

February 2012

FLASH

e-newsletter - issue 04

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University experts to give flash of inspiration to small businesses

Small and Medium-sized Enterprises (SMEs) in London can benefit from a major boost thanks to the University of Greenwich.



the
UNIVERSITY
of
GREENWICH

As part of FLASH, the university is running a series of free workshops on topics ranging from marketing, innovation and finance to sales and leadership. Experts from the university will lead the workshops using their knowledge, skills and experience to help local businesses enhance their productivity and growth.

As an extra bonus, all companies taking part in a workshop are invited to apply for an 'innovation voucher', which gives them a further 24 hours of free expert advice and support, including one-to-one coaching. Both the workshops and the follow-up consultancy are part of the FLASH innovation programme, which is co-ordinated by the Greenwich Research & Enterprise (GRE) and the Business School at the University of Greenwich.

Chris Birch, Professor of Enterprise and Innovation within the university's Business School, says each voucher is worth at least £4,000 to each business taking part: "The vouchers give business an opportunity to share ideas, learn from the experts and take away practical tips and advice for use in their day-to-day business lives.

"SMEs often have limited resources for using outside expertise, so we think this is a fantastic opportunity for them to take advantage of the skills and knowledge available on their own doorstep. In addition, companies also gain access to social and professional networks, and this will enable them to improve their links with the communities they serve" he added.

PQ2 Ltd, a distributor of fine art, prints and designs, has worked with the university to rethink its business model and marketing strategy, and describes its business as being transformed by the process. Laura Grainger, Director of PQ2, says: "The help and support I have received from the University of Greenwich Business School has been invaluable in advancing the growth of my business.

“The focus and clarity that Professor Chris Birch and his team bring is a godsend to small companies such as my own. The various FLASH workshops have been highly informative, and have provided a great networking opportunity with like-minded creative companies.”

Places are limited per workshop, which means that early booking is essential and is available on a first come, first served basis. To find out more, and to see the list of workshops between now and April, visit <http://enterprise.gre.ac.uk/employer-services/flash/workshops>

FLASH supports companies to achieve unique environmental award



Over 40 organisations are leading the way for other SMEs to gain recognition of their environmental credentials through Middlesex University's unique EcoStep award for Environmental Commitment. As part of the FLASH project, the University's Centre for Environment and Safety Management for Business is supporting these aspiring companies through a package of workshops and face-to-face advice, which will be completed in March 2012.

The EcoStep award is a unique tool that allows an organisation to measure its environmental performance and gain recognition for its environmental initiatives. It also provides organisations with a phased approach to establishing Environmental Management Systems such as ISO 14001 and BS 8555.

With increasing awareness of local and global environmental issues and increasing stakeholder pressure on organisations, there is a need for all businesses to consider how to demonstrate green credentials. The EcoStep award acknowledges organisations that are evaluating and improving their environmental performance.

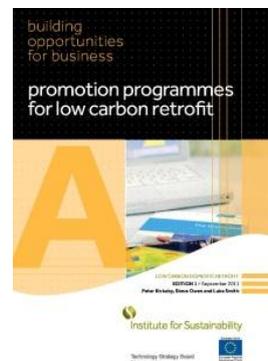
Organisations wishing to find out more about the EcoStep award should contact the Centre for Environment and Safety Management for Business at Middlesex University.

Updates to the Building Opportunities for Business retrofit guides

To align with the latest developments on the Government incentive schemes such as the Green Deal as well as the training and accreditation required, the Institute for Sustainability will be updating Retrofit Guides A and B.

FLASH members have exclusive access to these updated guides and will be informed via the Building Opportunities for Business online portal. Visit <http://bob.instituteforsustainability.org.uk>

If you haven't registered on the portal, you will need your FLASH registration number. If you need a reminder of your number, please contact your FLASH network or service manager.



Dates for your diary!

Seminar: what are the opportunities available through the Green Deal?

Date: Tuesday 28 February 2012

Time: 6.00pm - 8.30pm

Venue: RIBA, 66 Portland Place, London, W1B 1AD (for a map [click here](#))

Due for roll-out in October 2012, the Government's Green Deal scheme is designed to incentivise property owners and tenants to improve the energy efficiency of their buildings and reduce heating bills. The scheme is projected to benefit UK business by supporting at least 65,000 insulation and construction jobs by 2015*.

6.00pm	Introduction - explaining the Green Deal
6.05pm	Royal Institute of British Architects (RIBA) - response to the Green Deal - Peter Rickaby, Director, Rickaby Thompson Associates
6.30pm	Federation of Master Builders (FMB) - response to the Green Deal - Brian Berry, Director of External Affairs, FMB
6.55pm	Networking break
7.10pm	The role of the Project Manager in low carbon retrofit - Bob Prewett, Director, Prewett Bizley Architects
7.50pm	Discussion: how do we ensure there is a role for accredited Green Deal Project Managers? - Peter Rickaby, Brian Berry and Bob Prewett
8.15pm	Close/networking

Places are limited and available on a first come first serve basis. Please RSVP by Wednesday 22 February 2012 to:

RIBA: Email: Emma.Livingston-Jones@riba.org or call 020 7307 3681 **or**

FMB: Email: hayleyfry@fmb.org.uk or call 0207 092 3875

* source Department of Energy and Climate Change:
http://www.decc.gov.uk/en/content/cms/news/pn11_099/pn11_099.aspx

Online seminar: marketing your green services

Date: Tuesday 2 April 2012

Time: 12.00pm - 1.00pm

In order to attract and retain customers and stand out from the competition you will need to carry out marketing activity to sell low carbon retrofit. At this online seminar, speakers will explain their approach to successfully promoting their Green businesses.

Speakers include:

- Andrew Cordwell - Partner at Beech Properties
- Toni Griffiths - Director at CO2ST
- Rute Ferreira – Partner at Anne Thorne Architects

Details of how you can access this webinar will follow separately. To register your interest, contact rob.thorp@instituteofustainability.org.uk

Sustainable retrofit in commercial buildings: drivers and developments

Date: Wednesday 4 April 2012

Time: 12.00pm - 1.00pm

Venue: Lecture Room, RICS Parliament Square, London SW1P 3AD (for a map [click here](#))

The Institute for Sustainability has re-scheduled the postponed session from the Green Sky Thinking week with the Better Buildings Partnership (BBP). This seminar will highlight the major commercial opportunities emerging for businesses operating in, or interested in, the green building and retrofit sectors:

Sustainable retrofit in commercial property

Justin Snoxall, British Land

1 Canada Square retrofit

David Hodge, Canary Wharf Group

RE:FIT: Retrofitting at scale through energy performance contracting – a Transport for London case study

Andy Stanton, Transport for London

To book your place on this seminar, please contact Nicola Davies at RICS by email ndavies@rics.org

Supporting Sustainable Business in Practice

Date: Thursday 26 April 2012

Venue: Hallam Conference Centre, London, W1W 6JJ

The Institute for Sustainability is proud to support the Sustainable Business in Practice conference. This will bring together forward thinking professionals who are creating real business value by placing sustainability at the heart of their corporate strategy.

Attend this one-day conference to:

- Learn how to turn sustainability into a competitive advantage and value creation tool
- Hear how market leaders have successfully integrated sustainability into their corporate strategy
- Identify innovative ways to engage your internal and external stakeholders.

Expert speakers include Jonathan Garrett, Group Head of Sustainability at Balfour Beatty and Adam Elman, Head of Delivery – Plan A and Sustainable Business at Marks & Spencer.

The event is in partnership with Sustainable Business, the UK's number one climate change and sustainability magazine for business.

For more information and to secure a discount of £80 if you book by 24 February 2012, visit www.sb-practice.net

Please note that attendance at this event does not count towards business support hours as part of the FLASH programme.

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