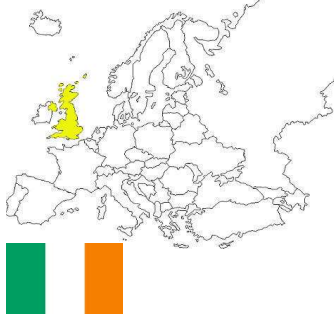


## Green Business Initiative (Ireland)

	<b>Region</b>	Ireland
	<b>Type of prevention measure</b>	Voluntary Agreement
	<b>Geographical level of implementation</b>	National
	<b>Target</b>	Businesses
	<b>Date of implementation</b>	2008
	<b>Type of waste</b>	All Wastes

*The Green Business Initiative promotes resource efficiency and waste prevention in Irish businesses and organisations, offering evaluative tools and advisory services.*

### Context

Ireland's National Waste Prevention Programme was launched by the Minister of the Environment, Heritage and Local Government in 2004, to raise awareness and to provide technical assistance and financial support for waste prevention and minimisation efforts. It is overseen by the National Waste Prevention Committee, a stakeholder group that advises the Irish Environmental Protection Agency (EPA) on the implementation of the Programme.

### Objective

The Green Business Initiative (GBI) supports the goals of the National Waste Prevention Programme by providing businesses with tools and guidance on resource efficiency in three areas: waste, water and energy. It is a publicly funded enterprise that makes the business case for efficiency, focusing on bottom line savings and the benefits of environmental recognition.

### Means

GBI provides specific support for businesses through its:

- Waste Audit Tool, helping businesses divide wastes by type, volume and source, and monitor changes in these categories
- Benchmarking tool, allowing businesses to compare their efficiency scores against European averages
- Telephone helpline
- On-site assistance

GBI also funds the **Green Hospitality Awards**, a voluntary programme which provides independent audits for hospitality industry businesses on waste, water and energy efficiency, provides benchmarking tools and recognises leading businesses with a green hospitality award, a type 1 eco-label.



### Results

GBI presents a number of case studies via its website demonstrating how SMEs across Ireland are saving money by increasing their resource efficiency. Within its first year, 190 hotels joined the Green Hospitality Awards initiative, 80 of which were rewarded with the bronze, silver or gold standard. Through waste prevention and recycling efforts, each hotel saved between 5,000 and 45,000 Euros, equivalent to 4,000 tonnes of waste that would otherwise have gone to landfill.

#### Further Information

Green Business website: [www.greenbusiness.ie](http://www.greenbusiness.ie)  
 National Waste Prevention Programme:  
[www.epa.ie/whatwedo/resource/nwpp](http://www.epa.ie/whatwedo/resource/nwpp)