

Company Partners

Building Responsible
Business Together



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Creative Environmental Networks

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www.cen.org.uk

Company Partners

- Who are we?

Creative Environmental Networks is a not for profit organisation working with local authorities and regional government to implement environmental projects



- What are we offering?

The Company Partners project:

A chance to develop Corporate Social Responsibility, improve energy efficiency, and reduce local carbon emissions.

Project Aims

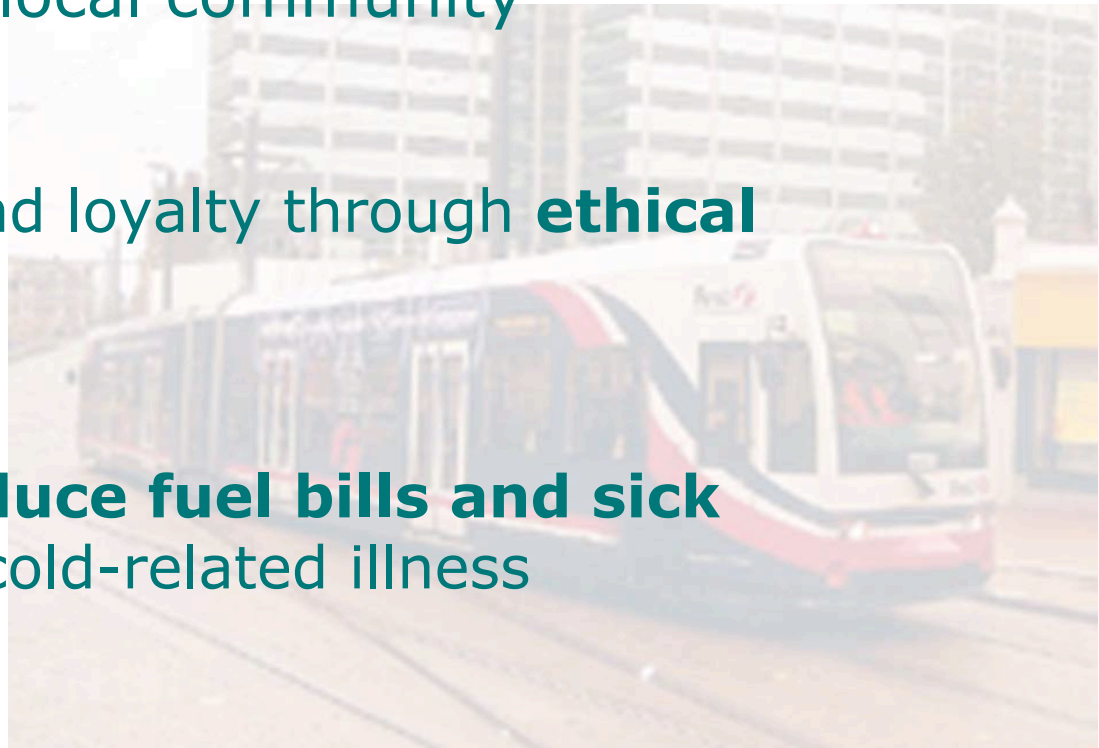


Increase **sustainable energy installations** and awareness through communication with a company's customers, employees, or local residents

Demonstrate corporate commitment to community through environmentally and socially **sustainable projects**

Sustainable Benefits

- Environmental leadership is important for local business and local community
- Customer and brand loyalty through **ethical actions**
- Healthy homes **reduce fuel bills and sick days** off caused by cold-related illness



CEN Initiatives



- Home Energy Check

Householder survey returned by post

Results in a tailored advice pack for household

- Energy Smart

Provides **discounted home heating, insulation, and solar power**

Discounts provided by London Energy **for heating and insulation**

Solar power grants available through government schemes



Case Study: The Solar car challenge

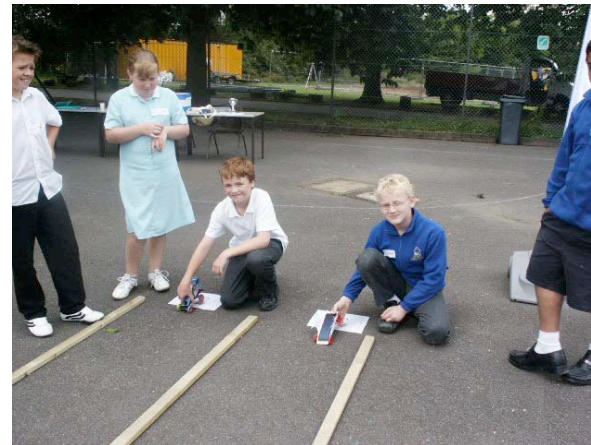


Sponsored by Pfizer and the Government Office for the South East

Promoted by 13 Local Authorities

Summer 2004

Schools supplied with **materials for students** to build own Solar Cars





Partnership Project Ideas

Employee Home Energy Check



- Home Energy Checks for employees to provide tailored energy advice

- Possibility of discounted or fully funded installations where identified by the Home Energy Check



Partnership Marketing



- Energy efficiency measures can be marketed in parallel with 'relevant' products

ex. Insulation with Duvets or lighting

- Free measures provided as incentives for memberships or contracts

- Promotion to existing customer base

Marketing messages would promote the company's environmental commitments

School Projects



Based on the success of the Solar Car Challenge

Opportunity to educate children about Energy efficiency and Renewable Energy

- Company **funding for schools or events** where sustainable energy or energy-efficiency is the focus
- Travelling Sustainable Energy Exhibition for schools and community events



Community

Renewable Energy installation on a Community Building

- Through Solar PV or Wind turbine
- Would raise Company profile in the Community
- Provide long term economic and educational benefits to local community groups through energy savings
- Installation could be designed with a community-led public art aspect for example



How it might work

A catering company with a commitment to supplying healthy food for schools...



might sponsor an environmental school project or event with focus on recycling, organics, and energy.

How it might work

A communications company with many employees and largely corporate clients...



might distribute Home Energy Checks and offer discounts as part of a staff wellbeing policy

How it might work

A bank with an ethical outlook providing mortgages and loans for home improvements...



might offer energy-efficiency improvements as part of a mortgage deal

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