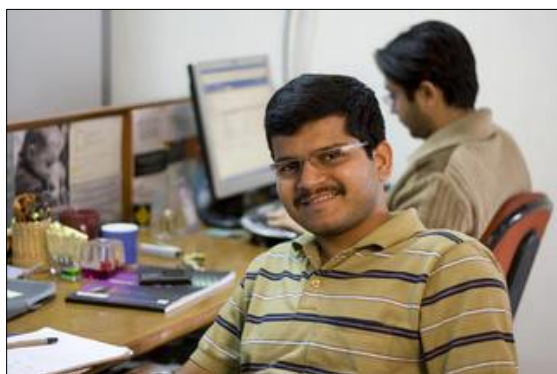


Active in Reducing Carbon



The thermal imaging of 2,500 businesses in Norfolk has led to the launch of a new initiative designed to help them access expertise to cut their operating costs by reducing their carbon footprint.

After the identification of high and inefficient energy users, Rural Enterprise Valley (REV-ACTive) was created to help businesses access valuable information, products and services to reduce their carbon emission and

help them secure grants necessary to implement the advice.

With small businesses not having the time, resources or expertise to investigate the opportunities available to help them reduce their carbon footprint, many are missing out on the financial benefits that come from being more energy efficient.

The new £3.2 million initiative was awarded £1.25 million funding from the European Regional Development Fund (ERDF) and uses a range of innovative tactics such as thermal imaging and data analysis to identify, target and support those businesses with high-energy bills. It then provides advice and guidance to help them improve their efficiency.

Alongside greater access to information, products and services, REV-ACTive also provides advice to enable the business to access to any suitable grants.

Project leader, Mark Stanton, head of economic development at Breckland Council, explained: "There is a lot of support currently available which small businesses are not taking advantage of and consequently they are missing out on the opportunities available to reduce their carbon footprint and save money.

"Through the initiative, specialists in all aspects of energy efficiency, and water and waste management, will provide business owners with much needed advice and guidance via site visits and group workshops.

"A virtual resource efficiency network will provide ongoing support and, for a number of eligible businesses, free environmental assessments will be available with the possibility of a grant of up to £1,500 to implement the recommendations."



REV-ACTive adopts a proactive approach, targeting businesses with the greatest potential for improvement using the data gathered through the thermal imaging and analysis of business rates.

It is also targeting the geographical area of greatest need, focusing on a one-mile radius along the A11 from the west of Thetford to the western outskirts of Norwich, an area which accounts for approximately 30 per cent of CO₂ emissions in Norfolk.

Over the course of the three and a half year project, an estimated 2,000 small businesses, particularly those in the manufacturing sector, will be helped to access essential products and services, 300 of which will also benefit from the environmental survey and action plan.

REV-ACTive is currently a pilot scheme but, with an estimated 150 tonne reduction in CO₂ emissions and £1.35 million in efficiency savings, it is hoped that the initiative will be replicated across the region and eventually rolled-out across the country.

Joining Breckland Council in delivery of REV-ACTive is Norfolk County Council and Shaping Norfolk's Future. The initiative is also being supported by South Norfolk District Council, Broadland District Council, Norwich City Council, the Carbon Trust, Renewables East and Business Link.

Priority Axis 3			
Funding:	Total Project Cost: £3,218,000 ERDF: £1,255,500		
Solution for Business Product:	Improving Your Resource Efficiency		 
Scope:	Norfolk	Project Duration:	Dec 2009 – Jun 2013
More Information:	Mark Stanton, Breckland Council: 01362 656235 or mark.stanton@breckland.gov.uk		
ERDF Details:	<p>The European Regional Development Fund (ERDF) is a seven-year investment programme part financed by the European Union. Its objective is 'towards low carbon economic growth' in the East of England and €110.9 million has been allocated to our region.</p> <p>The fund aims to help small and medium size enterprises respond to the challenges of climate change and the huge commercial potential behind a low carbon economy.</p> <p>For more information visit w: http://www.communities.gov.uk/regeneration/regenerationfunding/europeanregionaldevelopment/eastengland/ or tel+44 0303 444640</p>		

