Supporting behaviour change in businesses for a low carbon economy

GreenFit Thematic Conference

Tuesday 18 June 2013
9am – 5pm
Innovation Centre
Chatham, Medway, Kent

GreenFit – five partners working together to re-energise their business parks:
This free one-day conference aims to share examples of good practice and discuss how sustainable behaviour can be promoted within businesses and business parks to support a low carbon economy.

The conference aims to address the following key questions:

- What does behaviour change mean in a business context?
- What are the key ingredients for effective engagement of businesses and their employees in behaviour change?
- What are the key obstacles and barriers to behaviour change and how can they be overcome?

This conference is organised as part of GreenFit, an Interreg IVA Channel programme project, which focuses on the sustainable regeneration of business parks.

**CONFERENCE PROGRAMME**

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<th>Time</th>
<th>Session</th>
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<tr>
<td>08.45 – 09.00</td>
<td>Registration</td>
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<td>09.00 – 09.15</td>
<td>Welcome and introductions</td>
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<td>9.15 – 10.00</td>
<td>Behaviour change: the big picture</td>
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<td><strong>Speaker:</strong> Richard Rugg, Managing Director of Programmes, Carbon Trust UK</td>
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<td>The Carbon Trust is a leading independent organisation providing expertise on carbon reduction and resource efficiency. The Carbon Trust's mission is to accelerate the move to a sustainable, low carbon economy. For more information: <a href="http://www.carbontrust.com">www.carbontrust.com</a></td>
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<td>10.00 – 10.30</td>
<td>Corporate Social Responsibility – an economic development lever for a better sustainable management of business parks</td>
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<td><strong>Speaker:</strong> Sophie Champaux Boutry, Champaux Boutry Conseil</td>
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<td>Sophie Champaux Boutry is a consultant specialised in corporate social responsibility and has developed approaches to sustainable development in business parks. Working with companies and business networks, public authorities, NGOs and training organisations, Sophie has helped promote behaviour change within all the economic, social and environmental stakeholders involved in the regeneration of business parks. For more information: <a href="http://www.champauxboutry-conseil.fr">www.champauxboutry-conseil.fr</a></td>
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10.30 – 11.00  The Sustainable Business Partnership

Speaker: Lucy Martins, Climate Change Officer, Basingstoke and Deane Borough Council
The Hampshire and Isle of Wight Sustainable Business Partnership aims to encourage and support businesses to adopt sustainable business practices by engaging and working directly with businesses and by providing a range of support services to the emerging local low carbon economy.
For more information: www.hampshireiowsustainablebusiness.co.uk

11.00 – 11.15  Break

11.15 – 11.45  Engaging businesses in behaviour change

Speaker: Andrea Ravarino, former Vice President of the Centre des Jeunes Dirigeants of Ille et Villaine.
The Centre des Jeunes Dirigeants is a business network established in 1938 which brings together over 4,500 chief executives and managing directors in France. The CJD’s main aim is to promote new ideas to support businesses in becoming at the same time more competitive and socially aware and to help young chief executives and managing directors to improve their performance and that of their company.
For more information: www.jeunesdirigeants.fr

11.45 – 12.15  Influencing business sustainable behaviour

Speaker: Shelley McIvor, Partner, Global Action Plan
Shelley McIvor has been successfully delivering high profile sustainable business strategies and employee behaviour change programmes for over 10 years across a number of industries, including companies such as O2 Telefonica, Royal Bank of Scotland, Lloyds TSB, the UK Ministry of Defence and the European Central Bank.
Global Action Plan is a leading environmental behaviour change charity and, since 1993, has helped businesses, schools and communities reduce their impact on the environment by empowering people to take action on energy, waste, water and travel.
For more information: www.globalactionplan.org.uk
12.15 – 12.45  STEM – Steps to Environmental Management

**Speaker:** Jennis Colville, Kent County Council  
STEM is a step-by-step guide to putting an environmental management system in place within a business or organisation.  
For more information:  
[www.kent.gov.uk/environment_and_planning/environment_and_climate_change/low_carbon_kent/stem.aspx](http://www.kent.gov.uk/environment_and_planning/environment_and_climate_change/low_carbon_kent/stem.aspx)

12.45 – 13.15  Smart Green Business – supporting behaviour change in SMEs

**Speaker:** Ana Carpinteiro, Project Manager, Cross River Partnership  
Smart Green Business is an initiative for businesses in central London. It offers free services to help businesses improve their environmental performance, market themselves and save money.  
For more information:  
[www.smartgreenbusiness.co.uk](http://www.smartgreenbusiness.co.uk)

13.15 – 14.00  Buffet lunch

14.00 – 15.00  Panel discussion – how to achieve effective behaviour change

The speakers from the morning session will take part in a debate around behaviour change and answer some key questions as well as questions from the audience.  
Discussion facilitated by Daniel Garnier, GreenFit Lead Partner

15.00 – 15.15  Break

15.15 – 16.30  Workshop – applying lessons learnt to the business park context

This workshop will aim to identify the key lessons learnt from the morning presentations and panel discussion and apply them to the context of business parks.  
Workshop facilitated by Daniel Garnier, GreenFit Lead Partner

16.30 – 16.45  Feedback from workshop

16.45 – 17.15  Conclusions and close

Alison Partridge, External Consultant, Aurora European Services Ltd.  
For more information:  
[www.aurora-ltd.eu](http://www.aurora-ltd.eu)

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**GreenFit** – five partners working together to re-energise their business parks:
EVENT DETAILS:

DATE: Tuesday 18 June 2013
TIMES: 8.45am to 5.15pm
VENUE: Innovation Centre Medway
        Maidstone Road
        Chatham
        Kent
        ME5 9FD
        For more information on the venue, click here.
        For a map, click here.

CONTACT: For more information, please contact Daniel Garnier, GreenFit Lead Partner, at daniel.garnier@basingstoke.gov.uk or on 0776990 4182.

REGISTRATION: The event is free to attend.

To register for the event, please email Daniel Garnier at daniel.garnier@basingstoke.gov.uk with your name, position and organisation.

GreenFit

GreenFit aims to develop and test sustainable approaches to the regeneration and management of business parks in order to:

- Improve energy efficiency and the use of resources in business parks and help them develop a unique selling point linked to their green credentials
- Engage users in the greening of business parks
- Develop holistic and sustainable management models for business parks to make them modern places to do business

The project addresses the following themes:

- Renewable energy production and energy efficiency in business parks
- Sustainable buildings and retrofitting of commercial premises
- Sustainable mobility and access business parks
- Behaviour change
- Accreditation schemes and regulatory framework
**GreenFit** brings together five partners from France and the UK:

**Basingstoke and Deane Borough Council, Hampshire, UK**
Basingstoke and Deane Borough Council is the land owner of Basing View, a town-centre based business park. There are currently major regeneration plans for the park and many opportunities to make this regeneration an exemplar in terms of sustainability.
Website: [www.Basingview.co.uk](http://www.Basingview.co.uk) or [www.basingstoke.gov.uk](http://www.basingstoke.gov.uk)

**SIZIAF, Pas-de-Calais, France**
SIZIAF manages the largest business park in the partnership and has experience of gaining and maintaining ISO14001 accreditation. Through its experience in the INTERREG IVB REGAIN project, SIZIAF has also successfully developed a zero carbon business premises within the park it manages.
Website: [http://www.parcdesindustries.com](http://www.parcdesindustries.com)

**Idéa 35, Rennes, France**
Idea 35 is the development agency for the Ille et Vilaine area and is the management body for the Bretagne Qualiparc label (a scheme that aims to improve the overall quality of business and industrial parks)
Website: [http://www.idea35.fr](http://www.idea35.fr)

**communauté de communes du Val d’Ille, Ille et Vilaine, France**
Val d’Ille is a local authority and manages the public spaces for the business parks located in 10 towns and villages and is currently regenerating the Bourdonnais business park. It has experience of working with companies to reduce their electricity usage, especially in lighting.
Website: [http://www.valdille.fr](http://www.valdille.fr)

**Medway Council, Kent, UK**
Medway Council is a local authority and is responsible for the regeneration and management of several business parks within the authority area. It has experience of putting in place energy efficient LED lighting as well as the use of voltage optimisers in office buildings.
Website: [www.medway.gov.uk](http://www.medway.gov.uk)

The GreenFit project was selected under the European cross-border cooperation programme INTERREG IV A France (Channel) – England, co-funded by the ERDF.