



REPORT TO: GREENER STRATEGIC GROUP ON 18 SEPTEMBER 2008

SUBJECT: BUSINESS SEMINAR

BY: DIRECTOR OF DEVELOPMENT SERVICES

1. REASON FOR REPORT

- 1.1 To present general proposals to the Strategic Group for arranging a Business Seminar to discuss and develop good environmental practice in Moray.

2. RECOMMENDATION

- 2.1 **The Greener Strategic Group is recommended to agree the general proposals for a Business Seminar, and to note that further information on the arrangements for the Seminar will be made available to Members of the Group as appropriate.**

3. BACKGROUND

- 3.1 At the meeting of the Greener Strategic Group on 19th June 2008 it was agreed that a report be submitted to the next meeting of the Group on hosting an Environmental Awareness Seminar, to be held in early 2009. This report includes some further proposals for that Seminar.
- 3.2 There is a wealth of good practice amongst local businesses and other agencies in Moray on good environmental business practice. This can cover a range of matters such as energy efficiency, green travel plans, sustainable construction, minimisation of waste and recycling, all of which help to achieve sustainable development practices, but also to reduce expenditure. There are also businesses within Moray which provide goods or services directly related to these topics, and there could be potential for further business opportunities to sustain environmental sound practices in the whole of Moray.
- 3.3 Moray also contains a number of organisations whose role is primarily, or includes, provision of training, advice or other support, and these organisations could help to raise the profile of and increase the use of good business practice for environmental benefits.

4. PROPOSALS

- 4.1 The proposal is that a Business Seminar is arranged for early in 2009, and the agenda could be based on a summary of legislative requirements for businesses.
- Sources of information and advice for establishing good environmental business practice.
 - Any support available, such as finance or other resources.
 - Examples of existing good business practice to achieve environmental outcomes within the local business community and public sector agency.
 - Opportunities for new and additional business services to support local sustainable development and environmental best practice.
 - An opportunity for networking and exchange of information and opinion.
- 4.2 A number of information approaches have been made to potential speakers at the Seminar, including SEPA, CEIM, HIE, and further information will be provided at the meeting of the Group. The event would be organised for an appropriate date in January or February 2009, and a number of locations are being investigated. Whilst costs of the Seminar have not yet been identified, it is likely that partner members of the Strategic Group would be invited to contribute money or other assistance in kind.
- 4.3 Invitations to the Seminar would be sent in November or December 2008, the number of businesses to be invited to the Seminar has not been agreed, this may depend on the choice and capacity of the venue which is chosen. The Seminar could extend over two or three hours, and this may be most appropriate in an evening, with the start of the Seminar including refreshments to encourage businesses to attend. The Seminar could be based on a number of short presentations and thereafter a series of smaller discussion groups on particular topics.

5. SUMMARY OF IMPLICATIONS

(a) COMMUNITY PLAN AND SINGLE OUTCOME AGREEMENT

The Business Seminar would help engage with the business community and involve them in the work of the Strategic Group. The outcomes of the Seminar would hopefully help achieve some of the objectives of the Single Outcome Agreement in terms of reducing waste, increasing recycling, reducing carbon emissions, providing an improved environment for new and expanding businesses, and increasing the level of economic activity.

(b) RESOURCES (FINANCIAL, STAFFING AND RISKS)

The arrangements for the Seminar can be accommodated within the staff resources of the Strategic Group members, but there will be a requirement for a financial commitment to the venue, catering and other expenses of the Seminar.

(c) CONSULTATIONS

The proposals have been discussed with HIE, SEPA, Chamber of Commerce, Federation of Small Businesses, and other members of the Group and further comment on this will be made at the meeting of the Group.

6. CONCLUSION

- 6.1 The proposals for the Seminar will help to meet some of the objectives of the Group in terms of identifying and promoting good environmental practice and additional opportunities for associated local economic development in Moray.**

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Background Papers:

Ref: SH/BDH