



Material change for
a better environment

BRASS TACKS

SECURING INVESTMENT AND SUPPORT

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On behalf of WRAP





PRESENTATION SUMMARY

1. Preparing to present your case
2. Presenting your case
3. Following through and securing ongoing commitment
4. Summary and questions



1. PREPARING TO PRESENT YOUR CASE

- Systematically scope out your opportunities
- Calculate likely savings
- Calculate amount of investment required
- Calculate payback periods
- Prioritise improvement actions
- Consider the type and level of detail your audience will be interested in



SYSTEMATICALLY SCOPE OUT YOUR OPPORTUNITIES

- Undertake a structured investigation into the cost savings opportunities available to your business (or specific site)
- Consider preparing a waste map and/or water balance
- Review available technologies, look at the Water Technology List, the Energy Technology List, and the CO2sense Green Products and Services Guide.

There is lots of support available to you through WRAP and other organisations to help you scope out your opportunities



CALCULATE LIKELY SAVINGS (1 OF 4)

If a site has 10 men's washrooms each with a bank of 3 urinals flushing 10 litres every 15 minutes (365 days/yr), the current cost is:

$$10\text{L} \times 10 \text{ washrooms} \times 4 \text{ flushes/hr} \times 24 \text{ hrs/day} = 9600\text{L/day}$$

$$9600\text{L/day} \times 365 \text{ days/yr} = 3,504,000\text{L/yr}$$

$$3,504,000\text{L/yr} = 3504\text{m}^3/\text{yr}$$

$$3,504\text{m}^3/\text{yr} \times \text{£}2 \text{ (supply and sewerage charges)} = \text{£}7008/\text{yr}$$



CALCULATE LIKELY SAVINGS (2 OF 4)

However, if timers were installed at a cost of £150 per unit to restrict flushing to the hours of 9am-5pm, 250 days/year, then the revised cost of urinal flushing would be:

$$10 \text{ L} \times 10 \text{ rooms} \times 4 \text{ flushes/hr} \times 8 \text{ hrs/day} = 3200 \text{ L/day}$$

$$3200 \text{ L/day} \times 250 \text{ days/yr} = 800,000 \text{ L/yr}$$

$$800,000 \text{ L/yr} = 800 \text{ m}^3/\text{yr}$$

$$800 \text{ m}^3/\text{yr} \times \text{£}2 \text{ (supply and sewerage charges)} = \text{£}1600/\text{yr}$$



CALCULATE LIKELY SAVINGS (3 OF 4)

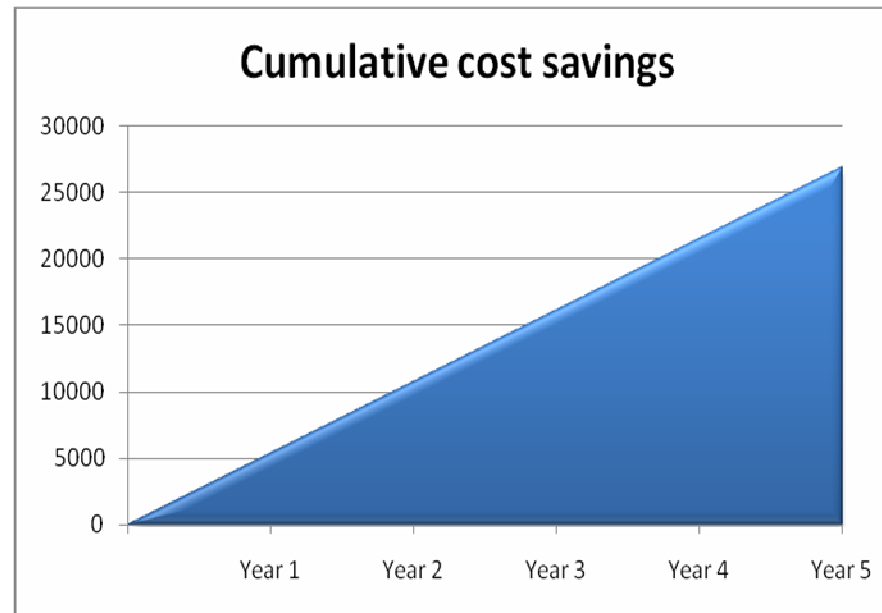
Using the answers from these two calculations, identify the potential cost savings that could be achieved by installing a timer to the urinals in each of the men's washrooms:

$$\begin{aligned} &£7,008 \text{ (current running cost)} \\ &- £1,600 \text{ (running costs after installation of timers)} \\ &= \mathbf{£5,392/\text{year cost savings}} \end{aligned}$$



CALCULATE LIKELY SAVINGS (4 OF 4)

Present your calculations clearly and concisely (consider using graphs) and remember to stress that savings will be made year-on-year.





CALCULATE AMOUNT OF INVESTMENT REQUIRED

- Once you have quantified the likely cost savings and are confident that your numbers are robust, the next step is to calculate the level of investment needed.
- Using this improvement example, and assuming a purchasing and installation cost of £150 per urinal timer, the amount of investment required is:

$$£150/\text{urinal timer} \times 10 \text{ men's washrooms} = £1,500$$



CALCULATE PAYBACK PERIODS (1 OF 2)

Assuming there are no additional maintenance costs, grant assistance or tax relief to factor in, it is a simple process to work out the payback period for this improvement action as follows:

£1,500 installation costs

÷ £5,392 annual cost savings

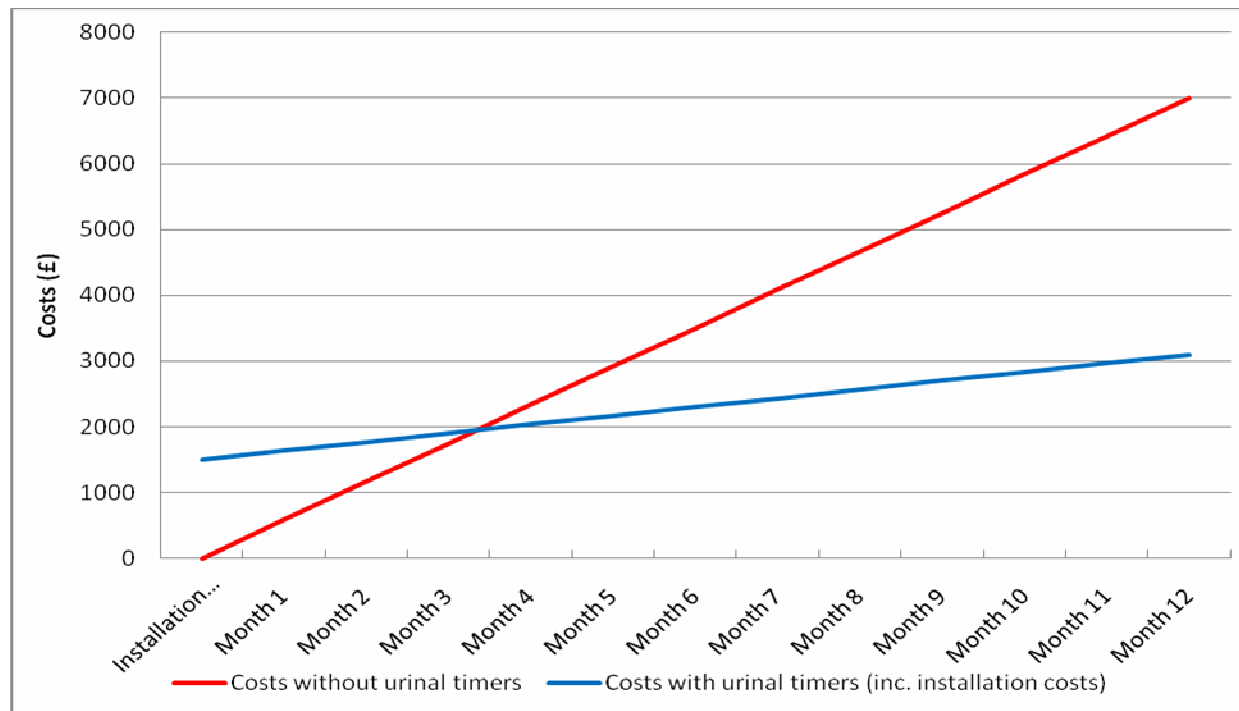
x 12 months

= a payback period of 3.3 months



CALCULATE PAYBACK PERIODS (2 OF 2)

It's important to keep your business case simple, so again use graphs to illustrate your calculations clearly and concisely.





PRIORITISE IMPROVEMENT ACTIONS

There are four key business drivers for improvements:

1. Cost savings
2. Market pressures
3. Stakeholder pressures
4. Compliance

How you choose to prioritise improvements is up to you, but whatever your reasons, make sure you can explain them clearly.

For example, if your key driver is cost savings, you may decide to prioritise improvements in order of shortest payback period first.



CONSIDER THE TYPE AND LEVEL OF DETAIL YOUR AUDIENCE WILL BE INTERESTED IN

- The company Finance Director is going to be interested in cost savings, investments and paybacks; but
- The Chief Executive Officer is going to be interested in these financial aspects in addition to company reputation, competitiveness, market opportunities, and risks.

Whoever your audience, **tailor your business case** to address their needs for reassurances and their likely reasons to support your ideas.



PRESENTING YOUR CASE

If you are required to present your recommendations to one of your managers, or to the company Board of Directors verbally, then consider:

- Providing them with a written briefing note in advance
- Speaking to each Board Member in advance of the meeting to discuss your recommendations in relation to their specific drivers.



2. PRESENTING YOUR CASE



Objectives of this briefing

To show that the costs of failing to minimise waste are both **high** and **avoidable**.

To demonstrate that investing in waste minimisation will bring **real business benefits**.

To **gain commitment** to start minimising waste now.

Agenda

- Benefits of rethinking waste
- Our opportunities
- Summary & next steps

Benefits of rethinking waste

- UK businesses are missing out on **£6.5 billion** of profit which could be recovered by adopting **low cost** or **no cost** resource efficiency measures.
- **Competitiveness** and **profits** are key factors for industry and resource efficiency can help improve both.
- On average manufacturing businesses in the UK are wasting between **4% and 5%** of their turnover through inefficient use of resources.
- A quarter of which could **easily be saved** through systematically rethinking waste.

5 Business reasons for rethinking waste

- Waste costs money
- The true cost is often hidden
- Rethinking waste makes good business sense
- Stakeholder interest in companies' environmental performance is growing
- Our company and our Directors could face stiff penalties for failing to comply with environmental legislation

Perhaps for these reasons "93% of CEOs see sustainability as important to their company's future success"

Summary of the benefits of resource efficiency

- Resource efficiency improvements **save money**
- Cost savings go straight to the bottom line
- Low cost/no cost measures often **yield big results**
- Typically payback periods are short
- On average manufacturers save **£1000/employee/year**
- Cost savings help to increase profits and improve competitiveness

Our opportunities

The paper, pulp and publishing sector produces **3,995,000 tonnes** of waste each year – this is a lot of wasted profit!

- We know where our significant waste costs arise
- We have a prioritised list of improvements options
- We have developed implementation plans
- We now need your support to move forwards



2. PRESENTING YOUR CASE

How opportunities have been identified

- Explain the process you have gone through to identify cost saving opportunities. E.g. Have you developed a waste map or a water balance?
- Provide reassurances that you have considered all the main opportunities, then prioritised improvements for implementation.
- Describe how you have prioritised (based on cost of investment, forecast savings, payback period, enforcement action etc).

Becoming resource efficient means applying the waste hierarchy



These are our top 5 opportunities... ...there are many more!

1. Optimising packaging transport efficiency
2. Switching to returnable packaging
3. Improving raw material procurement
4. Reducing 'giveaways' & 'overweights'
5. Reusing our waste as packaging infill

Optimising packaging transport efficiency

- Tailor this section to outline your implementation plan
- Remember to provide a simple summary
- Be prepared to discuss the detail following questions
- Present a summary of the calculations that support your forecasted savings
- Make sure your numbers are robust

Resources needed = (both time and money)
Forecasted savings = (both waste and costs)
Payback Period = (in weeks, months or years)

Summary of our top 5 opportunities

- Optimising packaging transport efficiency
- Investment required, cost savings and payback period
- Switching to returnable packaging
- Investment required, cost savings and payback period
- Improving raw material procurement
- Investment required, cost savings and payback period
- Reducing 'giveaways' and 'overweights'
- Investment required, cost savings and payback period
- Reusing our waste as packaging infill
- Investment required, cost savings and payback period

Next steps

- Discuss and agree which opportunities to take forward
- Allocate resources and budget approval responsibilities
- Agree project delivery timescales
- Communicate with key colleagues
- Demonstrate leadership support
- Encourage and reward staff participation



Now I'd like to take any further questions, then I have questions for you!

1. Which improvements should we take forward?
2. Where will the resource required come from?
3. What support can each of you provide?



3. FOLLOWING THROUGH AND SECURING ONGOING COMMITMENT

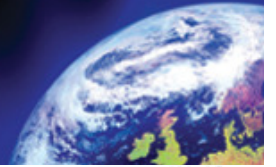
Once your improvements are underway, try to ensure that you maintain good communications with your managers and across your company by:

- providing regular updates at meetings and in company newsletters;
- reporting efficiency savings;
- initiating challenges and competitions;
- encouraging ideas;
- sharing and celebrating success; and
- being open about any failures and the lessons you learn along the way.



4. SUMMARY

- Be clear and concise.
- Ensure your figures are accurate.
- Be confident in your pitch and your answers to questions.
- Be prepared to argue your case.
- Aim to secure formal approval for your recommendations.
- Where investment is required, agree which budget this will come from and who the budget holder is.
- Agree next steps.

The background of the slide features a light blue and white color scheme. At the top, there is a line graph with multiple fluctuating lines. Below the graph, there are several silhouettes of business professionals in suits, some standing and talking, others on mobile phones. In the center, a white rounded rectangular box contains the text 'Any Questions?' in a bold, blue, sans-serif font.

Any Questions?

FURTHER INFORMATION & ADVICE IS AVAILABLE

- Call: **freephone 0808 100 2040**
- Visit: **<http://envirowise.wrap.org.uk>**