-type: none"> <li>Local authorities</li> </ul>		
	<ul style="list-style-type: none"> <li>Competitors</li> </ul>		
	<ul style="list-style-type: none"> <li>Financial institutions</li> </ul>		
	<ul style="list-style-type: none"> <li>Investors</li> </ul>		
	<ul style="list-style-type: none"> <li>Suppliers</li> </ul>		





	<ul style="list-style-type: none"> <li>• Buyers</li> </ul>		
	<ul style="list-style-type: none"> <li>• Consumers</li> </ul>		
	<ul style="list-style-type: none"> <li>• Skilled staff</li> </ul>		
	<ul style="list-style-type: none"> <li>• Training agencies</li> </ul>		
	<ul style="list-style-type: none"> <li>• Specialist / expert consultants and/or business mentors</li> </ul>		
13	<b>What, if anything else do you feel that you might need to support your business that we have not covered in this questionnaire:</b>		



## Appendix 3: Survey responses

Future Business Support Needs Analysis for a Sustainable Low Carbon Economy in the South East Region of NI.

SurveyMonkey

### Q1 Contact Information

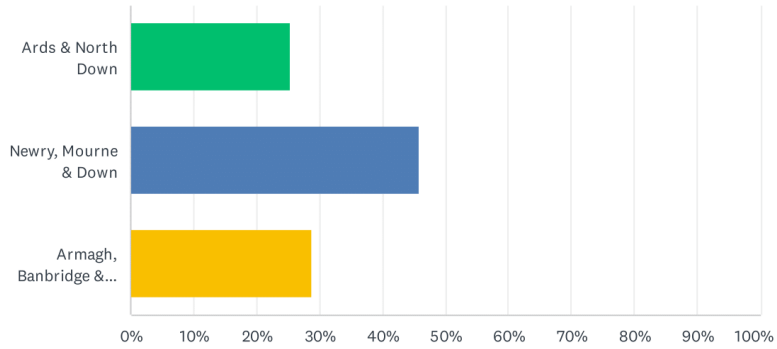
Answered: 225 Skipped: 0

ANSWER CHOICES	RESPONSES	
Contact Name: (Optional)	92.00%	207
Contact Number: (Optional)	56.00%	126
Contact email address:	90.22%	203
Business name:	95.56%	215



### Q2 Council Area:

Answered: 225 Skipped: 0

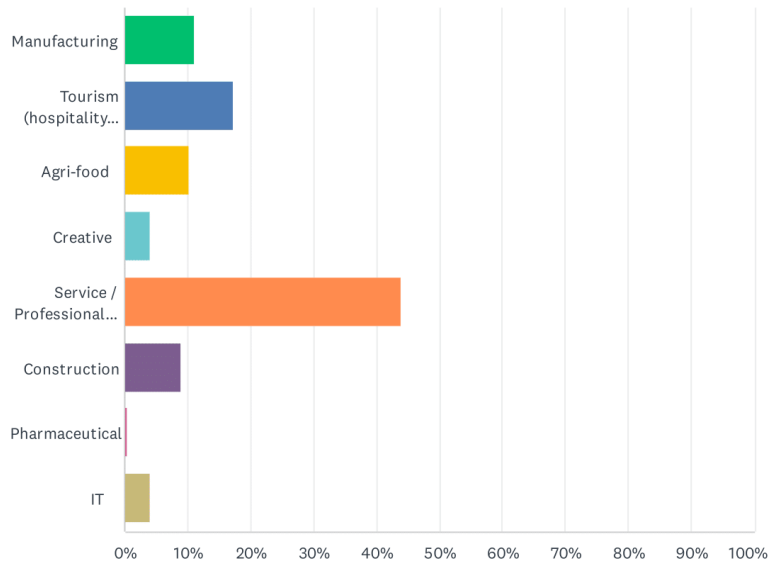


ANSWER CHOICES	RESPONSES	
Ards & North Down	25.33%	57
Newry, Mourne & Down	45.78%	103
Armagh, Banbridge & Craigavon	28.89%	65
TOTAL		225



### Q3 Business Sector:

Answered: 225 Skipped: 0

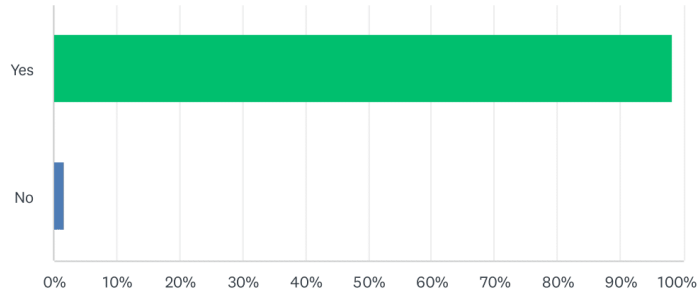


ANSWER CHOICES	RESPONSES	
Manufacturing	11.11%	25
Tourism (hospitality & leisure)	17.33%	39
Agri-food	10.22%	23
Creative	4.00%	9
Service / Professional Services	44.00%	99
Construction	8.89%	20
Pharmaceutical	0.44%	1
IT	4.00%	9
TOTAL		225



### Q4 Do you believe that it is important to become more environmentally sustainable and work towards a low carbon economy?

Answered: 224 Skipped: 1

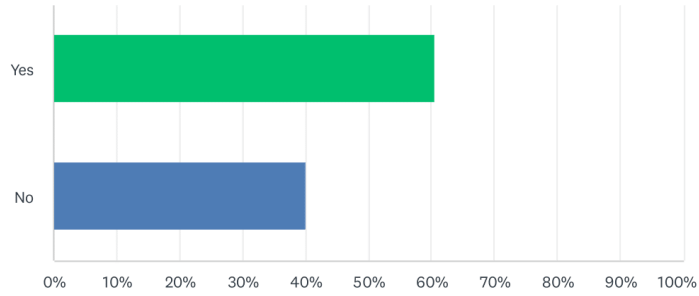


ANSWER CHOICES	RESPONSES	
Yes	98.21%	220
No	1.79%	4
Total Respondents: 224		



### Q5 Do you feel that Covid19 has accelerated the environmental and low carbon agenda?

Answered: 220 Skipped: 5

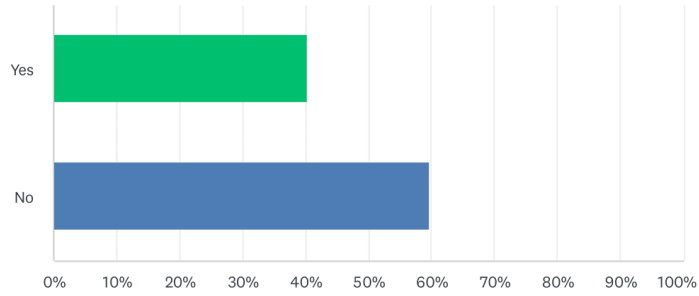


ANSWER CHOICES	RESPONSES
Yes	60.45% 133
No	40.00% 88
Total Respondents: 220	



### Q6 Do you feel that Covid19 has accelerated your environmental and low carbon agenda?

Answered: 223 Skipped: 2

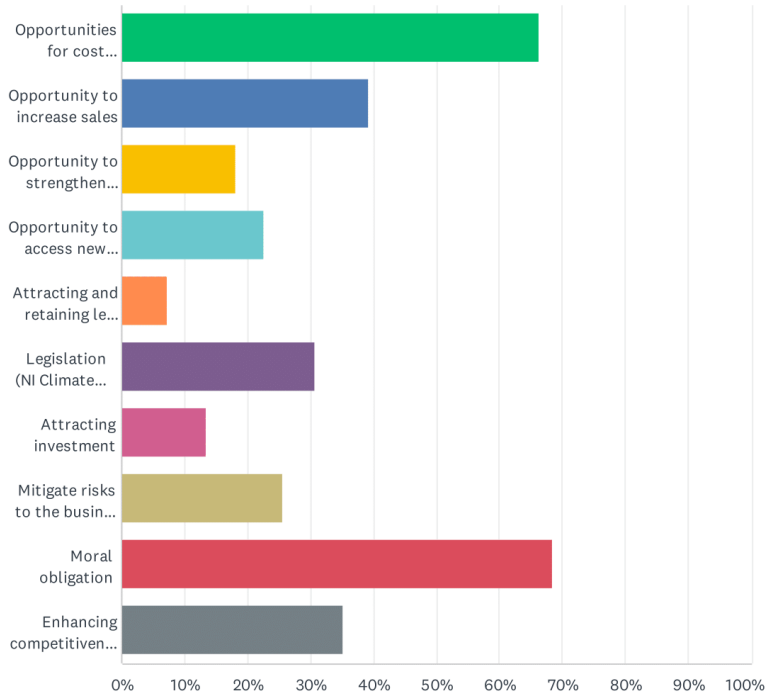


ANSWER CHOICES	RESPONSES	
Yes	40.36%	90
No	59.64%	133
Total Respondents: 223		



### Q7 What do you feel are the key drivers for your business to become more environmentally sustainable? (Please tick all that apply)

Answered: 222 Skipped: 3



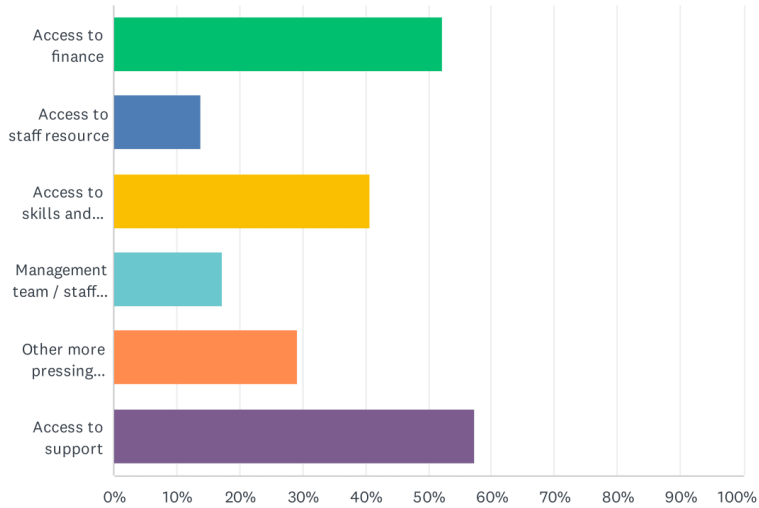


ANSWER CHOICES	RESPONSES	
Opportunities for cost savings	66.22%	147
Opportunity to increase sales	39.19%	87
Opportunity to strengthen tender submissions / win tenders	18.02%	40
Opportunity to access new markets	22.52%	50
Attracting and retaining lead talent	7.21%	16
Legislation (NI Climate Bill & NI Energy Strategy)	30.63%	68
Attracting investment	13.51%	30
Mitigate risks to the business in the long term	25.68%	57
Moral obligation	68.47%	152
Enhancing competitiveness / USP	35.14%	78
Total Respondents: 222		



### Q8 What do you feel are the key barriers for your businesses to become more environmentally sustainable? (Please tick all that apply)

Answered: 209 Skipped: 16

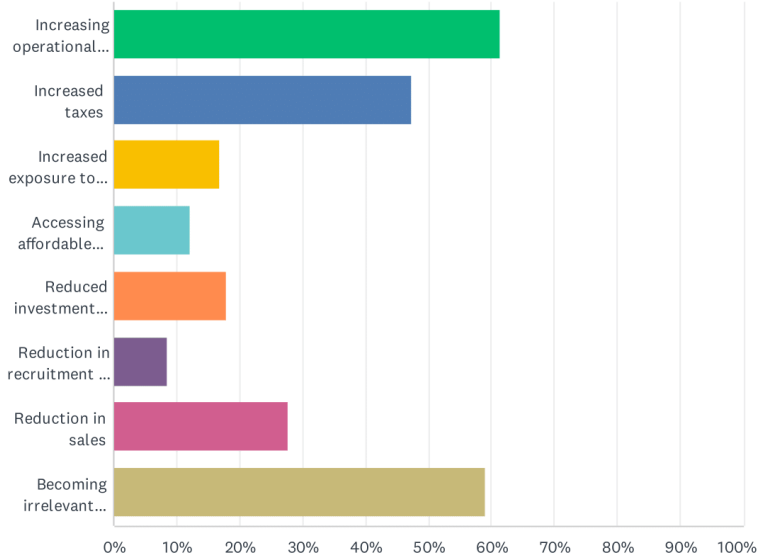


ANSWER CHOICES	RESPONSES	
Access to finance	52.15%	109
Access to staff resource	13.88%	29
Access to skills and know-how	40.67%	85
Management team / staff awareness and buy-in	17.22%	36
Other more pressing priorities / pressures	29.19%	61
Access to support	57.42%	120
Total Respondents: 209		



**Q9 What do you feel are the risks to businesses who do not adopt a more environmentally sustainable and low carbon approach? (Please tick all that apply)**

Answered: 213 Skipped: 12

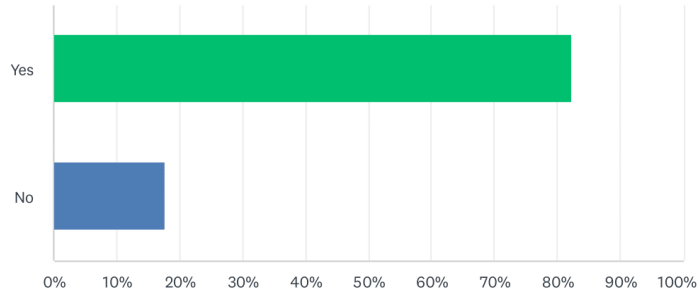


ANSWER CHOICES	RESPONSES	
Increasing operational costs	61.50%	131
Increased taxes	47.42%	101
Increased exposure to risk (such as supply chain interruption)	16.90%	36
Accessing affordable finance	12.21%	26
Reduced investment opportunities	17.84%	38
Reduction in recruitment and retention of lead talent	8.45%	18
Reduction in sales	27.70%	59
Becoming irrelevant compared to more sustainable competitors	59.15%	126
Total Respondents: 213		



### Q10 Have you already taken steps towards becoming more environmentally sustainable and/or reducing your carbon footprint?

Answered: 220 Skipped: 5

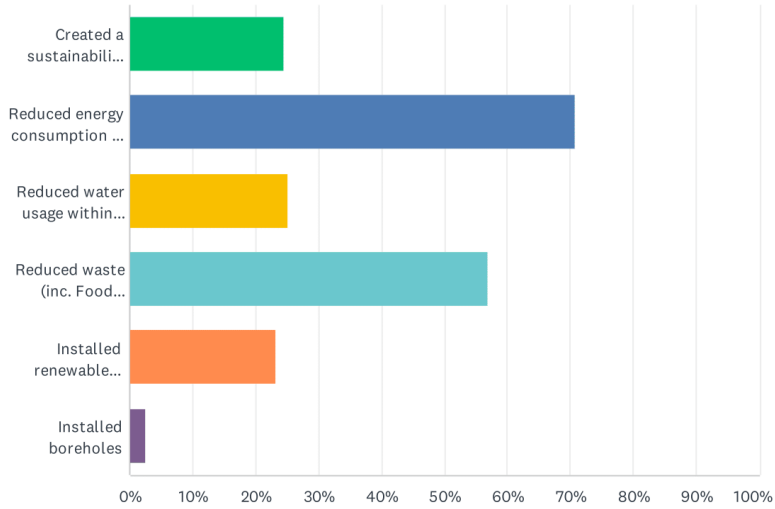


ANSWER CHOICES	RESPONSES	
Yes	82.27%	181
No	17.73%	39
TOTAL		220



### Q11 If yes to the question above, can you please advise what steps you have already taken to further your environmental sustainability and low carbon agenda?

Answered: 151 Skipped: 74



ANSWER CHOICES	RESPONSES
Created a sustainability policy	24.50% 37
Reduced energy consumption in the business	70.86% 107
Reduced water usage within the business	25.17% 38
Reduced waste (inc. Food waste)	56.95% 86
Installed renewable technologies	23.18% 35
Installed boreholes	2.65% 4
Total Respondents: 151	

## Q12 Additional comments (please feel free to expand on your answers):

Answered: 126 Skipped: 99



Q12: Additional Responses re: what steps you has the busienss already taken to further their environmental sustainability and low carbon agenda
Recycle bags, reduce waste in general - they are a charity shop so recycling is their culture.
Small business would need guidance and support
Transport business - electric lorries not available
Better internet connection at home and the office - to allow them to be closer to their customers.
Remote access - less travel to meetings etc.
Reduced energy and trying to minimise plastic packaging - trying out eco version is not as good!
Some working from home. Small business - Recycling - too expensive for collection of bins - so they do it themselves.
Work from home. Do as much digitally as possible. Meet with clients virtually when possible to save car journeys etc.
Always very aware of waste a carbon footprint
Recycle office paperwork -, recycle vehicle parts and tyres etc. Always done this - but it is
We have maintained remote working and may totally forgo an office environment, or use shared offices when needed
Low energy fridges. Use LED lighting. Recycle boxes. Must use separate bags for each type of
New Business - bathroom showroom
Hard to reduce plastic - using PPC every day! Looking at combining journeys. Reducing paper.
Electrical suppluier - changed lighting, heaters
Installation of electric vehicle charging points
New building - for efficiency
Family firm - need to adapt to survive.
Use recyclable brown bags, recycle oi and food waste. Use recyclable pizza boxes etc.
Local products, reduced journey's in the car etc.
Recycling, low energy lighting
Installed solar panels, wind turbine, bio mass boiler.
Reduced energy, waste and fitted renewable technologies where possible.
Don't use single plastic, recycle, LED lighting etc.
Recycling, reduced washing machine and tumble dryer use.
Recycling, LED lighting etc. Very little food waste - any food waste would go to local chicken
Reduced washing machine usage. Use a tunnel to grow fruit and veg for breakfasts. Buy local
No waste, avoid single plastic. More timers on appliances. Reduced temperatures on washing machine. Cook fresh - reduce gas and electric usage. Low wattage fridge, TV, LED bulbs and
Own water supply. Bio mass instead of gas. Solar panels. Recycling food, cardboard and general waste. Local companies collect.
Mostly outdoors with her work/customers. Recycle, minimise waste of any form.
Infrastructure for Electric vehicles needed
Use recycling company for paper waste. Share lorry to reduce journeys. Cut back on lighting and heating use in the office.
Useing recycled materials in my product and packaging which are produced and sourced in
I run a low cost operation (walking tours) but promotes the principles of Leave no trace
Trying to manage food waste looking at installing lighting etc.
Looking at alternative manufacturers and electric alternatives.
Working from a hot desk environment - consultants can work remotely. Zoom, Teams etc. Face to face meetings arranged geographically to save on fuel etc.
Small office. Reduced their paper use. Use diesel but they can bring the event to groups to reduce coach/bus hire etc.
They practice Economic sustainability and environmental sustainability



Listed building so they are limited in what they can do at the moment. Minimise waste - convert it to compost etc. Use brown paper and chicken wire etc. LED heaters.
Recycle within the business - dispose of any scrap locally. Invested in electric cars and hope to change to electric vans as soon as they can.
Recycle hangers, use paper bags, reduced plastic bag use - only for accessories/handbags.
Recycling, fit LED lighting etc.
They will need to invest in electric vans and diggers when available/possible.
Infrastructure and packaging
Use a van for work - work a lot in England - in the process of winding the business down.
Recycling led bulbs - doing what they can in their small office. They use big vans - at the moment there are no alternatives at present unfortunately.
Fitted solar panels on the roof
Reduced travel - migrated to online meetings
As a credit union office they do recycle paper - they haven't reviewed energy lights etc yet.
Would welcome advice etc.
Stonemasonry business
Teamed with another club so that the fish stockist is making less journey's to deliver the fish therefore saving on omissions.
LED lighting recycling.
One of the key barriers we face as a food manufacturing business is the availability of environmentally friendly packaging materials including films and trays which do not reduce the
They would love to recycle cardboard - they cant get a recycling company to come to their area.
Can the council help with this?
Adaptions to electricity and energy products.
i dont know what a bore hole is
Have their own water well, electricity, replaced a couple of company cars with electric company cars, recycling etc. Implementation of concrete calculator - to avoid waste
Always recycle cardboard etc.
Brian uses a company who plant trees for his shipping. Recycles as much as possible.
Emails - little post - recycling in general
Write down how they save energy and paper to track - use the other side of paper.
Minimise paper in the office and recycle.
Limited due to poor internet (working from home) and electricy supply e.g charging for cars etc. not possible in the area
Recycling & environmentally friendly vehicle
Free market economy should come up with the solutions
Recycle rainwater and they have a glasshouse that is run by a digester - supplys heat to the greenhouse. If they had more support to produce cut flowers locally they could reduce their
Tim works for himself and doesn't employ anyone - he plants trees and wild flowers and has bought an environmentally friendly van.
Working from home - online meetings - paperless agency
Online agency - paperless - researching corporate tree plantation opportunities
Upgraded car to have lower omissions for business use
Online and paperless Accountancy practice
Less travel for business
Bought more environmentally friendly buses.
Recycle where possible, small office to run, would install extra insulation when applicable etc.
They follow instructions as best they can re. waste etc.
They have planted trees, worked with schools and pay to get rid of waste and recycle.
Management and awareness within Building industry necessary. Signed up to the Business in





Using environmentally products in cleaning and laundry - sourced from Eden Natural products used where possible.
1 member of our team has taken a BITC course "We need to talk about Carbon"
The company have bought Hybrid cars
Environmental statement is part of their company policy. LED lighting, plant machinery low emissions, recycle - no waste that isn't recycled.
Rural setting - don't have power supply to run electrical machines. They would invest in the machines if they had the power supply.
We are a very small business so only limited initiatives possible.
Aligning with suppliers who more environmentally sustainable
Lorries can be delayed e.g weather, custom checks etc. customers can sometimes send the lorry and pallets away and another delivery date will have to be agreed! Zwecker try to plan for
We are 100% off grid as far as electricity [from 11 November 2021], heating & hot water [14 January 2022] are concerned
reusable plastics, cut down on fuel costs
Recycle packaging etc.
Relatively new business - hope to introduce policies soon where possible
Fuel costs have doubled - Green energy would be more cost effective
We have become more self sustaining
Invested in a Plasma cutter and a press break - big investment to save materials - much more
Suppliers local
Energy efficient office, appliances are energy efficient etc.
Working with recyclable frames etc
Hoping to install a new water system to recycle water
Can only buy the electricity and lorries available to them at the moment. Open to alternatives.
Put in place attempts to reduce energy usage
We've moved some ready meals to a recyclable tray
Richard cycles to work, recycles in the office and do what they can to reduce waste of any sort.
Very difficult to recycle plastic from pallets etc!! Currently being charged to get rid of plastic. Not able to get rid of plasterboard.
MOVED TO PAPERLESS ACTIVITIES, REMOVED DAILY COMMUTE, RECYCLE MORE,
Use less paper and recycle in the office and recycle waste oil etc. - this can be costly.
Changed suppliers for raw materials
Waiting delivery of an electric bus - will trialing this to see if it works sustainably
In our case, e would love to be more efficient and more green but it would entail replacing a lot of costly equipment, which would need to be paid for by price rises which would jeopardise our competitiveness. Furthermore, our biggest issue will be heating losses because of sub optimal business premises. Unfortunately, there is very little in the way of industrial property available and the costs of building are astronomical. Basically, it all comes down to money. Give me a million pounds and we could be neutral and fab. With us investing as we can afford it- with singer
Recycling, change filters in compliance with council regulations and inspections
installed constructed wetlands - dealing with waste water try to work with the land and
We have a Pathway to zero CO2 target through our parent body but there s very little guidance and support locally on how buisness can look at assessing hteir current CO2 footprint and simple changes that can be made to reduce this (and measure reductions)
Choosing not to drive as much - using Zoom Skype and Teams when possible
We have recently found and old Victorian culvert which we want to explore further to perhaps use to sustainably water the organic vegetable and fruit in the Walled Garden
Have started creating a sustainability policy
Annvale do what they can as per the guidelines

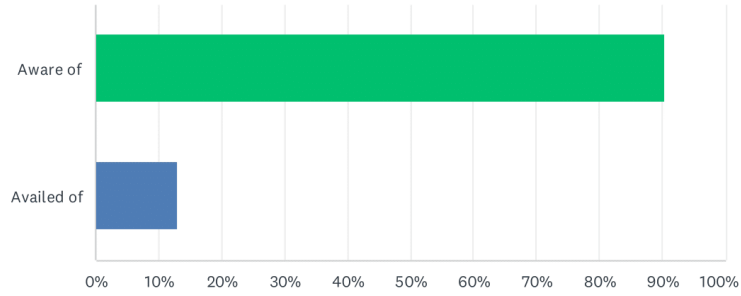


We are currently exploring the options for Solar and Hydro installations to help with our carbon footprint but also to reduce costs with the increasing cost for Fossil energy
Over the last 2 years, Covid-driven I have mostly been working from home & used a Bounce back loan to install an outside office
I feel as we are manufacturing and our product is required to go into a certain quality bag we are going to come under increased pressure when the plastic tax is introduced.
As a lot of paint is used in my business. Making sure this is never washed down drains/ sinks etc and correctly disposed of. Reducing single use plastic where possible. Re using and repurposing of materials for childrens workshops.
Only thing we can do at the moment, is attempt to reduce energy consumption and the use of
1. Car share with partner. 2. Partner and I have reduced our food carbon footprint by avoiding meat and animal products. 3. Use email not mail where possible. 4. Print documents only when necessary. Most filing is digital. 6. Our building is low energy but could be improved. 7.
Landscaping around building is nature friendly with native species in hedging and wild zones
The caravan park is situated between Ardglass & killough. There is no footpath to either village which means visitors must use their cars to access shops and local amenities. We are on the St Patrick's trail. Surely trying to cut down on carbon emissions from car usage would help the
Assistance from professionally qualified climate change consultant and software to calculate
Less waste is always a worthwhile objective however in years to come the current climate change mass hysteria in the western world will be looked back on with a mix of humor and horror
Though we are a Micro SME the business is about energy efficiency so our environmental impact
Using environmental friendly packaging.
My company Farming Carbon is creating environmental and social impact through sustainable farming. Love to see that the sustainable movement is gaining traction.



### Q13 BEIS grant funding For example, feasibility and engineering studies, and deployment of industrial energy efficiency and deep decarbonisation projects

Answered: 31 Skipped: 194

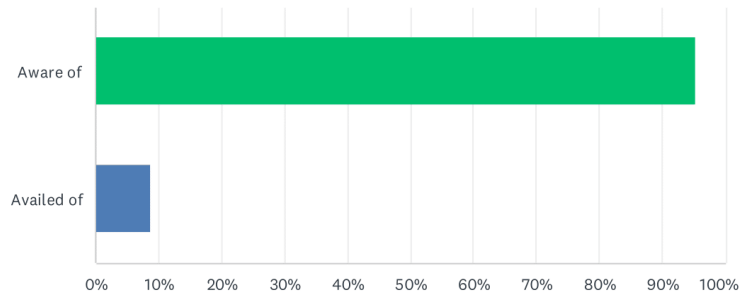


ANSWER CHOICES	RESPONSES
Aware of	90.32% 28
Avalied of	12.90% 4
Total Respondents: 31	



Q14 Invest NI support This includes: Innovation Voucher Programme up to £5k Sustainability reports \* Technical consultancy to identify areas of efficiency & cost savings \*for those with over £30k annual spend on energy & resources Resource matching services through International Synergies Capital grants for energy/resource-saving equipment up to £50k Best practice guides

Answered: 149 Skipped: 76

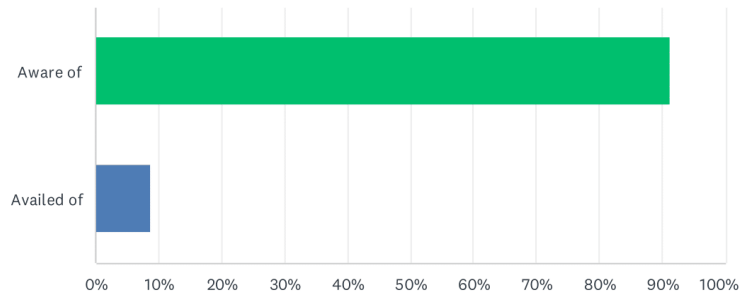


ANSWER CHOICES	RESPONSES
Aware of	95.30% 142
Availed of	8.72% 13
Total Respondents: 149	



Q15 WRAP (Waste & Resource Action Programme) NI support: This includes: Guardians of Grub – food and hospitality industry Food Waste Reduction Toolkit - for businesses across the entire UK food chain Plastics Pact – for businesses across the entire plastics value chain Courtauld Commitment – for businesses across the entire UK food chain Textiles 2030 - the fashion and textiles industry's

Answered: 34 Skipped: 191

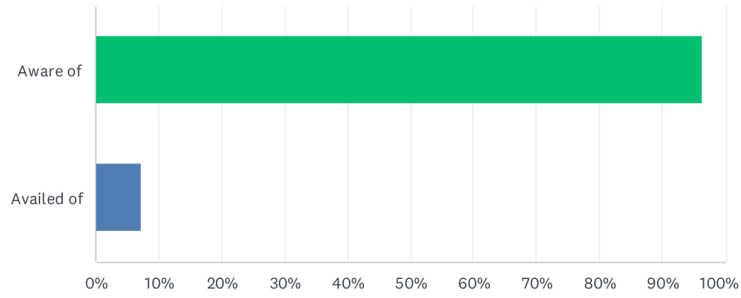


ANSWER CHOICES	RESPONSES
Aware of	91.18% 31
Availed of	8.82% 3
Total Respondents: 34	



**Q16 Support offered by DAERA This includes: Farm Business Improvement Scheme Capital Scheme DAERA Maritime and Fisheries Fund DAERA Small Woodland Grant Scheme DAERA Agri-Food Co-operation Scheme DAERA Environmental Farming Scheme**

Answered: 109 Skipped: 116

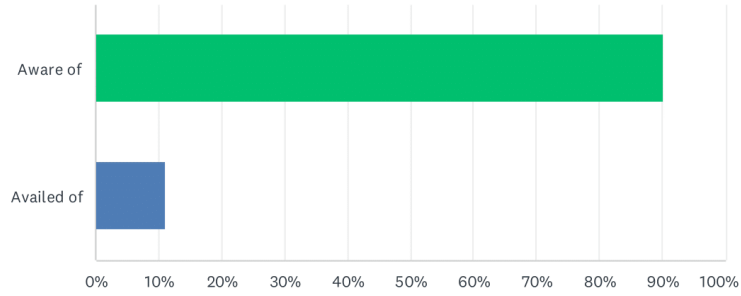


ANSWER CHOICES	RESPONSES
Aware of	96.33% 105
Availed of	7.34% 8
Total Respondents: 109	



### Q17 Business in the Community (BITC) support: This includes: The Climate Action Pledge Environmental benchmarking Environmental Awareness e-learning resources

Answered: 72 Skipped: 153

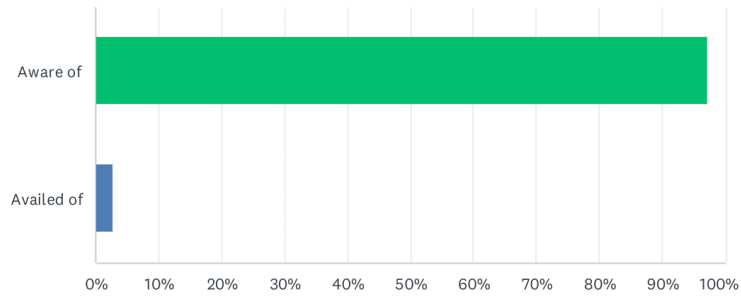


ANSWER CHOICES	RESPONSES
Aware of	90.28% 65
Availed of	11.11% 8
Total Respondents: 72	



### Q18 Keep Northern Ireland Beautiful: This includes: The Tackling Plastics Toolkit

Answered: 71 Skipped: 154



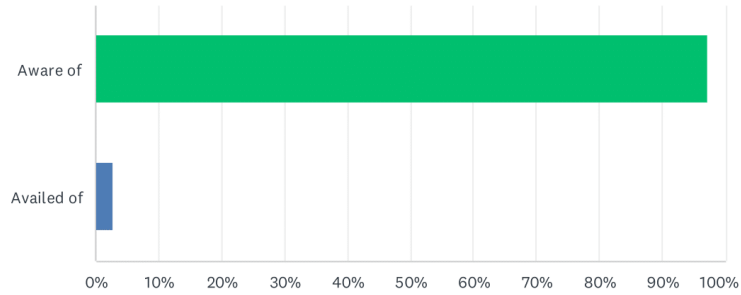
ANSWER CHOICES	RESPONSES
Aware of	97.18% 69
Availed of	2.82% 2
Total Respondents: 71	





### Q19 Carbon Trust: They offer learning/support resources to NI businesses

Answered: 112 Skipped: 113

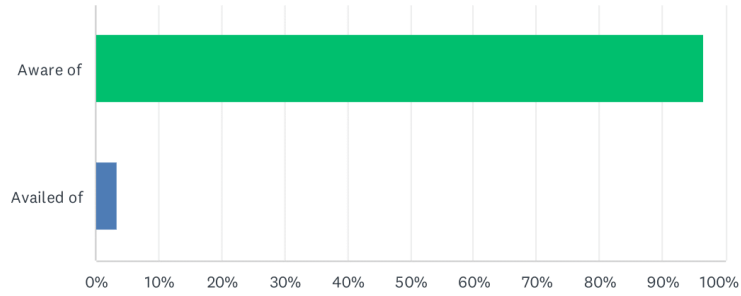


ANSWER CHOICES	RESPONSES
Aware of	97.32% 109
Availed of	2.68% 3
Total Respondents: 112	



## Q20 Energy Savings Trust: They offer a Fleet Management Toolkit to NI businesses

Answered: 59 Skipped: 166

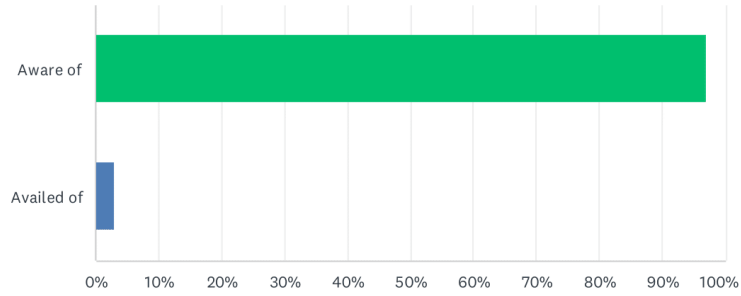


ANSWER CHOICES	RESPONSES
Aware of	96.61% 57
Availed of	3.39% 2
Total Respondents: 59	



### Q21 CAFRE support: This includes: Farm Friendly skills Food innovation support (for businesses within the food sector)

Answered: 69 Skipped: 156

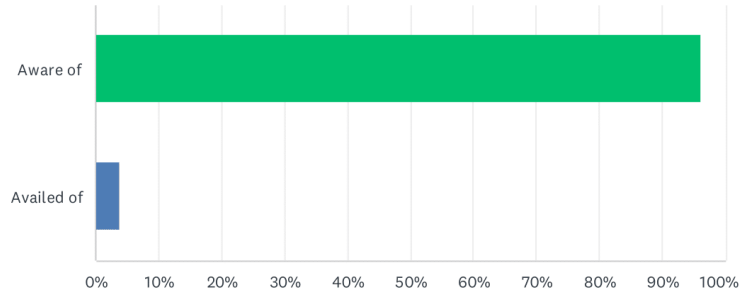


ANSWER CHOICES	RESPONSES	
Aware of	97.10%	67
Avalied of	2.90%	2
Total Respondents: 69		



### Q22 POWER NI business support: This includes: Renewable generation schemes Renewables grants (occasional)

Answered: 78 Skipped: 147

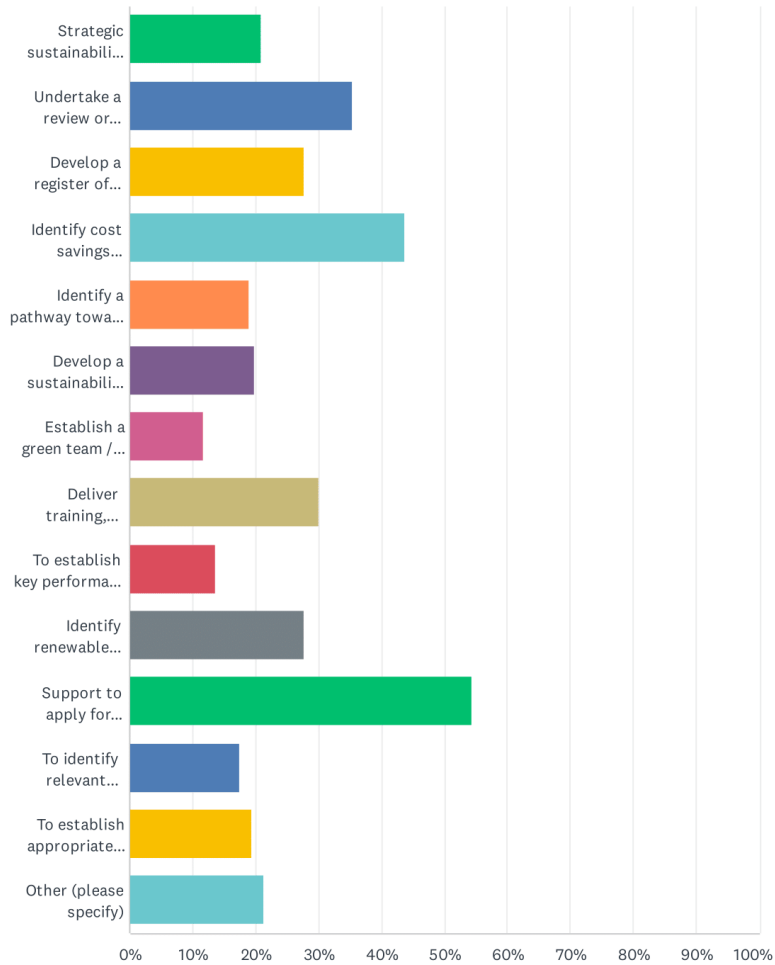


ANSWER CHOICES	RESPONSES
Aware of	96.15% 75
Availed of	3.85% 3
Total Respondents: 78	



**Q23 What further support, outside of financial investment, do you feel would help support your business's transition towards a more environmentally sustainable and low carbon business? (Please tick all that apply) Work with an expert to:**

Answered: 206 Skipped: 19



ANSWER CHOICES	RESPONSES	
Strategic sustainability planning (supply chain assessment, sustainable business model planning, identification of strategic sustainability partners etc)	20.87%	43
Undertake a review or baseline audit of energy, water and/or waste within the business	35.44%	73
Develop a register of opportunities to reduce water / energy / raw material consumption	27.67%	57
Identify cost savings opportunities by developing low/no carbon options	43.69%	90
Identify a pathway towards becoming a net-zero business	18.93%	39
Develop a sustainability plan or policy	19.90%	41
Establish a green team / green leader within your business	11.65%	24
Deliver training, upskilling and mentoring to staff	30.10%	62
To establish key performance indicators for the business	13.59%	28
Identify renewable energy sources, installation methodology, pricing and payback	27.67%	57
Support to apply for funding	54.37%	112
To identify relevant environmental accreditations for the business & support understanding of implementation processes	17.48%	36
To establish appropriate green marketing and promotional strategies	19.42%	40
Other (please specify)	21.36%	44
Total Respondents: 206		

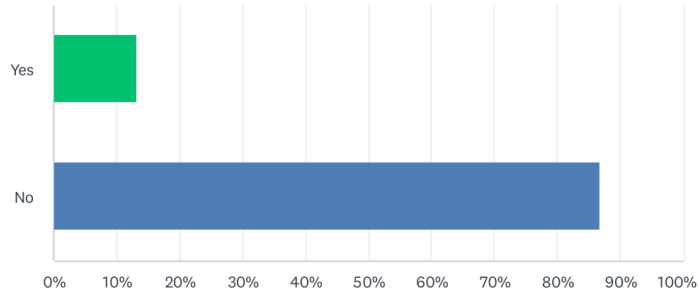


Q23: Additional answers to what further support, outside of financial investment, do you feel would help support your business's transition towards a more environmentally
What are small business doing? Great to know need advice!
Would welcome solar panels - regulations preventing this !
Office is in the business park - no input on energy etc.
Information
Identify a pathway of relevant practical information
Van hire company - Infrastructure required to survive!
Information and where to access more relevant information
Reducing carbon footprint for sourcing products
Partnership implementation bringing stakeholders together
Small scale business
Would be interested in solar panels
This outdoor business is in a rural setting.
Advice on how to dispose of waste
Affordability of sustainability and ethically made products.
Recycling unit within the Down Business Centre needed.
Advice & information - helpful - don't know who to contact
Guidance and information would be very helpful
You have to be at a certain level for that to be relevant
Management just doesn't have time currently to consider much beyond survival.
No recycling bin made available for paper waste at present!
It is a niche business - new musical instruments etc.
Downpatrick independent businesses need council support
Sole trader - no staff - interested in what support is on offer
It would be helpful to know what is available
There is quite a lot of information online etc.
To have up to date advice and information
Information of environmental projects/programmes in the community
Up to date knowledge
Support in what to do
Can't do much more than currently doing - recycling, inform guests to recycle, use our eco friendly products when possible, oil fired central heating, solar panel for some heating elements
Support from local authorities - educate smaller companies
General guidance and advice
Electric only currently available with small vehicles - some forklifts etc.
Using recyclable fuel and plastics - grant
A mix of all of the above
More local suppliers - knowing who is out there
N/A the problem is external with vehicles/lorries etc.
We are currently doing all ticked
standby modes for computers etc.
Accessibility for recycling
Funding available to market the sustainable tourism experience s already developed. Marketing support needed to connect interested clients with experience s already available
Help and support finding experts to help with improvements
changing our primary heating to air source heat pump. Too expensive now.



### Q24 Does your business already have any environmental accreditations in place? (Such as ISO 14001 for example)

Answered: 213 Skipped: 12



ANSWER CHOICES	RESPONSES	
Yes	13.15%	28
No	86.85%	185
TOTAL		213



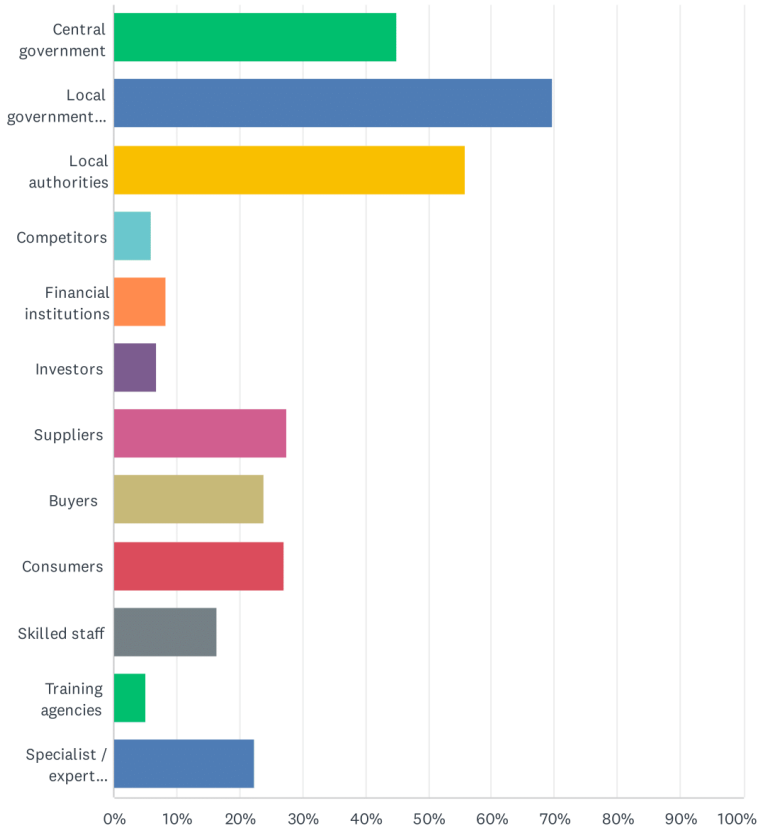


Q24: Additional comments to environmental accreditations already in place
ISO14001
ISO9001 & ISO27001
Not sure
HO & SALSA Approved
ISO (can't remeber)
Achieved a Bronze Green Plaque through council
Working on Green Tourism at the moment - Green Business UK
Leave no Trace Trainor's
WISE scheme, Green Tourism Network & 2min Beach Clean
Organically soil certified.
ISO 12 ??
ISO 14001
Previous ISO14001 accreditation was discontinued as it was not adding any value to the Annual audits with Envirocert
ISO 14001
In the middle of getting a ISO 27001
ISO something....
Not sure - would need to speak with owner
ISO 14001
Part of Green Tourism
Not at the moment....
Not sure which ones
ISO 9001 & 1401
ISO 1401
ISO 9000 - ISO 14001 on the agenda
AIC annual inspections
Council environmental officers - compliance
ISO 14001
STEM Project years ago - recycling etc.
ISO14001
Using Recycling materials
ISO 14001
ISO14001



### Q25 What external stakeholders do you feel are most significant in determining /facilitating your transition to a low carbon, and environmentally sustainable business model? (Please tick all that apply)

Answered: 218 Skipped: 7



ANSWER CHOICES	RESPONSES	
Central government	44.95%	98
Local government departments	69.72%	152
Local authorities	55.96%	122
Competitors	5.96%	13
Financial institutions	8.26%	18
Investors	6.88%	15
Suppliers	27.52%	60
Buyers	23.85%	52
Consumers	27.06%	59
Skilled staff	16.51%	36
Training agencies	5.05%	11
Specialist / expert consultants and/or business mentors	22.48%	49
Total Respondents: 218		



**Q26** What, if anything else do you feel that you might need to support your  
business that we have not covered in this questionnaire:

Answered: 61 Skipped: 164



Q26: Additional comments to what, if anything else do you feel that you might need to support your business that we have not covered in this questionnaire
Up to everyone to do their bit. Suppliers and Government are the main stakeholders. The shop really needs recycle bins
Training and advice would be beneficial
Difficult to know where to go for support especially for small business - too many organisations - direction on where to go to for advice and support.
Infrastructure will need to be developed otherwise impossible
Information on electric vans would be beneficial.
Very difficult with the present situation and regulations with PPP.
Q3 I have picked Service as the best fit for this business but it is really Retail, however that option was not available.
Breweries should have an input.
Extremely busy due to Covid etc.
No support through Covid. They need to keep adapting to survive as a family business.
Fitted solar panels. Information and advice on water waste would be valuable.
More information on disposing rubbish, and any other information and advice. Any funding info. to enable further changes.
No public transport available - Difficult to find information on company electric cars - interested in information and advice re. incentives or grants available etc.
Tenders prioritising local businesses who can reduce carbon footprint re. shipping etc.
Legislation will be the driving force
Tailored marketing - challenges for small businesses
Everyone needs each other and need to work together. Access to local manufacturing network to see where/how companies could link up.
Recycling unit at Down Business Centre needed - help businesses get started on their efforts to become sustainable.
They can't recycle if its not recycled locally It needs to become the norm and not the exception Everybody has a responsibility to do their bit. Council could be more supportive especially with Scotch Street.
If local recycling was available to small businesses it would encourage disposal of equipment etc. Local Government not supportive.
Would need a paper recycling bin for the business - too much waste on a daily basis.
Would like to move to electric vehicles - no charging points in Comber to use. Restricts this
Would like more information and advice on sustainability schemes etc.
Access to alternative materials is a barrier for the business to becoming more environmentally sustainable.
They are moving to new premises soon and intend to implement more changes.
Would like information on electric vehicle charging points in Downpatrick and are there any grants available to have them installed on site? Thanks.
Rates and Bag levy tax are crucial to independent businesses. The businesses in Downpatrick need support not just Newcastle.
Local Councilors and Councils could support small businesses in their area more
Up to everyone to play their part and do what they can.
Up to everyone to do their bit!
Local government need to support local businesses e.g. infrastructure - internet not good enough for business use.
If democracy was truly represented we wouldn't be in this circumstance.
You need to have a buy in at company root level
More information on everything. Not aware of what's available to me as a business, best practice.



Competitors influence - Turkingtons should promote themselves re. sustainability - it would be beneficial meet with other companies to talk about what each other is doing and help each other
Reduce VAT on environmentally friendly products Tax incentives to use environmentally products - encouraging businesses to them.
Do not know anything about the grants etc and to start becoming more environmentally sustainable it is a cost to our business overheads which are already at a high and how do you pass this cost onto the customer when it isn't affecting the service we are providing to them directly such as renovating their home etc as the materials to make them more environmentally friendly are alot more expensive than the standard which is why we already have had so many opt out of using them as they cannot afford it.
Courses aimed at very small/micro to medium businesses through the councils instead of only medium to large businesses. Has taken part in courses before and never apply to business
Fuel is a drain on the economy - government support such as grants for hospitality should be more categorised and streamlined to support businesses outside of mainstream hospitality business categories.
Support should be given to local companies who buy local and GB made products. Made by companies who abide by the rules. Levies should be placed on cheap overseas sub standard products made in countries to have no regard for the environment.
More green energy - electric prices to come down
Building Control to manage physical improvements to environment etc.
Need for suppliers to create a product that is attractive and good enough value for customers - some green options are too expensive for customers at present
Manufacturers Volvo, Mercedes, Scania and Daf for lorries etc. need to support sustainability. Power companies etc. Biggest running cost for this company is electricity
To note that SONI is not based in the council areas in this survey we have been asked specifically by TRITERRA Consulting to provide a view from electricity sector. We are based in LCCC council area. We understand if that excludes us from consideration but as advised we were asked to provide a view
Education on 'throw away culture' - an agency or recycle centres could help with that - items being reused for other purposes.
Main issue is with disposing/recycling plastic wrapping - previous Armagh City recycling centre rules at worked better!
Network of charging station points would be required!
Small businesses need to get publicity in the way that Titanic and the North Coast are always being promoted. On the one hand we are told that tourism leaders don't want over tourism at the above tourism hotspots yet they keep advertising these destinations? Small businesses do not have large advertising budgets but with more targeted marketing support for small businesses they can make an important contribution to sustainable rural communities. Xmas
A list of specialists that could help with research for each individual business - for example heating engineers etc. So that everyone is making the most of sustainability.
Knowledge from external organisations
Increased costs by Brexit - NI missing an opportunity of making the best of two economies - otherwise this will drive up house prices
Investment
Ease of access to a small grants database with a focus on micro businesses.
Our biggest carbon producer is our building. Affordable help from a qualified engineer or engineers to examine where the problems and solutions are would be great.



Specific advice for SME business's in how we can progress on our aim towards net zero. In particular how we can help suppliers and contractors meet their obligations and what standards we should be setting for them. Specific advice on how we measure our stage 3 obligations and how best to gather this information. how we should look at carbon offsetting and the best way to do this. It would be helpful if there was a nominated person within the local authority who could answer any questions that we may have or groups set up that we could join.

There is a financial cost to gaining and retaining accreditations which potentially prevents us from getting them.



## Appendix 4: Case studies

### Broughgammon Farm:



#### Future Business Support Needs Analysis for a Sustainable Low Carbon Economy in the South East Region of Northern Ireland

##### Sustainable Business Case Studies:

The information that you provide for us from this case study [below] will inform a research piece commissioned on behalf of the South East Region who are, Ards and North Down Borough Council, Armagh, Banbridge and Craigavon Borough Council and Newry, Mourne and Down District Council. Triterra have been commissioned on behalf of the region to carry out this research.

The information that you share will help inform and facilitate future business support interventions that may be needed to help businesses achieve an environmentally sustainable and low carbon economy.

We will collect, store, and use the data gathered (which may include your business and contact details) to inform this piece of work and this will be shared with all parties outlined above, who are responsible for the overall project management of this work.

We will NOT share **your personal data** with any other third-party or use outside of the scope of this study, but, with your consent, will aim to promote the good work that your business has already undertaken and showcase this as an example of good practice across our programme.

<b>Business Name:</b> Broughgammon Farm
<b>Sector:</b> Agri-food
<b>Location:</b> Ballycastle, Co Antrim
<b>Contact name:</b> Charlie & Becky Cole
<b>Contact email:</b> info@broughgammon.com
<b>Brief business overview:</b>  Broughgammon are a forward-thinking farm providing ethical and sustainable produce fresh from their small, family-owned farm in Co. Antrim, Northern Ireland.  The farm was established in 2011, when they saw that a large majority of male kid goats born into the dairy industry were being put down at birth. The family felt that this was unethical and caused unnecessary waste within the food sector. In a response to this problem the family decided to take the male goats that would otherwise have been put to slaughter and rear them to create delicious and healthy cabrito kid goat meat produce.  Since then, the family have also branched out into rearing free-range rose veal, seasonal wild game and in 2019 they also began producing vegetables and edible flowers.







The family now have their own artisan on-site butchery, where we teach others the art of butchery and handling wild game. They run foraging courses, herbalist workshops, seasonal cookery classes and fermenting workshops to name but a few.

In addition, the family open their doors to the public each week between Friday-Sunday where they have an open farm and delicious farm cafe where they serve home baked goods using foraged finds, seasonal produce and edible flowers from their garden.

They also offer a small farm shop selling the best of Northern Irish and Irish produce and deliver their meat boxes all over Ireland and the UK.

**Sustainability measures implemented:**

**The Eco Farmhouse:**

In 2006 the family built a state-of-the-art farmhouse incorporating solar thermal heating, an air-source heat pump, an MVHR (Mechanical-Ventilation with Heat Recovery) system, PV's; heavy use of insulation, a wood pellet boiler and a wood stove.

The house also has two 10,000 litre rain water harvesting tanks plumbed to supply all non-potable water, with the infrastructure in place to use a UV treatment & filter system to supply potable water in the future. Wastewater is transported to a biokube wastewater treatment facility before discharging to a pond for tertiary treatment by reeds and plants; finally returning clean to the local waterway.

The rest of the farm has solar energy panels (PV's) installed in all buildings, including the butchery area, and has a wastewater treatment system in place which they hope to integrate into the farm by installing a reed-bed system in the future.

**Sustainable Food Sourcing:**

The family strongly believe in sustainable food sourcing. This is demonstrated in their approach to helping reduce the culling and wastage of males produced into the dairy industry and in the way in they encourage consumers to make use Northern Ireland's beautiful game bird resources. Both of these options also help to assure local fair trading with farmers, as well as reducing food miles and overall carbon footprint.

The Cole's belief in a sustainable food chain has helped promote local diversification in farmsteads with other local farmers, where they have encouraged them to rethink their by-products in a different light and have worked hard to lead by example within the industry.

In addition, the Cole family operate a crop rotation system whereby they rotate the types of crops planted to ensure that the soil is regenerated on an ongoing basis. They have a small, forested area to allow for carbon capture and enhanced biodiversity on the land.



#### Drivers for this change:

The Cole family, through their own personal ethos towards living sustainably and living in harmony with the land, were keen to address the systematic issues facing the agri-food sector and to promote a way to living within the boundaries of the environment, and the land on which they farm, and live.

They wanted to address the issue of food wastage within the dairy sector and find a suitable product that could be created from the otherwise culled and wasted male animals, they also wanted to approach their farming methods with the future in mind, creating a balance between nature and running a sustainable, family business. The Cole family recognise that the goat herd that they have decided to focus on, is not the easiest option for the family, as the goats are not best suited to the cold and wet environment, but the principle of farming in a way that makes best use of an otherwise wasted by-product, and being able to showcase this approach, continues to be of primary importance to them.

The family were also driven to ensure that they could future-proof their farm hold, to ensure that their own family, and future generations, could also enjoy the land and the produce that it helps to generate.

#### Any barriers / problems faced during implementation? If so, how were these overcome?

- Bureaucracy and issues associated with planning, consents etc
- Costs associated with installing new systems and practices
- The family live in a remote geographical location which means that they have to travel further to access the market, thus increasing their carbon footprint
- The area is heavily reliant on tourism which creates good business opportunity during holiday season, but can be quiet for the business for the remainder of the year
- The goats are not naturally suited to the cold and wet climate that NI provides

The Cole family have continued to persevere and work through these challenges in a stage-by-stage approach and remain focused on their core purpose to farm their land in the most sustainable way practicable.

#### What have been the impacts of these changes?

The Cole family feel that overall, the impacts have been positive for them and for their land. The family have worked areas of otherwise barren land over a number of years to create a biodiversity rich area that supports a wide range of native flora and fauna. The land itself has become more workable and usable; they have created a unique and popular product for sale at local markets and delicatessen outlets, which they also sell in their own farm shop and café.



They have also enjoyed the opportunity to educate and support other local farmers and NI residents across a range of topics beyond the benefits of sustainable farming, including the delivery of butchery classes; foraging workshops and more.

**Do you consent to us showcasing and promoting your case study as part of our business development programme?**

Yes

No

**Many thanks for your participation in our research**



## Finnebrogue:



### Future Business Support Needs Analysis for a Sustainable Low Carbon Economy in the South East Region of Northern Ireland

#### Sustainable Business Case Studies:

The information that you provide for us from this case study [below] will inform a research piece commissioned on behalf of the South East Region who are, Ards and North Down Borough Council, Armagh, Banbridge and Craigavon Borough Council and Newry, Mourne and Down District Council. Triterra have been commissioned on behalf of the region to carry out this research.

The information that you share will help inform and facilitate future business support interventions that may be needed to help businesses achieve an environmentally sustainable and low carbon economy.

We will collect, store, and use the data gathered (which may include your business and contact details) to inform this piece of work and this will be shared with all parties outlined above, who are responsible for the overall project management of this work.

We will NOT share **your personal data** with any other third-party or use outside of the scope of this study, but, with your consent, will aim to promote the good work that your business has already undertaken and showcase this as an example of good practice across our programme.

<b>Business Name:</b> Finnebrogue
<b>Sector:</b> Food
<b>Location:</b> Downpatrick
<b>Contact name:</b> Greta Delfino
<b>Contact email:</b> <a href="mailto:greta.delfino@finnebrogue.com">greta.delfino@finnebrogue.com</a>
<b>Brief business overview:</b>  Finnebrogue is one of the UK's leading artisan food producers. A family-owned business based in Downpatrick, Northern Ireland, the company have made their name producing premium sausages, venison, bacon, ham wagyu beef and plant-based products and is the creator and producer of well-known local brands including Better Naked, Rankin, and Good Little Company.  The business' mantra is to make food the best it can possibly be without being bound by the way it's always been done. The company pursue restless innovation and a determination to make some of the most delicious, nutritious and sustainable food in the world.



Now a £180 million business Finnebrogue currently employs approx. 800 employees across 4 Sites.

**Sustainability measures implemented:**

Finnebrogue Artisan has published 2021 sustainability audit for the years 2019-2020, which acts as an introduction to the business's environmental initiatives and credentials.

The report includes environmental targets, the sustainability credentials for its operations, emissions, packaging, waste and Foundation Earth. The report highlights what the business is doing for the Earth throughout its value-chain.

**Factories:**

The company has invested hundreds of thousands of pounds to boost environmental measures such as a heat recovery system, solar panels, LED lighting, high grade insulation and a heat pump – all designed to make the business more energy efficient and materially sustainable.

**Emissions:**

By transitioning their operations to 100% renewable energy, the business is set to avoid at least 1950 tonnes of CO<sub>2</sub>e from purchased electricity annually. They have also set targets to achieve Net Zero GHG Emissions by 2040 and transition to 100% renewable energy by 2025.

**Packaging:**

Finnebrogue only source paper sleeves from [Forest Stewardship Council](#) certified suppliers and have set important recycled packaging targets. In 2019, they moved away from unrecyclable black plastic trays to recycle alternatives. They have partnered with [Responsible Plastic Management](#) to help deliver two packaging targets: by 2025, 100% of packaging to be reusable, recyclable or compostable. By 2025, they want to achieve 50% average recycled content across all plastic packaging.

**Waste:**

The company has been a zero to landfill business since 2015. All of their waste is recycled, sent for anaerobic digestion or recovered for energy.

**Food redistribution:**

The business redistributed over 6 tonnes of product in 2019 and 5.4 tonnes in 2020 from overstock, short-notice changes and delisted product. This product was donated to charity and provided over 27,264 meals throughout 2019-2020 to people in need in our local community through [Fareshare NI](#) and [Simon Community](#). The reduction in redistributed food was due to an increase in production efficiencies.

**Finnebrogue Farm:**

Since the late Denis Lynn, founder of Finnebrogue Artisan, bought Finnebrogue Estate in 1991, the business has been working on preserving and improving the natural environment. This has included tree planting, rewilding, regenerative farming and carbon sequestration on the farm.

**Foundation Earth:**

Finnebrogue's late founder, Denis Lynn, created and founded, [Foundation Earth](#) which is an independent, non-profit organisation established to issue front-of-pack environmental scores on food products, enabling consumers to make more sustainable buying choices. Finnebrogue brands, [Better Naked](#) and [The Good Little Company](#) join global food brands Nestle and Tyson Foods as well as household British brands such as M&S, Costa Coffee, Sainsbury's and the Co-Op in adding enviro-scores to products.

**Additional useful links:**

Foundation Earth - <https://www.foundation-earth.org/>

Sustainability report - [Finnebrogue-Sustainability-Report-2019-20-compressed.pdf](#)

**Drivers for this change:**

- Driver for Foundation Earth was the lack of a reliable, comparable and independent way to measure and communicate the sustainability of a product.
- The business recognises a clear call for brands to take sustainability action from a wide range of stakeholders including consumers, retailers, customers, government.
- The business founders and management has always had a genuine drive to produce more sustainable products with real sustainability knowledge.

**Any barriers / problems faced during implementation? If so, how were these overcome?**

- Internal data was in some cases difficult to pull out and verify as the data needed to run life cycle assessments is wide ranging, and the overall quality and reliability of this data can impact overall results. This was overcome by putting in time and commitment to find the most appropriate and accurate data available.
- Engagement with suppliers to secure third party sustainability data, especially with those without available data or not willing to share information. This was overcome by engaging with stakeholders to explain the importance of the data, and of sustainability, the benefit of understanding your products impact, the ability to communicate your sustainability impact to your target audience.

**What have been the impacts of these changes?**

Finnebrogue feel that the following have been the main impacts of their positive work on



sustainability:

- Better data governance.
- Greater awareness of environmental impact by all parts of the business on the final label score.
- Greater demand by departments to understand their impact, understand climate change, and understand how to implement these learnings in their operations.
- Demand from departments into including their positive impact in board meetings or other stakeholder conversations.

**Do you consent to us showcasing and promoting your case study as part of our business development programme?**

Yes

No

**Many thanks for your participation in our research**



## Grahams:



### Future Business Support Needs Analysis for a Sustainable Low Carbon Economy in the South East Region of Northern Ireland

#### Sustainable Business Case Studies:

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<b>Business Name:</b> GRAHAM
<b>Sector:</b> Construction
<b>Location:</b> Various sites across the UK and NI
<b>Contact name:</b> Rosie Barnett
<b>Contact email:</b> <a href="mailto:Rosie.Barnett@graham.co.uk">Rosie.Barnett@graham.co.uk</a>
<b>Brief business overview:</b>  GRAHAM is a privately owned company within the construction sector with a history built on integrity and responsibility. The company is through to have roots dated as far back as 1778, but it was not until the turn of the 19th Century that the company became established for its ongoing work within the sector when John Graham moved into Dromore in 1878, and later became incorporated as a private limited company in 1955.  In 1985 the company made its first ventures into England and since then the company has grown consistently to become a leading player in all areas of construction throughout the UK and Ireland.







In 1997 the scope of GRAHAM's services was expanded further following the establishment of GRAHAM Facilities Management. The introduction of GRAHAM Investment Projects followed soon after, acting as a vehicle for the group to invest in PPP and revenue funded projects.

The most recent change to the Group structure came in 2007 when a Holding Company structure was established with the formal creation of John Graham Holdings Limited and three main subsidiary companies: John Graham Construction Limited [GRAHAM Construction], GRAHAM Asset Management Limited and GRAHAM Investment Projects Limited.

GRAHAM now operates from 23 regional offices in the UK and Ireland, employing over 2,000 employees, sub subcontracting over 10,000 staff, earning a turnover of £853.3 million and working across more than 100 live projects across the UK and Ireland.

#### **Sustainability measures implemented:**

GRAHAMs recognise the enormity of the challenge faced in reducing GHG emissions and transitioning to net-zero and are aware of the implications for the future of our planet and the consequences of not moving fast or decisively enough to tackle these challenges.

Climate Action is a key priority for the company, it is considered business critical and embedded in all business-related decisions. As an established construction company, GRAHAMs are at the forefront of action on the climate emergency and have set out a climate ambition "To eliminate carbon from our business and to measure and manage our progress toward a decarbonised economy". The company have adopted science-based targets to achieve net zero carbon by 2040 (at the latest) across their full value chain and to be net zero across their direct operations by 2030.

To guide these net zero ambitions and to outline the GRAHAM vision for delivering a zero-carbon future the company have committed to producing an annual climate action strategy and reduction plan. Each year this sets out our climate actions – both short and long-term, so that they can strive to achieve the most ambitious action, quickly. Its purpose is to push the company to achieve improved climate and carbon outcomes, performance and to enhance collaborative action.

Through each annual Climate Action Strategy, GRAHAMs chart their progress and achievements and detail collaboration with our stakeholders that help deliver a decarbonised economy.

The company's environmental mission is "to help protect and improve the environment, conserve resources and tackle climate change for the benefit of current and future generations", and their environmental agenda is arranged into four key pillars:

- Climate action
- Conserving resources



- Environmental management and improvement
- Protecting the environment

These pillars are aligned with the UN's following 4 SDG's:

- Clean Water and Sanitation
- Responsible production & consumption
- Climate action
- Life on land

GRAHAMs currently have a team of 10 leading on all aspects of the sustainability agenda across the entire organisation, and their approach is strongly embedded into every site and operational team.

The company's full Climate Action Strategy can be viewed via this link: <https://www.graham.co.uk/media/documents/Climate-Action-Strategy-2021-Oct-21-Edit-LT-003.pdf>

The company's CSR strategy can be viewed via this link: <https://graham.frb.io/media/publications/GRAHAM-CSR-Report-10-low-res.pdf>

And a video that the company have prepared advising on how to cut carbon on site can be viewed here: <https://vimeo.com/652884079/9a0294192a>

#### Drivers for this change:

Some of the key drivers for the business in implementing a strong sustainability agenda are outlined below:

- The company's core pillar is "We strive to make a difference". The company want to go beyond basic compliance to create positive impact for all.
- The company are very focused on reducing their carbon footprint to help reduce their impact on the environment, as well as future proofing the business in the years ahead.
- Having a sound sustainability policy and structure in place helps the company in securing new work and tender opportunities as they are seeing these elements becoming more and more heavily incorporated into procurement exercises.
- It helps the company to meet legal compliance.
- Clients want to see a more sustainable approach to business.
- A more sustainable approach can help the organisation to reduce running costs.
- With costs continuing to rise on fuel, especially on the rebate of red diesel from April which will see fuel soar from 60p to £1.10, the company are aware that they will need to drastically reduce diesel consumption on site across all plans and equipment.
- Having a sound sustainability agenda helps with reputation management.
- It reduces risk to the business.
- The company are aware that to remain sustainable as a profitable business into

the future, that environmental sustainability will become a standard requirement and way of doing business. The business has a strong sense of responsibility to their staff and supply chain, which are of paramount importance to the business. They want to look after their staff and ensure their livelihoods and wellbeing. To do this, they need these to maintain business opportunities and continue to win contracts.

**Any barriers / problems faced during implementation? If so, how were these overcome?**

Some of the key barriers or problems for the business are outlined below:

- Technology hasn't caught up with need yet. The construction industry needs big plant, and this still has a long way to go in terms of technological development, the company have however, been trailing a number of technologies including electric diggers.
- The company try to get connection to temporary electrical supply to reduce the need for generators / diesel, but this can often be tricky depending on the site.
- An alternative to diesel that is currently available is HVO. This offers 90% less carbon emissions than red diesel but is 20p/litre more expensive and can be hard to get outside of certain sites in England and is generally limited in NI and UK.
- The fluctuating energy prices makes it very hard for the business to accurately price jobs.
- Legislation is changing, which the company feel is a positive thing as it gives structure and reinforcement to the work that they are doing, especially when including this price into the work that the business is doing, but there is a severe time lag in terms of delivering on this, especially within NI.
- The company are currently acting on the Environment Act's biodiversity net-gain element, where a company need to show 10% improvement on biodiversity net gain for all developments projects, but this isn't being brought into force until 2023/24
- Sub-contractors are also expected to have sustainability policies and agendas but there can be a skills gap within this workforce where more education is needed to help, motivate, and improve understanding and compliance. In order to address this issue GRAHAMs introduced carbon literacy training for all staff and sub-contractors.
- Getting good quality data from subcontractors can be a challenge.
- Cost of more carbon efficient equipment is still very high, and often has long payback periods, resulting in high risk to the business especially as the technology is still being developed and improved, however this is something that the company need to do to maintain their business and continue to move forward.

**What have been the impacts of these changes?**



Below is an outline of the general impacts of these changes:

- The company is continuing to grow, diversify and remain profitable through their sustainability approach, which continues to help them win tender opportunities.
- The company continues to have a positive impact on its workforce, biodiversity, and carbon emissions.
- The company has shown an absolute carbon reduction despite continued growth.
- The company continue to win awards for their sustainability approach and have a strong reputation within the industry.

**Do you consent to us showcasing and promoting your case study as part of our business development programme?**

Yes

No

**Many thanks for your participation in our research**



## Lackan Cottage:



### Future Business Support Needs Analysis for a Sustainable Low Carbon Economy in the South East Region of Northern Ireland

#### Sustainable Business Case Studies:

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<b>Business Name:</b> Lackan Cottage
<b>Sector:</b> Tourism / self-catering accommodation provider
<b>Location:</b> Ballyrone, Mourne
<b>Contact name:</b> Mr Steven Byrne
<b>Contact email:</b> lackancottage@riseup.net
<b>Brief business overview:</b>  Lackan Cottage, situated in the Mournes, Northern Ireland, is owned by Steve & Claire Golemboski-Byrne, who are pioneers in the growing ecotourism and green tourism movement. The family, who live onsite, open their property up to the public where they share their green lifestyle, access to fresh produce, and sustainability focused experiences and workshops with visitors, which forms part a unique visitor offering within the region.  Birch Cottage, a separate cottage on site, offers off grid, self-catering accommodation for holidaymakers, which has been hand crafted using natural, locally available products to provide visitors with relaxation, comfort, and an insight into living a more carbon neutral lifestyle .  The cottage is considered one of the greenest self-catering holiday cottages in Northern Ireland and has received a Tourism NI 4-star rating, Green Tourism Gold rating and was the



<p>first Green Key accredited accommodation in Northern Ireland or Ireland.</p>
<p><b>Sustainability measures implemented:</b></p> <p>Birch Eco Cottage is part of a holistic and organic smallholding near Ballyrone in County Down.</p> <p>The cottage offers exceptional environmental credentials that don't compromise on visitor comfort and is one of the few cottages in Northern Ireland to hold a Green Tourism Gold award and a 4-star Tourism Northern Ireland rating. It is the only Green Key accredited business in Northern Ireland.</p> <p>The off-grid properties (both the homestead and the self-catering cottage) are powered by solar and wind renewable energy and are heated by wood burner using coppice wood, wood pellet biomass, and excess solar/wind energy.</p> <p>The family use natural and local materials wherever possible to minimise the need for transport, and the overall carbon footprint of the buildings, whilst also benefiting the local economy.</p> <p>The family grow much of their own food and open up the property's gardens where guests and visitors can access free range eggs and seasonal vegetables, when available. Water is harvested and reused, and the properties offer rainwater flushing toilets. The family also recycle and compost as much waste from these properties as possible.</p> <p>The cottage itself is almost completely carbon neutral, and the family continually aim to lower their environmental footprint, with the primary exception being the need to access transport from their rural location.</p>
<p><b>Drivers for this change:</b></p> <p>Mr Byrne and his wife were keen to make the transition towards off the grid living for the following key reasons:</p> <ul style="list-style-type: none"> <li>• They saw the types of changes that were coming down the line and wanted to future proof their family's lifestyles</li> <li>• They wanted to protect themselves against rising fuel, energy and food prices</li> <li>• They had genuine concern for the wellbeing of the environment</li> <li>• The couple were raising a family and were concerned about the future that their daughter would inherit</li> <li>• They wanted to lead by example and showcase that you can live a comfortable life that was also sustainable</li> <li>• They wanted to prove that sustainable living didn't mean that you were 'alternative' or 'out-there'; sentiments that are off putting to a mainstream audience</li> <li>• They wanted to educate, share insights and skills with others</li> </ul>
<p><b>Any barriers / problems faced during implementation? If so, how were / could these be</b></p>



### overcome?

Those wanting to embrace more sustainable and low carbon options into their premises are met with discouraging regulations and planning conditions, which often don't appear to be in favour of sustainable options such as alternative building materials and renewable energies. It would be useful if the approach towards sustainability could be more joined up between internal Council departments and local government, where incentivisation could be promoted through a more open, encouraging and supportive approach.

A presumption to support where development of buildings or businesses will result in measurable improvements in sustainability (\*measured using ecological footprinting tools?) would be desirable.  
\*<https://cat.org.uk/info-resources/free-information-service/green-living/carbon-calculators-ecological-footprints/>

Some current planning guidance - for instance any solar not roof mounted, has failed to keep up with available technology and increased requirements that are being driven by the need to move to greater electricity use in the coming decades.

Simple approaches such as orienting buildings to south to maximise passive solar gain, and the integration of adequate insulation as a first measure, together with properly oriented PV could vastly reduce the energy requirements and thus costs of many businesses.

Changes therefore need to be more integrated into not only planning but all areas of local government in order to incentivise sustainable development. Staff will benefit from training and education in not only how, but why the public should implement positive changes towards a lower carbon and more environmentally sustainable approach.

There is a need for basic educating and support, in energy consumption for end users, perhaps through a dedicated energy audit team, where insight into how basic changes to lifestyles can create tangible differences and cost savings

### What have been the impacts of these changes?

The family and their properties are able to boast an almost carbon neutral lifestyle. They are insulated from energy and fuel price fluctuations and overall, they feel that their homestead is a nicer, richer and more biodiverse place to live and to raise their family.

NB: A short video outlining the family's approach can be viewed here: [https://www.youtube.com/watch?v=IQvG5tAL\\_Bg](https://www.youtube.com/watch?v=IQvG5tAL_Bg)

**Do you consent to us showcasing and promoting your case study as part of our business development programme?**



Yes

No

**Many thanks for your participation in our research**





## Skillnet Ireland:



### Future Business Support Needs Analysis for a Sustainable Low Carbon Economy in the South East Region of Northern Ireland

#### Sustainable Business Case Studies:

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<b>Business Name:</b> Skillnet Ireland
<b>Sector:</b> Not for profit / government supported
<b>Location:</b> 5th Floor, Q House, 76 Furze Road, Sandymount, Dublin 18, Ireland
<b>Contact name:</b> Tracey Donnery
<b>Contact email:</b> Tracey.Donnery@skillnetireland.ie
<b>Brief business overview:</b>  Skillnet Ireland is a business support agency established to support Ireland's competitiveness through talent development. They help businesses develop the talent and skills that they need to succeed and work in partnership with businesses and enterprises of all sizes and sectors. Their ambition is to help more Irish businesses develop a highly skilled and agile workforce.  Skillnet Ireland funds demand led talent development and upskilling through a range of programmes delivered by its over 70 Skillnet Business Networks, across all sectors and regions. Companies representing specific industry sectors or geographical regions form business networks and co-operate to design training programmes specifically designed





and adapted to current market requirements. This ensures projects remain enterprise-led and aligned with business needs and that they can help equip businesses to tackle their digitalisation, climate action, business productivity and innovation challenges.

In 2021, Skillnet Ireland launched its new Climate Ready talent initiative to develop talent for the green economy in partnership with Chambers Ireland, Wind Energy Ireland, and Sustainable Finance Ireland.

<https://www.skillnetireland.ie/climate-ready/>

#### **Sustainability measures implemented:**

Climate Ready equips businesses with the practical skills and knowledge they need across a range of critical areas to prepare for this change, delivering real results for our economy, workforce and climate. The Climate Ready talent development initiative supports 1,400 Irish businesses and 3,000 workers annually and provides them with the practical skills and insights to manage the challenges that transitioning to a low-carbon economy presents.

The programme offers 3 pathways to build sustainable practices and to develop green talent:

- **Climate Ready Academy:** Offering practical and specialised leadership programmes and masterclasses for SMEs and large companies in the areas of climate action and sustainability. Climate Ready Academy offers a Climate Leadership Series in Energy Management, Transport, Waste and the Circular Economy and specialist masterclasses delivered by experts in a wide range of areas including biodiversity, plastics, carbon management, sustainability strategy and showcasing examples of best practice including Nestles journey to Sustainability.
- **Climate Ready Cluster:** A group of existing Skillnet Business Networks that are delivering substantial skills provision in renewable energies and green technology, water and energy management, and sustainable finance. These Networks include Green Tech Skillnet, Lean & Green Skillnet and Sustainable Finance Skillnet plus others within relevant sectors.
- **Climate Ready Insights:** A centralised platform dedicated to helping businesses advance their thinking and actions around sustainable practices and climate change

One of the foundational programmes Climate Ready launched in 2021 was the Sustainability Pass, which is one of a suite of upskilling programmes delivered by the Climate Ready Academy.





**Drivers for this change:**

The programme was designed to develop sustainability awareness, knowledge, and best practices across the workforce in key climate action areas, thus tackling the issues associated with climate change, and helping to achieve Ireland's environmental objectives and regulations.

The Sustainability Pass programme enabled individual to see how they can play a pivotal role in creating a culture of sustainability within their work and home lives. The programme engages all employees in contributing to enhanced resource efficiency and reduced costs for example and provides learners with a pathway to further professional development opportunities.

**Any barriers / problems faced during implementation? If so, how were these overcome?**

One problem faced in ROI is the level of competition from other free sustainability related programmes currently being offered across the region. It also becomes more difficult to encourage companies to engage in programmes due to the constraints businesses faced with Covid. This was overcome through focussed engagement with enterprise and showcasing business impact.

**What have been the impacts of these changes?**

*"The Climate Ready Sustainability Pass online training course supported a training need for greater sustainability awareness and guidance to colleagues on how to impact and contribute to energy, water and waste reduction goals in their daily activities."*  
Ian Ryan Energy Engineer, Wyeth Nutrition

*"Sustainability is embedded into our culture at Gilead Sciences and the understanding that we all need to be more vigilant in today's society to minimise our energy consumption, impact to the environment. The Climate Ready Sustainability Pass has helped us gain greater insight into these areas and how we all can work together for the greater good."*  
James O'Regan Snr. Manager Facilities / Sustainability, Gilead

**Do you consent to us showcasing and promoting your case study as part of our business development programme?**

Yes

No





**Many thanks for your participation in our research**



## Sustain Wales:



### Future Business Support Needs Analysis for a Sustainable Low Carbon Economy in the South East Region of Northern Ireland

#### Sustainable Business Case Studies:

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<b>Business Name:</b> Sustain Wales
<b>Sector:</b> sustainability: non-profit charity
<b>Location:</b> 107 Cowbridge Road East, Cardiff, CF11 9AG
<b>Contact name:</b> Dr Karolina Rucinska
<b>Contact email:</b> <a href="mailto:shwmae@cyinnalcymru.com">shwmae@cyinnalcymru.com</a>   <a href="mailto:Karolina@cyinnalcymru.com">Karolina@cyinnalcymru.com</a>
<b>Brief business overview:</b>  We are sustainability specialists based in Wales – we provide advice, training and connections to help organisations take bold decisions for a fairer and more secure future. We are a not for profit organisation.  The organisation’s income currently predominantly comes from training, consultancy projects, Living Wage accreditation and grant funding.  <a href="https://livingwage.wales/">https://livingwage.wales/</a>



**Sustainability measures implemented:**

Since 2002 Sustain Wales have been part of Wales's journey in becoming a leader in sustainable development and played a key part in developing the ground-breaking 'Well-being of Future Generations (Wales) Act 2015'. The key focus for the organisation has shifted to enabling practical action towards realising the Well-being goals and UN Sustainable Development goals.

The organisation provides advice, training and networking opportunities, with the team delivering wide-reaching work touching on many agendas and policy areas including climate change and decarbonisation, sustainable travel, renewable energy, utilities, affordable housing, the Foundational Economy, in-work poverty, management of natural resources and more.

Sustain Wales current areas of expertise include:

- Real Living Wage accreditation and support
- A Carbon Literacy Training Organisation delivering Carbon Literacy training for organisations
- Nature Wise – Eco literacy training
- Climate change, environmental and decarbonisation strategies and support
- Creating and facilitation communities of practice – including for social Housing
- Decarbonisation and the Foundational Economy in Wales
- Secretariat for the Dŵr Cymru Welsh Water Customer Challenge Group

They provide a number of ways to support members ranging from accredited Carbon Literacy training and eco literacy courses, and encourage shared learning through networking and events, where they support individuals and organisations from the public, private and voluntary sector to understand why and how they can take action for a sustainable future.

The organisation's mission is to create affordable, flexible learning to accelerate action and impact on the most urgent issues of sustainable development. Their courses are designed for individuals and organisations from any sector or industry, and although they are based in Wales their courses are available everyone, regardless of where they are in the World.

**Drivers for this change:**

Dr Karolina Rucinska has commented that the key drivers for the work that the organisation does is based in a firm belief that sustainable development, and therefore also a fair society, is achievable.

**Any barriers / problems faced during implementation? If so, how were these overcome?**



Dr Karolina Rucinska has commented that the organisation is seeing increased interest in sustainable development, however, as a small organisation it struggles with core funding and covering overheads. For their clients, one of the most persistent barriers in implementing change that is: lack of knowledge and expertise about implementing change to achieve sustainable future, and the lack of resources too. To overcome the initial barrier, training staff is a great step forward. As soon as training is done, organisation soon realise they do have power to take further steps.

**What have been the impacts of these changes?**

Sustain Wales has currently certified over 600 individuals who took up Carbon Literacy training. The team have also delivered Carbon Literacy training to over 115 public and private organisations across Wales, which, in turn, has spurred people into action to either roll out the training further, implement or at least begin climate action plans and start their sustainability journey.

**Do you consent to us showcasing and promoting your case study as part of our business development programme?**

Yes

No

**Many thanks for your participation in our research**



## Sustainable Scotland Network:



### Future Business Support Needs Analysis for a Sustainable Low Carbon Economy in the South East Region of Northern Ireland

#### Sustainable Business Case Studies:

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<b>Business Name:</b> Sustainable Scotland Network
<b>Sector:</b> Sustainability: Un-constituted entity
<b>Location:</b> Edinburgh
<b>Contact name:</b>
<b>Contact email:</b> <a href="mailto:info@sustainablesotlandnetwork.org">info@sustainablesotlandnetwork.org</a>
<b>Brief business overview:</b>  The Sustainable Scotland Network (SSN) is Scotland's public sector network on sustainability and climate change. The network support over 600 members across public bodies in Scotland on their journey to net zero, supporting them to drive action on climate change, scaling up impact through leadership, policy and research.  The SSN is an un-constituted entity, based on close partnerships between network members, core/principal funders, and the University of Edinburgh's ECCI. Strategic partners are drawn from the sectors named in Public Bodies Climate Change Duties, including NHS Scotland, EAUC Scotland, COSLA and other major players.







Membership is open to all public sector professionals with a focus on delivering positive action on climate change and sustainability, with the Network offering a programme of support, capacity building, communications and events focused on key themes and offering peer-to-peer support and wider networking opportunities. Member also receive updates, newsletter, and access to the website platform for communications and resources.

**Sustainability measures implemented:**

The SSN aim to support public sector action in three inter-linked thematic programmes, these are:

- Collaborating to develop Net Zero Places
- Leveraging influence towards Net Zero Indirect Emissions
- Networking to achieve Net Zero Public Sector Organisations

The programmes provide advice and access to:

- Consistent guidance and methodologies
- Tools and frameworks for improving public sector climate action
- Professional training and advice
- Sharing good practice and peer-to-peer learning
- Policy engagement and knowledge exchange

The network encourages members to:

- Share experiences and information on sustainability issues and practice
- Develop and apply common tools and models to achieve scale
- Work together on common projects in order to accelerate action
- Communicate a shared story about Scotland's delivery of sustainability and climate action

**Drivers for this change:**

Sustainable Scotland were contacted but, as employees are now working from a suitable contact hasn't come forward and we have been unable to obtain further feedback from the organisation.

**Any barriers / problems faced during implementation? If so, how were these overcome?**

As above

**What have been the impacts of these changes?**

As above





**Do you consent to us showcasing and promoting your case study as part of our business development programme?**

Yes

No

**Many thanks for your participation in our research**



## The Salthouse Hotel:



### Future Business Support Needs Analysis for a Sustainable Low Carbon Economy in the South East Region of Northern Ireland

#### Sustainable Business Case Studies:

The information that you provide for us from this case study [below] will inform a research piece commissioned on behalf of the South East Region who are, Ards and North Down Borough Council, Armagh, Banbridge and Craigavon Borough Council and Newry, Mourne and Down District Council. Triterra have been commissioned on behalf of the region to carry out this research.

The information that you share will help inform and facilitate future business support interventions that may be needed to help businesses achieve an environmentally sustainable and low carbon economy.

We will collect, store, and use the data gathered (which may include your business and contact details) to inform this piece of work and this will be shared with all parties outlined above, who are responsible for the overall project management of this work.

We will NOT share **your personal data** with any other third-party or use outside of the scope of this study, but, with your consent, will aim to promote the good work that your business has already undertaken and showcase this as an example of good practice across our programme.

<b>Business Name:</b> The Salthouse Hotel
<b>Sector:</b> Hospitality / tourism
<b>Location:</b> Ballycastle, Co Antrim
<b>Contact name:</b> Pearse McHenry
<b>Contact email:</b> <a href="mailto:pearse.mchenry@myenergi.com">pearse.mchenry@myenergi.com</a>
<b>Brief business overview:</b>  The Salthouse is a luxury 24-bedroom eco hotel in situated in Ballycastle, Co Antrim which also offers six luxurious three-bedroom eco lodges.  The hotel is owned and was built by the McHenry family in Ballycastle, but it is run by husband and wife team Nigel and Joann McGarrity with their son and daughter, Carl and Emma McGarrity. The Salthouse is considered one of the most sustainable and "smartest" hotels in Ireland and Europe and has enjoyed great success since it's opening, with guests travelling from far and wide to experience what the hotel has to offer.



#### Sustainability measures implemented:

The Salthouse design was created to demonstrate that luxury can also be sustainable. The hotel is one of only a few of its kind in Ireland, where every effort has been taken to ensure the hotel minimises its impact on the environment through its impressive range of ECO features, which includes:

- A 225kw onsite wind turbine and 150kw solar PV panels, which combined could produce enough energy to power 150 households for a year.
- The hotel heating and hot water is primarily provided by air source heat pumps, the electricity for which is provided by the onsite wind and solar generation.
- The radiators in each bedroom are individually controlled, reducing waste of heat and increasing the overall efficiency of the hotel.
- Outside temperature sensors enables the building to adapt to its environmental conditions, which means that the heating in public areas turns on or off as needed.
- The hotel has it's own borehole for water supply.
- Guests can avail of Zappi electric car chargers, which can be connected to the hotel's renewable generation. The number of chargers are also set to increase from 4 to 8 over the coming months.
- The hotel has LED lighting throughout the building with motion sensors and controls to improve overall energy efficiency.
- Hotel staff monitor and control the energy efficiency of the building through a centralised dashboard available on hotel tablets, phones and desktop computers which provides instant energy reporting, evaluation and control from the automated intelligent building management system.
- CO2 sensors are fitted throughout the hotel to monitor air quality.
- The kitchen is unique in its use of more energy efficient induction hobs rather than traditional gas or electrical options.
- The hotel doesn't use single use plastics.

#### Drivers for this change:

The owners of the hotel were keen to demonstrate that luxury could also mean sustainability for the industry, hence the business strapline, 'sustainable luxury'.

The business owners also owned a business within the renewables sector and knew what the technologies could achieve. They were aware that regulatory changes would be coming down the line and wanted to ensure that they were future proofed and prepared. They were also aware that no one else was putting an emphasis on renewables within the sector and wanted to showcase the possibilities.

The McHenry's wanted to demonstrate the savings that this approach could ultimately create for the hospitality sector, as well as future proofing their business against rising fuel and energy prices, and work towards meeting net-zero carbon targets into the future.

The site that was selected in Ballycastle was well suited to renewables, with a good wind resource and so wind was selected to provide energy for the winter months, whilst solar was also integrated to provide energy during the summer season.

**Any barriers / problems faced during implementation? If so, how were these overcome?**

Below are the key barriers faced during the development of the Salthouse Hotel:

- Planning regulations and permissions are much more difficult to achieve than they are for solar panels.
- Connection to the electrical grid is currently difficult to get due to increasing demand although the McHenry family were more keen to become self-sufficient rather than creating energy for export.

**What have been the impacts of these changes?**

The hotel has been able to create a much more energy and resource efficient business, reducing financial outgoings as well as reducing the overall carbon footprint of the hotel. In previous years the payback for these technologies may have taken a little longer than they are at present due to rising energy and fuel prices, which has made this an excellent investment for the Salthouse. The hotel is also currently at a stage within its operation that it can boast being carbon positive, in that it creates more energy than it currently needs.

The hotel has been able to avail of tax allowances and incentives to help integrate the technologies and has shown that it can effectively balance sustainability, profitability and luxury.

Another positive effect of this approach has been that many guests are drawn to the hotel for its sustainability credentials and has gathered strong media attraction as a show case within the industry at a local and national level.

The hotel has enjoyed such success that the McHenry family now plan to further expand the hotel creating another 32 bedrooms and another restaurant, and in keeping with the hotel's ethos, this will also mean further integration of the renewable technologies that will support this expansion.

**Do you consent to us showcasing and promoting your case study as part of our business development programme?**

Yes

No



**Many thanks for your participation in our research**



## Tourism NI:



### Future Business Support Needs Analysis for a Sustainable Low Carbon Economy in the South East Region of Northern Ireland

#### Sustainable Business Case Studies:

The information that you provide for us from this case study [below] will inform a research piece commissioned on behalf of the South East Region who are, Ards and North Down Borough Council, Armagh, Banbridge and Craigavon Borough Council and Newry, Mourne and Down District Council. Triterra have been commissioned on behalf of the region to carry out this research.

The information that you share will help inform and facilitate future business support interventions that may be needed to help businesses achieve an environmentally sustainable and low carbon economy.

We will collect, store, and use the data gathered (which may include your business and contact details) to inform this piece of work and this will be shared with all parties outlined above, who are responsible for the overall project management of this work.

We will NOT share **your personal data** with any other third-party or use outside of the scope of this study, but, with your consent, will aim to promote the good work that your business has already undertaken and showcase this as an example of good practice across our programme.

<b>Business Name: Tourism Northern Ireland</b>
<b>Sector: Tourism</b>
<b>Location: Northern Ireland Wide, central offices based in Belfast</b>
<b>Contact name:</b>
<b>Contact email:</b>
<b>Brief business overview:</b>  Tourism NI is responsible for the development of tourism and marketing of Northern Ireland as a tourist destination on the Island of Ireland and works closely with Tourism Ireland to sell the destination overseas.  In 2019, tourism in Northern Ireland was a successful £1bn industry, employing 65,000 people. Northern Ireland had just launched a new experience brand to showcase the very best of what Northern Ireland had to offer, however, the COVID-19 pandemic has had a huge impact of the sector, right across the region, with predictions suggesting that it is unlikely that the tourism sector will return to pre-COVID revenue levels for several more years.



Over the next number of years, it is anticipated that the tourism marketplace, from both a destination and individual business perspective, will be exceptionally competitive. With this in mind, and in response to the COVID-19 pandemic, Tourism NI has designed and developed the Kickstart Programme; a suite of industry supports, and initiatives designed to support the Northern Ireland tourism industry to rebuild, recover and compete in this changed environment helping stimulate and support the industry to build competitiveness within their business across four key pillars:

- Business Model Restructuring
- Digital Innovation & Productivity
- Recruitment & Talent Development
- Sustainability

**Sustainability measures implemented:**

The Programme is a Business Improvement and Implementation Support initiative providing expert independent support directly to existing and eligible businesses.

The Kick Start Programme provides businesses with free access to a range of advisory and mentoring support to inform critical business decisions now, and to ensure longer term sustainability.

The Kick Start Programme has provided expert mentoring support to businesses to address the following areas, as it is recognised that these will be the key drivers within an exceptionally competitive marketplace in the coming years:

Business Model Restructuring  
Digital Innovation and Productivity  
Recruitment and Talent Development  
Environmental Sustainability

Within the sustainability pillar the following areas of support were made available to businesses:

- Support in implementing environmental management and sustainability initiatives that enable businesses to reduce costs, improve productivity and deliver a competitive advantage.
- Work with an independent industry expert:
  - To undertake a review and develop a register of opportunities to reduce energy, water and raw material consumption.
  - To identify cost saving opportunities by developing no/low carbon options or by becoming a zero-carbon business.
  - To deliver a sustainability plan and develop a 'Green Leader' within each business.
  - To benchmark the business to develop resource efficiency and carbon KPI's.
  - To support the business in the identification of renewable energy sources and the methodology and costs to implement solutions.



- o To support your business in implementing a 3rd party environmental certification (GTSC or a similar globally recognised accreditation) programme which incorporates an EMS policy, green procurement and bespoke action plans.
- o To implement "Green" messaging into your business's marketing & promotion activities.

**Drivers for this change:**

- A response to the devastating impacts of the COVID-19 pandemic on the industry
- To prepare for the tourism marketplace, from both a destination and individual
- To help support the Northern Ireland tourism industry to rebuild, recover and compete in this changed environment by helping stimulate and support the industry to build competitiveness within their business.

**Any barriers / problems faced during implementation? If so, how were these overcome?**

**What have been the impacts of these changes?**

**Do you consent to us showcasing and promoting your case study as part of our business development programme?**

Yes

No

**Many thanks for your participation in our research**