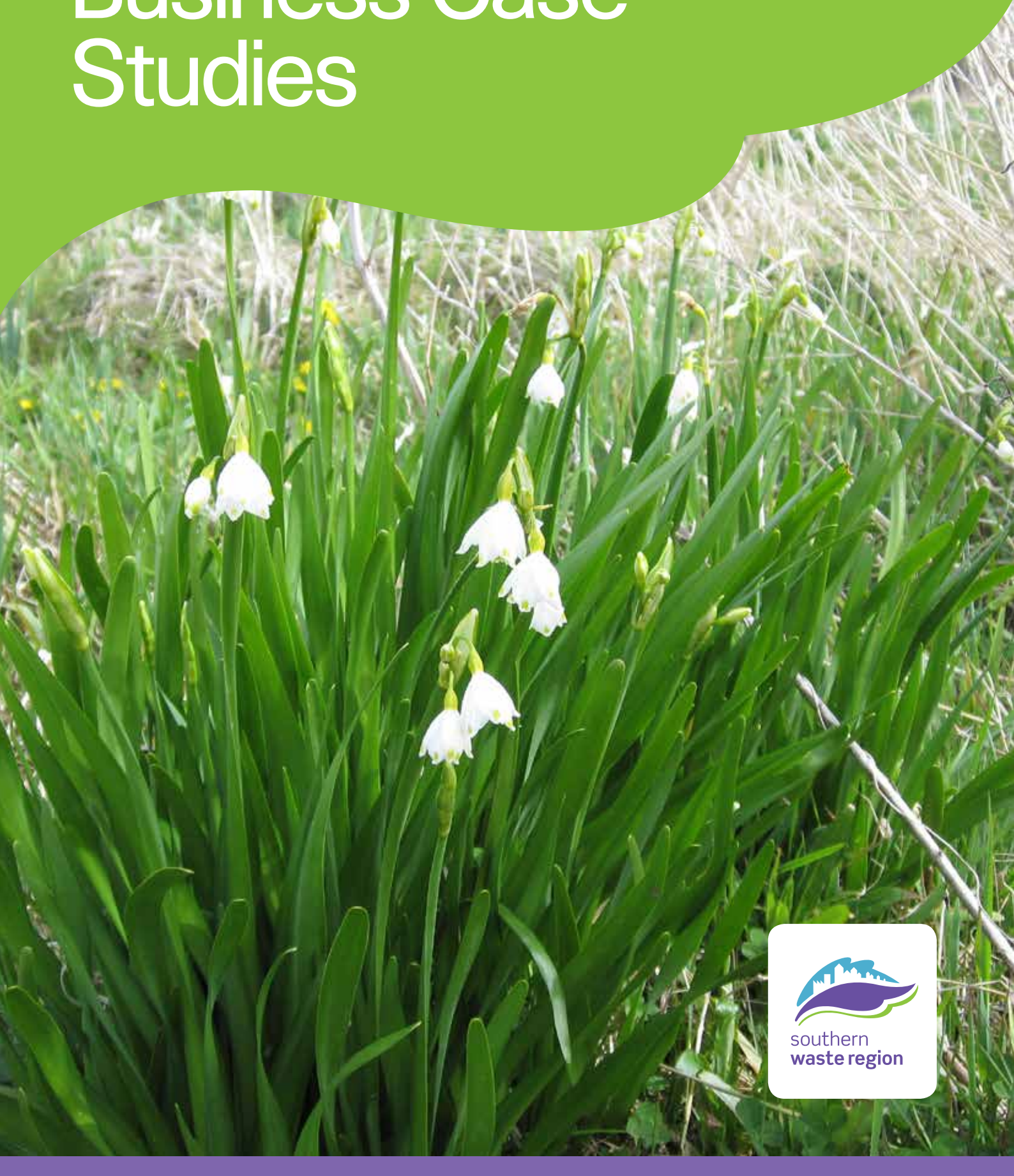


Green Credentials - Business Case Studies





Introduction

The Green Enterprise project “Encouraging Corporate Social Responsibility among Small to Medium Enterprises” was co-ordinated by the Southern Region Waste Management Office (SRWMO). The Southern Region consists of the administrative areas of Carlow, Clare, Cork, Kerry, Kilkenny, Tipperary and Wexford County Councils, Limerick City & County Council, Waterford City & County Council and Cork City Council. Limerick and Tipperary are the joint Lead Authorities for the Southern Region Waste Management Plan 2015-2021.

The overall objective of the project was that Corporate Social Responsibility (CSR) and general Sustainability would be used as vehicles to encourage businesses to apply resource efficiency and waste prevention within their operations. This would have positive environmental impact in their own processes and also along the supply chain such as with consumers of their product or service. This approach will help a company to integrate waste prevention and resource efficiency more holistically, knowing that there are other public benefits to be gained from having a clear CSR policy, with specific examples of performance to back up their statements.

Most larger companies have defined CSR programmes, details of which they provide widely to the public, especially on their websites and company literature. Smaller businesses can also apply the principles of CSR to their operation – many already do so, such as good environmental management practices, or links with local community and sporting groups and local charities. This project endeavoured to encourage CSR practices among more SMEs and to help companies already active in that field to develop their policies further.

The Southern Region's CSR project ran from January 2014 to November 2015. The initiative was grant-aided by the Environmental Protection Agency as part of the national Green Enterprise Programme.

For further information, please contact

Margaret Murphy, Resource Efficiency Officer
Southern Region Waste Management Office

Email: margaret.murphy@srwmo.ie **Tel:** 061 496843



Image: Irish National Heritage Park Wexford

Case Studies

OVERVIEW

This case study booklet provides a number of best practice examples from the Southern Region's Green Enterprise CSR project. The case studies are sourced from individual company participants and from the practical examples given at the project workshops that were held around the region.

The companies represent a cross section from the whole of the Southern Region. As well as good practices already identified, the project helped participants to identify and implement further improvements. In addition to environmental benefits, the concept of Resource Efficiency has also been promoted in terms of the cost savings that it can achieve.



www.southernwasteregion.ie

CONTENTS

01	CARAMBOLA KIDZ Annacotty, Co. Limerick	page 04
02	Terra Nua Building Contractors Dungarvan, Co. Waterford	page 04
03	Aaron Value Added Services Ltd. Shannon, Co. Clare	page 05
04	The Irish National Heritage Park Ferrycarrig, Co. Wexford	page 06
05	Atlas Box Carrigtwohill, Co. Cork	page 06
06	Cabragh Wetlands Thurles, Co. Tipperary	page 07
07	Boomerang Enterprises Ballyvolane, Cork	page 08
08	Flynn's Garage & Forecourt Tullow, Co. Carlow	page 08
09	Killure Holiday Homes Goresbridge, Co. Kilkenny	page 09
10	Wexford Golf Club Mulgannon, Co. Wexford	page 10
11	Manna Organic Store Tralee, Co. Kerry	page 10

01 CARAMBOLA KIDZ

Carambola Kidz employs almost 100 people at their operation in Annacotty, Co. Limerick. They supply bespoke healthy lunches to schools in disadvantaged areas throughout Ireland, delivering to over 22,000 children daily in 170 schools.

Carambola's equality and family-friendly work policies support an enthusiastic workforce. All appropriate workplace health & safety and food safety policies and procedures are in place – their operations are highly dependent on excellence and the delivery of a safe product.

To quote Colm O'Brien, MD, Carambola Kidz: "Our entire work ethos is based on having a positive impact on every child and every school that we are privileged to serve, this is why we do, what we do".



ENVIRONMENT

Waste Prevention: Carambola applies the waste management hierarchy by ensuring that waste is avoided. Their Just-In-Time production schedule and daily purchasing are based on the orders they receive from schools, thus preventing waste of perishable food. The only surplus food that occurs is as a result of orders that are cancelled less than 24 hours in advance. They ensure this food is distributed e.g. within the school, or to a local charity.

Re-use and Recycling: They are continually looking at new opportunities for using waste streams as a resource, for example through the SMILE Resource Exchange. Recycling is well managed within the organisation, e.g. all waste cardboard is baled and other recyclables are segregated for collection. Boxes in which fruit are delivered are kept whole and returned to the supplier. They request that their suppliers provide minimal packaging possible for each product, to reduce unnecessary waste. Any surplus food is donated locally to The Simon Community.

Plans for the future: Carambola is committed to continuously improving their sustainable and responsible business practices. They will continue to seek further opportunities to reduce their footprint in terms of energy use (facilities), transport miles (distribution) and waste streams.

ENGAGEMENT WITH COMMUNITY

Carambola engages with local communities in relation to their operations, and answers any queries they may have. They provide in-class seminars, including nutritional, anti-bullying and motivational talks for 5th and 6th Class. They also deliver the Skills at Work programme through The Schools' Business Partnership.

Since their inception in 2003, they have contributed more than €1,000,000 in helping schools to provide services on limited budgets. The company has more recently formed Carambola Kidz Foundation. In 2013, they were named No. 1 SME in Ireland for Corporate Social Responsibility (CSR). Carambola works closely with Business in the Community Ireland and MD Colm O'Brien volunteers his time to deliver talks and give interviews on the subject of CSR.

www.carambola.ie



02 TERRA NUA BUILDING CONTRACTORS

Now in their eleventh year of trading, Terra Nua Building Contractors are based in Dungarvan, Co.



Waterford. In late 2015 they moved from their small rented office into a larger premises they had purchased in Dungarvan's Main Street.

In addition to providing comfortable office and meeting spaces, the aim was to use the premises as a showcase for their building business. This was to include an emphasis on energy efficiency in addition to innovative design and high build quality, all to be achieved within a limited budget.

DESIGN

Although substantially larger than the old premises, the site presented its own challenges, with a long and very narrow floorplan over two floors. Effective use of space and maximising the limited available natural light were key considerations.

The solution was to open up the ground floor, allowing natural light to penetrate as deeply through the building as possible. The shopfront and reception desk are at one end, with stairs and storage in the middle, and kitchen and bathroom at the rear of the floor. The effect is enhanced by the installation of a 'floating' stairway constructed from Steel which is cantilevered out from the wall, with the main threads covered in local ash and a glass panel side also sourced locally. This feature is complimented by a glass panel set into the floor above. These combine to allow extra natural light into the deepest part of the building, and together



annua CONTRACTORS

create attractive architectural features in their own right.

The upstairs area, which benefits from the greatest access to natural light, houses the offices and meeting rooms, with a balcony that benefits from a south facing aspect to the rear of the property, a surprise suntrap feature!

LIGHTING

All lighting throughout the building, and the exterior lights, are LED. These use 80% less energy than the fluorescent tubes which would traditionally have been installed in this type of premises. They are also well suited to sensor controls, as they are not prone to delay or flicker when activated. Terra Nua have installed sensor controls in many locations. These are most beneficial in low use areas, such as toilets, corridors or storerooms, where lights may often be left on accidentally for prolonged periods.

The lack of depth over ceilings meant that large downlighters were not practical as ceiling lights, and flat LED panels were considered too expensive to justify. The solution was to install conventional GU10 spotlights, fitted with 6W LED bulbs instead of the normal 50W halogen bulbs.

INSULATION & HEATING

Less visible, but no less important, was the insulation of the building. The exterior walls were dry lined with 50mm of Kingspan. Care was taken to ensure any gaps were filled with insulation foam and all joints were taped over to ensure an airtight seal. A further 25mm of insulated plasterboard provided the internal finish. Interior walls were also dry lined, with insulation matting packed between the battens.

Where space permitted, roof insulation was by 300mm deep matting. Where this depth was not available, preference was given to higher performing Kingspan insulation, to achieve the best overall results.

Various heating options were considered, including bulk gas central heating and electric radiant panel heaters. The option chosen was thermostatically controlled night storage heaters. These make use of cheaper night-rate electricity and are more controllable than conventional storage heaters.

This reflects the practical decision to use the limited budget on maximising the building insulation while spending less on the heating system, on which lower demands will be made.

www.terra-nua.ie

03

AARON VALUE ADDED SERVICES LTD



Our sustainable business practices will help ensure the survival and continuation of our business...

- Gerard Murray, CEO, Aaron

Aaron Value Added Services Ltd is based in Smithstown Industrial Estate, Shannon, Co. Clare. Employing 11 people, the company specialises in prototype to medium-volume production at a competitive price. Aaron's expertise and equipment allow them to produce the latest wafer level CSP devices and BGA devices. They are equally proficient in the production of conventional technologies. Their equipment is ideally suited to fast turnaround and low batch size production. The company utilises a methodology based on the best principles of Lean and World Class Manufacturing methods.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

Aaron has embraced the general principles of CSR through their application of sustainable work practices, supporting their employees through cross-training programmes, flexible working hours and through engaging with local community initiatives.

Gerard Murray, CEO of Aaron, believes in collaboration to help the company achieve environmental sustainability. They have been involved in a number of environmental initiatives, such as Supply Network Shannon's recent project 'SNS Promoting Resource Efficiency in the Supply Chain'. The project was grant-aided by the Environmental Protection Agency under their Cleaner Greener Production Programme (CGPP), now known as Green Enterprise. As part of that project, Aaron prepared a Sustainability Report which is now displayed on their website and is used as a way of communicating their green credentials to prospective buyers.



WASTE PREVENTION AND REUSE

Aaron is continuously improving their waste minimisation strategies, with a priority given to preventing waste. The business was chosen as a good practice example in the Smile Resource Exchange initiative (www.smileexchange.ie). SMILE linked them with another local company that had strong once-used cardboard packaging being generated on a regular basis, while in the meantime Aaron was purchasing very similar packaging – at a cost of €8 per individual box!. **The link between the companies meant that Aaron could now obtain these boxes for free – 20 per week, with potential savings of over €8000 per year.** It was a win win situation as the company that now gives the boxes to Aaron also benefits in not having to pay for disposal of the boxes.

ENERGY IMPROVEMENTS

Aaron has undertaken a number of projects to insulate and maintain heat within their production building. They have also invested in more efficient machinery.

These initiatives have led to achieving a lower carbon footprint, while also achieving greater operating efficiencies and cost savings www.aaronpcb.com

04

THE IRISH NATIONAL HERITAGE PARK

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

HEATING & INSULATION

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

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

The combined effect is to save €8,000 per year in heating costs. The panels and inflector blinds were supplied by Sunnyheat Ireland (www.sunnyheat.ie).

LIGHTING

Lighting was by a mix of fluorescent tubes and halogen spots. The total lighting load was 12 kW costing €6,500 per year to run. The solution was to replace the 249 lights with modern energy-efficient LED units which are 70% more efficient. These save an impressive €4,700 in annual electricity costs.

The lights were supplied by LED Vista Lighting (www.ledvista.ie).



*Phil Walker,
Econcertive presenting
the EcoMerit Award
to Maura Bell, INHP, at
a Resource Efficiency
workshop held in INHP.*

SOLAR PANELS

The Heritage Park has installed an extensive array of photo-voltaic panels to generate their own electricity on site. The 25 kWp array was supplied and installed by Solar Electric Ireland (www.solarelectric.ie). It generates 22,000 kWh of electricity per year, saving €4,000 on the park's annual electricity bill.

GRANT AID

To help fund the project, the Heritage Park used its EcoMerit certification to apply for Sustainable Energy Authority of Ireland (SEAI) 'Better Energy Communities' grant support. SEAI provided a 50% grant reducing the overall project cost from €94,000 to €47,000. As a result, the overall payback time on the project will be a little under three years. Annual carbon savings will be 46.8 tonnes.

Total Overall Savings: €16,000 per year

Annual Carbon Savings: 46.8 Tonnes

www.inhp.com / www.ecomerit.ie

05

ATLAS BOX



Atlas Box is privately owned US Packaging Company. It was set up in Cork in 2003 and is involved in the design, test, manufacture and delivery of all types of packaging, such as foam assemblies, Corrugated boxes and timber crates, AirPaq cushioning, Bamboo, Fibrecore, Enviroply etc.

The company attained ISO 14001 accreditation in 2008. Practical examples of the company's environmental achievements are as follows:

ENVIRONMENTAL CONSIDERATIONS INCORPORATED INTO THEIR NEW BUILDING WHEN RELOCATING IN 2009

- Skylights in roof to maximise daylight and enhance staff wellbeing.
- Sensor lighting in locker rooms and toilets.
- Floor layout to optimise efficiencies in movement of waste streams.
- Temperature controlled facility heating.
- Solar panels for heating water.

WATER CONSERVATION

- Push taps were replaced with manual taps which were proven to actually reduce water usage – no more continuously running stuck push taps, which in any event were shown to produce 4-6.5 litres of water per 'push'.
- Longitudinal Data analysis over time of weekly meter readings, Analysis communicates if a significant change has occurred.
- Frequent Zero Use Baseline studies during Public Holiday weekends to monitor water/Power usage during periods of low usage.
- **RESULT:** Identified a 40% wastage of water due to valve leaks with no investment cost.

GAS EFFICIENCY

- Gas heating system now managed for each production area separately - previously just one system when some employees would open windows to cool down while others weren't warm enough!
- Gas line now shut off during the summer months to avoid standard daily charge saving €2,500/annum, with just €140 charge to reopen line.
- Similar to Water, a longitudinal Data analysis over time of daily meter reading, Analysis communicate if a significant change has occurred, and to monitor for changes in usage behavior.

ELECTRICITY EFFICIENCY

- Study conducted on night time usage – one third usage at night even with nobody working. Study findings were:
 - Forklifts and skyjack were being charged overnight even when no need to charge.
 - Other equipment left on when not needed, e.g. canteen water boiler and vending machines.
- Forklifts are now charged only when needed.
- Timed sockets used for vending machines and water boiler.
- Similar to Water, a longitudinal Data analysis over time of weekly meter reading, Analysis communicates if a significant change has occurred, and to monitor for changes in usage behavior. Frequent 'Zero Use Baseline' studies during to monitor power usage during period of low usage.
- **RESULT:** Electricity reduced by 11%, with minimum investment.

FUEL MONITORING

Reductions were made through:

- Monthly monitoring of fuel usage.
- Use of Blue Motion technology on Fleet Vehicles.
- Daily Payload Optimisation per trailer/delivery.
- **RESULT:** While Fuel usage has increased due to increased productivity on the site, the fuel usage per unit delivered has decreased.

WASTE REDUCTION

Reductions were made through:

- Lean manufacturing programme.
- Recording system introduced to record waste streams (Landfill, DMR, Metal, Cardboard, Timber, PE/PE Foam) and their sources.
- Better segregation of metals.
- Glue drums - new means introduced to remove residual glue from empty glue drums - using a holder Operators built to tilt drums so that they could empty fully.
- Composter bin for canteen food waste.
- Packaging assessments for clients to help them reduce packaging or switch to greener materials.
- **RESULT:** Waste is down by 26% - with no investment.

BIODIVERSITY PROJECT

Spare ground on-site was used as follows:

- Vegetable allotments by employees for employees – including the Managing Director!
- Wildflower planting using native species to support bees and butterflies.
- Planting of native tree species.

RESULTS:

- Wildlife benefits.
- Employees benefit - great employee team spirit - all voluntary, even on Saturdays!
- Funds from metal recycling paid for the wildflowers and tree planting.
- Local gifts of materials - e.g. timber supplier donated timber posts.
- VISITING CLIENTS were Very Impressed!

Atlas Box Resource Efficiency improvements include:

- **Reduction of water by 40% due to identification of a leak.**
- **Electricity reduced by 11% with minimum investment.**
- **Reduced fuel usage per unit of product delivered.**
- **Gas line saving of €2,500 per annum.**
- **Reduction of waste by 26%.**

www.atlas-globalsolutions.com



Employee garden allotments at Atlas Box

06

CABRAGH WETLANDS

The Cabragh Wetlands Trust was registered in 1993 in an effort to save a vast area of wetland habitats from destruction after the filling-in of the settling pools by the Thurles Sugar Factory during its closure. These lagoons used to be an oasis of wildlife, particularly birds. The Trust was formed and acquired the land adjacent to the filled-in lagoons to ensure the continuation of this resting place for migratory birds.



The Centre is run by a group of committed volunteers who provide exciting field trips for children and adults of all ages. The Wetlands have no less than 15 different habitats including ponds, reed swamps, hedgerows, streams and wild flower meadows. Footpaths and raised walkways with beautifully illustrated information boards as well as a large bird hide make an ideal place for school children to discover the sights and sounds of nature in a safe and child friendly environment.

INTEGRATION WITH COMMUNITY

In addition to the very important amenity that Cabragh Wetlands provides for school students, the Centre also links with general community initiatives. The Wetlands host many community and business events, for example in 2015 there was a Resource Efficiency Workshop in April, Heritage Week talks and exhibitions in October, a talk on River Suir Heritage Audit in November, and also a Climate Change talk in November – this talk was very timely given the COP 21 Climate Change talks in December in Paris. Events are in general free to attend – Cabragh relies a lot on donations as part of their fundraising efforts.

They also run a number of courses that are of interest to the community – some of these courses are run by members of the Wetlands or community members, one example of which is their fly fishing course.

RESOURCE EFFICIENCY

Cabragh Wetlands have implemented some simple energy, waste and water-saving improvements which will save them more than €1,000 per year;

- **Changing to a more cost-effective electricity contract.**
- **Reducing the operating hours of the water boiler.**
- **Fitting a 7-day timer to the heating controls (to avoid unnecessary weekend heating).**
- **Plumbing improvements to the urinals in the Gent's toilets.**
- **Improved waste segregation, particularly in the canteen.**

There are plans for further heating, lighting and water control improvements in the coming years, including some ambitious capital spend items such as a solar PV array and a more efficient heating system. These will be implemented as and when funding permits.

www.cabraghwetlands.ie

07 BOOMERANG ENTERPRISES

Boomerang Enterprises is a social enterprise which was set up with the purpose of addressing environmental and socioeconomic issues in the Northside of Cork City.

- The main environmental driver was to tackle the problem of mattresses going to landfill and being illegally dumped in our countryside.
- The main socio economic driver was the provision of meaningful employment and training opportunities in an area of significant social disadvantage.

The project was established in March 2014 with funding support from the EPA Green Business programme and is based at the Ballyvolane Business Park in the Northside of Cork City.

This social enterprise currently takes in post-consumer mattresses and beds to recover the component materials which include valuable steel and wood as well as a variety of textiles and fabrics.

The aim of the initiative is to:

- Create a viable social enterprise model which can be replicated.
- Divert bulky goods from landfill and dispose of them in an environmentally friendly manner.
- Provide local employment for a Project Manager and long term unemployed from the local area.
- Allow for up-skilling and training of workers with a view to them getting back into fulltime employment.
- Find solutions for the re-use, reprocessing and recycling of fabrics.



Boomerang Enterprises was acknowledged at the Awards for the Get Involved Sustainable Communities Initiative. The main sponsor of Get Involved is the Sustainable Energy Authority of Ireland (SEAI)

ACHIEVEMENTS TO-DATE

To date the project has been a tremendous success and has delivered socially, economically and environmentally. Achievements to date are:

- **9258** Mattresses and Bases have been diverted from landfill, saving **212,934** cubic feet of landfill void space
- **96** tonnes of steel have been sent for recycling,
- **5** tonnes of wood have been reprocessed into kindling,
- **115** tonnes of material being used for WTE.
- **23** people from the local area have been employed
- **6** people have moved on to full time employment
- Mattresses are being supplied to Boomerang from over **20 businesses** in the retail and accommodation sectors as well **7 Civic Amenity sites across 3 local authority areas**
- The success of Boomerang Enterprises has now resulted in a de facto ban on landfilling mattresses as Boomerang provides a more attractive alternative.

FURTHER PLANS

Looking forward, Boomerang's plans include:

- Consolidation of the economic model by moving away from a grant funded model to a gate fee funded enterprise.
- Increasing their customer base.
- Increase productivity.
- Provide a broader range of training opportunities.
- Additional research into the properties and scope of reuse of the textiles which will be of use to many other enterprises.
- Promote the concept of a Producer Responsibility Initiative for mattresses.

SUPPORTERS

The success of Boomerang Enterprises to date can be attributed to the Project Manager and top class employees who have worked on the initiative, as well as the Steering Committee which has representatives from Cork City Council and Cork County Council, SMILE Resource Exchange, Cork City Partnership, the Health Action Zone and community members.

Funders to date include the EPA, Cork City Council, Cork County Council, Southern Region Waste Management Office and Pobal Dormant Accounts Fund. Cork Environmental Forum has overall responsibility for the project.

For further information, please check www.boomerangenterprises.ie.

08 FLYNN'S GARAGE & FORECOURT TULLOW

Ray Flynn, Owner of Flynn's Garage and Forecourt Tullow gave a very informative talk at a recent Resource Efficiency workshop which took place in Enterprise House in Carlow. The event was run jointly by Carlow Local Enterprise Office and the Southern Region Waste Management Office.

Flynn's have been at the heart of Tullow since 1924. Forming an integral part of the community and providing valued local employment and a modern retail amenity, the operation includes Top Forecourt, a Spar Store & Off Licence, Bakery, Supermac's & Papa John's Family Restaurant, Subway, Smooch and Insomnia Coffee outlet.



CERTIFIED TO ECOMERIT

Flynn's are certified under the EcoMerit green certification programme. The criteria under EcoMerit specify a certain level of performance in the efficient use of energy, water and materials and in waste prevention. Furthermore, certified members must demonstrate ongoing review as part of their continuous improvement programme. Flynn's were also successful in receiving grant aid from the Sustainable Energy Authority of Ireland (SEAI) under the Better Energy Communities scheme.

09 KILLURE HOLIDAY HOMES

Owned and managed by Michael and Majella Prendergast, Killure Holiday Homes are located in picturesque countryside near Goresbridge, Co. Kilkenny. The owners are innovative in improving general resource efficiency, in particular energy efficiency and the use of renewable energy sources.

RESOURCE EFFICIENCY

Their energy initiatives in recent years include the following:

- Use of solar panels for heating water
- Biomass heating – wood chip and spent grain (25 tonnes per annum)
- Low energy lighting – they changed to LED lighting

They are also considering whether to install Photovoltaic (PV) panels.

Waste is at a minimum, and whatever waste is generated is separated out for recycling – guests staying at the lodge are encouraged to play their part in reducing waste.

GREEN CERTIFICATION

The business has received external green certification which is used as a marketing tool to promote the facilities to those from within Ireland, Britain and mainland Europe who increasingly look for green performance of their holiday accommodation.

Michael Prendergast is a member of the Sustainable Energy Forum run by Sustainable Energy Authority of Ireland. He has also participated in local and regional resource efficiency workshops on green credentials, such as those run as part of the Southern Waste Region's Green Enterprise project.

PROMOTING LOCAL HERITAGE

The Prendergasts take personal interest in ensuring that their guests experience fully the local culture and heritage, within the context of Ireland's Ancient East, the new initiative on heritage and history.

Local attractions include a rich heritage such as in nearby Kilkenny, with its mediaeval castle and grounds that are open to the public, as well as many local craft and design centres. A variety of sports and outdoor facilities are available in the general Sunny South East, such as several golf clubs in the neighbourhood, angling in the River Nore, hillwalking in Mount Leinster or the underground experience of Dunmore Cave.

Michael and Majella help the guests to access these many amenities, through organising tours on request and providing relevant information on the facilities available, with a special focus on linking the guest's experience with unspoilt nature.



They share with their guests their knowledge of the local history relating to Fairy Forts, Rathes, Monuments, Walks, Mass Paths and Culm Crushers – Culm Crushers were used for crushing coal and mixing with yellow clay (subsoil) and rolled into balls and put on the fire in winter.

MINIMISING CARBON FOOTPRINT

The efficiency measures and use of renewable energy, as well as the local natural amenities help the guests at Killure Holiday Homes to have a full enjoyable holiday while yet maintaining a low carbon footprint.

www.killure.ie

O'Flynn's Contd...

RESOURCE EFFICIENCY

Ray Flynn believes in building sustainability into the product or service that a business provides, i.e. have it integrated as part of the business rather than being classed as something separate or additional. The following are some of the advances that Flynn's have made in regards to improving resource efficiency and achieving associated cost savings.

ENERGY EFFICIENCY IN COOKING

- Cooking oil is constantly filtered
- Heats quicker, recovers quicker
- No "Cold Zone"
- Less oil, less electricity

HEAT RECOVERY & EXCHANGE

- Fridge pack
- Washer/Drier
- Soft Drinks Cabinet
- Deli hood

HEATING

- Previous single door facing prevailing wind
- Create new lobby c/w 2 sets of sliding doors
- Improved comfort, less electricity



Closed Refrigeration Units

INSULATION

- Retrofit insulation
- Upgrade new insulation
- Improved comfort, less electricity

WASTE PREVENTION & RECYCLING

- Food waste prevention-in food preparation and stock control
- Segregation for recycling
 - Food Waste
 - Mixed recyclables
 - Packaging



Insulation



Waste Segregation

WATER

Well water is used for:

- All non-food uses
- Toilets
- Car wash

This reduces the cost and environmental impact of using treated potable water for non-food or non-consumption use.

www.facebook.com/flynnstulow



Refrigeration Centre



10 WEXFORD GOLF CLUB

Wexford Golf Club was a participant in the Southern Waste Region's Green Enterprise CSR Project – representatives attended a project workshop and availed of a follow-up review visit and recommendations. They have also gone on to register for and achieve the EcoMerit Award.

ENVIRONMENTAL & SOCIAL POLICY

The following is an excerpt from their Environmental & Social Policy Statement which is signed by the Club Secretary and placed on public display:

Our most significant direct environmental impacts arise from the electricity and gas we consume. In order to minimise this, we take steps to ensure that machinery and lighting is only operating when required, and that energy-efficient lighting is in general use.

We routinely monitor our electricity, gas and water usage and we operate a segregation system to ensure our waste is recycled wherever possible and landfill waste is minimised. We use our own wells to supply the course's irrigation requirements.

We actively support local charitable activities and organisations, notably by using our facilities for fund raising events. We promote youth development in the area of sports participation through reduced fees for junior members and we further plan to develop a youth golf programme.

In all our activities, we aim to be an environmentally and socially responsible member of the community we serve.

REDUCTION IN CARBON EMISSIONS

It is worth noting that Wexford Golf Club have used their project support to go on to win SEAI grant funding for a complete upgrade of their lighting to LED. It will save them €11,000 per year and reduce their annual carbon emissions by 38.9 tonnes.

SOCIAL & COMMUNITY

They list their social and community support activities as follows:

Wexford Golf Club is an active member of our local community, and as a matter of routine we engage in a variety of activities to promote and support worthwhile causes and community events.

- *Chamber Golf Classic. Every year in co-operation with Wexford Chamber, we host this event in support of Console, the national suicide prevention, intervention and postvention service.*
- *72 hole 'Golf-athon'. Every year we run this event for which all proceeds go to Ard Aoibhinn which provides day services and residential care for people with intellectual difficulties in the Wexford area.*
- *We regularly provide free green fees as prizes for raffles and competitions in support of worthy causes.*
- *To encourage youth participation in golf, we give a 50% reduction in membership fees for our junior golfers.*

www.wexfordgolfclub.ie

11 MANNA ORGANIC STORE

Manna Organic Store is located on the Island of Geese, Strand Street, Tralee. It is owned and managed by Claire and Thomas O'Connor. It is a fully certified Organic Shop, selling a wide range of delicious organic fruit, vegetables and organic wholefoods. With produce from their own farm, and other local organic farms, Manna is a shop with a difference.

It is ALL about the taste. At Manna, they sell all kinds of organic fruit and vegetables, some depending on the season. They bring in as much stock as possible from the local organic farms, including their own. And they have a buying policy to get their non-Irish stock from as close to Ireland as possible.



Manna Organic Farm has provided the shop with their own lettuces, mixed leaf salad bags, kale, rocket, radishes, broad beans, peas and scallions. They will have more produce as the seasons progress. They also buy from other local organic farms: salads and vegetables from Ian McGrigor at Gortbrack and Tony Gerrahy in Lough Boora, Cheese from Kate Carmody at Beal and fabulous dairy products from Jonathan Haslam in Mossfield.

Manna Organic has applied the principles of Resource Efficiency to its business.

- **They have adopted a Cradle to Cradle approach - Local suppliers are used whenever possible and waste goes for recycling or reuse.**
- **Potential savings for fridge and freezer use have been identified, i.e. energy reduction in cold storage, example from previous company experience**
- **Installation of higher efficiency lighting while costing €9,000 means annual Energy Savings of €15,000.**

Useful websites

www.southernwasteregion.ie
Southern Region Waste Management Office

www.greenbusiness.ie
Green Business Programme

www.smileexchange.ie
SMILE Resource Exchange

www.freetradeireland.ie
Free Trade Ireland Resource Exchange

www.epa.ie
Environmental Protection Agency

www.environ.ie
Department of Environment

www.envirocentre.ie
Enterprise Ireland's environmental website

www.csrhub.ie
CSR Support Hub

www.bitc.ie
Business in the Community
Ireland (BITC Ireland)

www.rbsmes.ie
Responsible Business for
SMEs (by BITC Ireland)

www.ecomerit.ie
Ecomerit Award Programme

www.greenhospitality.ie
Green Hospitality Programme

www.seai.ie
Sustainable Energy Authority of Ireland

Please check individual local authority websites for information relating to environmental performance and compliance. Local authority websites for the Southern Region are:

www.carlow.ie
Carlow County Council

www.clarecoco.ie
Clare County Council

www.corkcity.ie
Cork City Council

www.corkcoco.ie
Cork County Council

www.kerrycoco.ie
Kerry County Council

www.kilkennycoco.ie
Kilkenny County Council

www.limerick.ie/council
Limerick City & County Council

www.tipperarycoco.ie
Tipperary County Council

www.waterfordcouncil.ie
Waterford City & County Council

www.wexfordcoco.ie
Wexford County Council

Top: Manna Organic Farm; Bottom: Manna Hens

Manna Organic Produce



Acknowledgements:

The Southern Region Waste Management Office appreciates the input of all the case study businesses featured in this booklet, as well as those involved in the region's CSR project. Appreciation in particular is expressed to the Environmental Protection Agency for the grant aid provided under the Green Enterprise Programme.

Thanks also to the technical advisers for the region's CSR project: **Econcertive and Antaris Consulting.**



Published by the Southern Region Waste Management Office

Lissanalra House, Dooradoyle Road, Limerick

Tel 061 496596 • **Email** info@srwmo.ie

www.southernwasteregion.ie • **Twitter** @preventwaste

Disclaimer Although every effort has been made to ensure the accuracy of the material contained in this publication, complete accuracy cannot be guaranteed. Neither the Southern Region Waste Management Office nor any of the authors accepts any responsibility whatsoever for loss or damage occasioned, or claimed to have been occasioned, in part or in full as a consequence of any person acting or refraining from acting, as a result of a matter contained in this publication. All or part of this publication may be reproduced without further permission, provided the source is acknowledged.