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EDITORIAL

Welcome to the spring edition of the EnviroCentre Newsletter. In what continue to be difficult times for many sectors of the Irish economy, the cleantech/green sector has performed relatively well, with some companies experiencing strong growth. Innovation particularly in areas such as sustainable energy saving products and services, as well as sustainable construction services and building materials, can offer opportunities for businesses both in Ireland and crucially in export markets, helping to drive economic recovery.

We will examine some of the environmental news stories that have made the headlines in the early part of 2011. We also look at a number of Irish companies who are using opportunities provided by the 'green market' to develop eco-innovative products. Details of upcoming events/seminars are also outlined in this edition.

The construction sector in Ireland has undergone a dramatic contraction in output since 2007. The demand for sustainable construction methods and building materials is increasing however and may offer companies new markets and opportunities. In our Spotlight section we will examine some of the main environmental drivers facilitating the move towards sustainable construction as well as the challenges and opportunities facing the sector in Ireland. Details of upcoming events/seminars are also outlined in this edition.

Please feel free to forward this issue to a colleague and **let us know** if there are any topics you would like covered in future issues, or any news items or events your company may like included.

NEWS UPDATE

- **CIP Eco-innovation European Info Day 2011**
- **Launch of Sustainable Energy Awards 2011**
- **Irish Business Save Over EUR40 Million by Becoming More Energy Efficient**
- **NovaUCD Start-Up Belfield Technologies Wins Sustainable Energy Innovation Award**
- **EPA Green Hospitality Programme Spring Workshops**

CIP Eco-innovation European Info Day 2011

Enterprise Ireland is the national point of contact for companies interested in applying for financial support for Eco-innovation under the E.U. Competitiveness and Innovation Programme (CIP).

The programme supports innovative ideas which can be turned into marketable green products and services which also have the potential for market replication. It is aimed at bridging the gap between RTD and commercialisation. The programme has a budget of approximately €200 million and is aimed primarily at SME's.

The programme has four priority areas :

- Materials recycling
- Sustainable building products
- Food and drink
- Greening business/ smart purchasing



ECO-INNOVATION | 
WHEN BUSINESS MEETS THE ENVIRONMENT

Applying for Eco-Innovation funding is a competitive process, and only the best project proposals will be selected for funding. The European Info Day 2011 will give you essential information and advice on how to develop a good project proposal and apply successfully. It also offers the chance to find project partners from across Europe, exchange views and share expertise.

[\(Read full article\)](#)

Launch of Sustainable Energy Awards 2011



SEAI are holding the official launch of the Sustainable Energy Awards 2011 in the Sheraton Hotel, Athlone on Thursday 14th April 2011. These awards honour individuals and organisations that demonstrate excellence in the management and use of energy and are committed to more sustainable energy practices.

The competition is open to businesses and public organisations of all sizes. They are an excellent opportunity to get authoritative public recognition for organisational and individual effort in reducing energy costs and emissions. With energy performance now an increasingly visible factor in business excellence, these awards are a cherished indicator of achievement.

At this event SEAI will announce full details of the 2011 awards and also hear presentations from 2010 award winners, explaining the work and accomplishments that led to their success.

[\(Read full article\)](#)

Irish Business Save Over EUR40 Million by Becoming More Energy Efficient



Chambers Ireland and [ESB](#) have launched [More Bright Ideas: A Smarter Business Guide to Energy Efficiency](#). The Guide builds on the 2009 edition by providing further examples of how businesses can reduce costs and become more environmentally aware through increased energy efficiency.

Seán Murphy, Chambers Ireland Deputy Chief Executive said, "By reducing energy consumption and becoming more energy efficient businesses can save money. The incorporation of simple practices can help companies increase productivity while at the same time lowering costs."

Susan Kinane, Business Markets Manager, ESB Electric Ireland continued, "ESB now provides very competitive energy prices to business customers. We're delighted that business customers are returning to us, not just for our competitive prices, but also because we provide the very highest standards of customer service."

The Guide provides useful information for companies to better understand their energy usage, identify further areas for savings and explains the various tariffs and bills. It offers practical advice for all types of business on how they can introduce and benefit from reduced energy consumption through a number of simple methods

ANovaUCD Start-Up Belfield Technologies Wins Sustainable Energy Innovation Award

Energy entrepreneurs based at [NovaUCD](#), the Innovation and Technology Transfer Centre at UCD, have won the Sustainable Energy Authority of Ireland's (SEAI) inaugural Innovation Award announced on the opening day of the SEA Energy Show 2011. The winning product, the [HIDLIGHTSAVER™](#), is the result of research into the costs associated with lighting and High Intensity Discharge (HID) lamps found in street lighting, floodlit arenas, motorways and retail outlets. The Sustainable Energy Innovation Award winning product, the [HIDLIGHTSAVER™](#) was developed and manufactured in Ireland and will help organisations reduce their energy costs and associated carbon footprint by as much as 35% and the technology has the potential to generate savings of €14 million on street light running costs alone.

According to SEAI Chief Executive Professor J. Owen Lewis: "To see such high levels of creativity from all the finalists, and particularly from our winners, Belfield Technologies, is most encouraging as Ireland's journey towards the creation of a fully functioning Green Economy gathers pace. Products like the HIDLightSaver™ are needed now more than ever and I commend Dr Ger Devlin and Brian McDonnell (pictured) for all their work in the creation of this product. The Innovation Awards proved to be a great addition to this year's SEAI Energy Show and I look forward to seeing many of the finalist products succeeding to commercialisation in the near future."



On receiving the Sustainable Energy Innovation Award Dr Ger Devlin, co-founder, Belfield Technologies said: "We are delighted to have been presented with this prestigious award, as this endorsement is of vital importance in assisting us to attract customers for our innovative technology. Looking to the future, Belfield Technologies plans to launch into the UK and EU market later this year and plans to create at least 20 jobs in Ireland by 2013.

EPA Green Hospitality Programme Spring Workshops



The Green Hospitality Programme is running a series of workshops around Ireland during April May for its members and all interested parties. Workshops will be run in the morning in 2 sessions - One for interested and new members and one for certified members.

We urge all members to attend one of these workshops as this is an ideal opportunity to ask questions about the criteria/programme and find out about any changes to legislation, new suppliers and to network with other members.

Workshop Venues

- Waterford 13th April : Revolution Bar & Gastropub, 19 Johns Street, Waterford
- Cork 20th April : International Airport Hotel, Cork
- Dublin 4th May : TBC
- North East 5th May : T.B.C Belfast
- Carlow 18th May : T.B.C

All workshops begin at 10 am and are FREE

To register email info@ghaward.ie or Tel: 021-435 4688



ENVIRONMENTAL MARKETS

Kilkenny Companies offered Business Opportunities worth €1.2million



Kilkenny engineering consultancy firm [Prochem Engineering](#) launched its new offering – Prochem Cleantech Services – during a special visit to its headquarters this week by InterTradeIreland which will see the company become Ireland's industry leader in computer modelling design and generate additional revenues of up to €2million over the next 3-5 years.

Following Prochem's success, which is the result of its participation in the all-island technology transfer initiative [FUSION](#), [InterTradeIreland](#) has offered other Kilkenny companies the opportunity to each generate in excess of €1million worth of sales and efficiency savings, access world-class research & development facilities and profit from external project management support.

In advance of its visit to Prochem, InterTradeIreland met several Kilkenny companies to discuss the benefits of participating in FUSION.

[\(Read full article\)](#)

Click on our GreenTech Support Brochure below to access information on funding for the SME sector



New device can help to prevent high water bills



A water leak at a business premises that went undetected for six months landed the owners with a shock water bill of €13,500 – instead of the usual €200. But it sparked an idea in the mind of Monaghan inventor Eamonn Hughes. "It set me thinking about a way not just of monitoring water consumption but also of detecting possible leaks," he says.

A combined alert and monitoring device, the unit can be fitted internally or externally and is connected by wire to a water-flow meter. Flow rates are recorded and displayed on the monitor and hourly rates can be reviewed later. The overall flow in each 24-hour period is logged and compared to average usage. The unit can be programmed by the user and deviations outside pre-set parameters trigger visual and audio alarms. It also has wireless and text alarm options.

Farmers are the initial primary target market for the unit because they are heavy users of water and often have extensive networks of pipes. It has potential wherever water usage has direct cost implications, however. This includes the 200,000 Irish households in group water schemes, business

premises where water is already metered and potentially every home in the country when proposed national water metering is introduced.

AquaWatch recently received a credibility boost when the [Environmental Science Unit in Trinity College Dublin](#) adopted its system for use in a water conservation research project. Now the firm is setting its sights farther afield with the help of an [Enterprise Ireland](#) export mentor.

The electronic and plastic components for the unit, which retails at €175 plus Vat, are made in Ireland and assembled by AquaWatch, which employs six people in Ballybay.

Irish firm in €35m waste-to-energy deal



Waterford-based environmental services company [FLI Energy](#) has won a €35 million contract to build energy plants in Britain and Ireland. The company will construct a number of anaerobic digestion plants that will use food, agricultural and other organic waste to generate gas, electricity and heat.

Under the terms of the contract, FLI becomes the sole supplier to Envar. Headquartered in Waterford, the FLI group was founded by Michael Flynn in 1989. "It is of immense importance for us to have Envar as an anchor client, as they are a very large organic waste handler," said Declan McGrath, managing director, FLI Energy.

"Their projects will provide us with a steady work stream and enable us to expand and grow further in this sector in line with our existing strategy, allowing us to offer our technologies and plant build-out services to a wide range of independent customers from agricultural to waste and industrial."

Anaerobic digestion involves the production of biomethane gas using natural microorganisms, which break down biodegradable organic material in the absence of oxygen.

The gas produced is burned in a Combined Heat and Power (CHP) engine to produce electricity and heat for use on site. Alternatively, it can be sold to the electricity grid or the gas can be upgraded and cleaned for export to the gas grid. Michael Geary, FLI Energy's business development director, said that Envar's AD plants would vary in size and capacity.

NUI Maynooth spin off targets \$3.5bn bee market



A new company, spun out from NUI Maynooth, formed with funding from Enterprise Ireland, has produced an essential nutrient booster for honey bees that helps improve the health and vitality of

bee colonies. **Beemune Ltd** is now strongly positioned to sell into the \$3.5 billion (€2.46 billion) commercial honeybee market, with its main focus on the US, Australia and New Zealand markets.

Bees are responsible, through pollination, for 40% of the global food supply. However, over the past decade, bees have been dying prematurely, and almost two thirds of the entire commercial bee population was wiped out in 2007 by a phenomenon called colony collapse disorder.

NUI Maynooth researcher Dr Kevin Kavanagh, an expert in insect biology and immunology, developed the nutrient booster and was looking for a route to bring the product to market. Through the university's Connect 2009 event, he met two entrepreneurs - David Moody and Rosaleen McGuckin - with experience in technology commercialisation and business development.

Connect is an event held biannually by the college in which Irish small business owners and entrepreneurs have the opportunity to be twinned with university research experts.

Enterprise Ireland grants of €5,000 to €250,000 are available to companies which establish research collaborations with the university.

SPOTLIGHT

The Construction Industry in Ireland has undergone a dramatic and fundamental contraction over the last few years. Since 2007 the industry has experienced its worst ever contraction in output. The sector encompasses a wide range of firms, including large multinational building contracting and service companies, manufacturers of building related products and materials, consulting engineers, architects and providers of building management services.

The output of the construction sector in the form of roads, commercial and public buildings, infrastructural projects and domestic dwellings has a major impact on our ability to maintain a sustainable economy overall and also on our environment. Policy makers and legislators have recognised that we cannot meet our environmental targets, be they CO₂, energy or waste reduction without reducing the environmental impact of buildings and infrastructure construction. In short we have to change the way we design and build.

There has been significant progress in the area of sustainable construction in recent years, mainly as a result of legislative and policy drivers. It is recognised as a growth area by many and will provide significant opportunities for the sector.

In this issues Spotlight section we examine some of the drivers of sustainable construction such as the recast Energy Performance of Building Directive, the National Energy Efficiency Action Plan and Green Public Procurement. We also outline how companies can improve the environmental credentials of their products and services as well as some of the Enterprise Ireland supports available to assist them in doing so.

[\(Download full report\)](#)

UPCOMING EVENTS/SEMINARS

20 April 2011 [The Business Case for Plastics Recycling Forum and Networking Event](#)

Venue: DoEHLG, Custom House, Dublin.

This event will highlight the business opportunities, both nationally and internationally, in each step of the plastics recycling chain.

5 May 2011 [European Green Transport Conference](#)

Venue: East Point Business Park, Fairview, Dublin.

The European Green Transportation conference will set the scene for the next two decades and will identify the industries future roadmap across the UK and EU and will highlight current and future opportunities encompassing all forms vehicle and rail based Technology and Intelligent Infrastructure.

6 May 2011 [Green Building Forum](#)

Venue: The Greenhouse, St Andrews Street, Dublin.

Two day forum exploring the future of green building in Ireland with presentations from a range of experts and workshops on a broad range of topics.

10 May 2011 [Lean Conference 2011](#)

Venue: Dublin Castle.

Can you take a day out to find out how Enterprise Ireland can help you reduce costs by 20%? Expose yourself to Lean best practice, accelerate your learning cycle and help provide innovative products to your customers quicker, better and cheaper, leading to increased sales potential, profitability and sustainability.

19 May 2011 [2nd Annual Water Metering Conference 2011](#)

Venue: Royal Marine Hotel, Dun Laoghaire, Co. Dublin.

This conference will uniquely examine the key business and technical issues facing the roll out of domestic water metering, exploring important data and looking closely at the challenges involved.

1 Jun 2011 [Energy Ireland Conference 2011](#)

Venue: Croke Park Conference Centre, Dublin.

Energy Ireland, now in its 15th year, is a long-established energy conference, attended every year by all the key players in the Irish energy sector, as well as many from further afield who maintain an interest in how the energy sector in Ireland is developing.

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