



European Union
European Regional
Development Fund



Green Offer

Tairiscint Ghlas

Cáipéis Tagartha – Reference Document

Revision 20.08.2020

1. Introduction

Background

The Green Offer is a grant support which seeks to increase the agility and resilience of client companies to climate change impacts through the development of the capability of staff.

The aim is to help companies to incorporate sustainable practices into the day-to-day running of their business. Better environmental performance leads to improved resource efficiency and direct cost savings and can also increase access to customers who are demanding more environmentally friendly products and services.

Environmental best practice, resource management and embracing the Circular Economy will enable organizations to decrease greenhouse gas emissions, reduce costs, and improve performance.

Environmental sustainability should be integrated into all key business processes (e.g. strategy, supply chain management, operations, product development) and roles (e.g. finance, marketing, purchasing and customer service).

The Green Offer includes the following supports:

1. GreenStart
2. GreenPlus

Document Revision History

20/8/2020	Initial version after decoupling from Lean Business Offer
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2. GreenStart

Overview

GreenStart is a training project of up to 7 days carried out by an external Green Service Provider¹ directly with an eligible company. The aim of the project is to improve the environmental performance of the company thereby increasing the agility and resilience of client companies to climate change impacts.

The assignment will follow a methodology set out by the Enterprise Ireland Operational Excellence Green Team. The project will typically extend over a period of 8-12 weeks.

The grant is intended for companies unfamiliar with or lacking sufficient capability in environmental improvement methodologies.

Eligible projects may include;

- Guidance with basic Environmental / Climate Action Management System
- Guidance with developing a Sustainable Strategy and Action Plan
- Guidance with aligning environmental practices to global/Irish sustainability reporting initiatives, e.g. UN SDG's, Origin Green etc
- Guidance with Life cycle assessment and/or Circular economy thinking

Eligible Costs

Eligible Cost Elements	Eligible Costs	Eligible Grant
External Green Training Advisory Costs	Maximum of €6,300 Based on 7 days Advisory Services where the eligible costs are capped at €900 per day. Actual costs to the company are based on market rates and may be higher.	Maximum of €5,000 Based on a grant rate of 80% of eligible costs.

Eligible Companies

The GreenStart grant is open to companies who:

- are existing and potential clients of Enterprise Ireland or Údarás na Gaeltachta (Small, Medium or Large).
- have the capability and commitment to successfully complete the GreenStart assignment.
- do not already have a Green project under way. A follow-on GreenStart project MAY be approved subject to the project bringing the company on a further significant step up in terms of capability rather than effectively continuing on with similar or closely related work. There is an absolute limit of 3 GreenStart project approvals per company.

Ineligible Companies

- HPSU clients in receipt of EI Investment funding are not eligible for a period of 3 years after the investment.
- Clients of the Local Enterprise Offices are not eligible.

Irish Legal Basis

- Industrial Development Act 1998, Section 7 (Functions of Agency)

¹ More than one provider may be supported where there are complimentary skills required for the project.

EU State Aid Basis

- De Minimis Aid guidelines

Eligible Activities

- Advice and training on the principles and implementation of improved environmental methodologies
- Advice on preparing a client company for a Sustainable Environmental journey.

Application, Assessment and Approval process

Applications may be submitted at any time to Enterprise Ireland (i.e. there is no set call close date). However, applications **should always** be discussed with the assigned Development Advisor prior to submission. Enterprise Ireland clients should use [this link](#) to find their Development Advisor in order to discuss their proposed project. With the agreement of the assigned Development Advisor, applications can be made using the Enterprise Ireland online application system.

Application Steps

1	The relevant Development Advisor (DA) discusses the case with the client company and if appropriate advises the client to complete an online application.
2	The client company is responsible for selection of a Green Service Provider / consultant to carry out assignment by choosing from the Green Service Provider Directory
3	The client completes the application form online and submits. Note that a Financial Data Sheet (FDS) is not required for a GreenStart application
4	A Grant Applications executive generates the draft Proposal for processing through the Online Application Processing System (OAP)
5	The application and proposal is sent to the Green Help Desk for review and approval based on the terms of the scheme.
6	The final approval is through the Line management system by the DA and Department Manager
7	On receipt of Approval, Grant Applications issue the Letter of Offer.
8	On receipt and acceptance of letter of Offer, client engages Green Service Provider/ Consultant to begin GreenStart assignment

Assessment of Applications

The Commercial evaluation and assessment by the DA is based on;

- Value for money for the State taking into account the performance against targets set in previous investments,
- The overall amount of State funding received by the company in the last seven years,
- How the plan is an integral part of the strategic development plan of the company,
- The development needs of the company,
- Previous track record in implementing any previously State funded projects,

The Green Desk evaluation and assessment is based on;

- The proposal being in keeping with the aims and terms of the scheme.
- The Green Service Provider being approved as part of the Green Service Provider directory.
- The eligible costs being in line with the terms of the scheme.

3. GreenPlus

Overview

A GreenPlus project is a medium-scale training project facilitated/supported by an external environmental expert. The aim of the project shall be to develop a high level of environmental management capabilities, drive environmental efficiencies and achieve improved sustainability by establishing and embedding continuous improvement systems and behaviours. This will increase the agility and resilience of client companies to climate change impacts.

In order to support the change process within the company, the grant can also be used to cover part of the salary cost for up to 3 Green project champions over the project duration. The goal of the project champions is to develop and implement environmental best practice within the company by learning themselves and subsequently training others in environmental improvement tools and techniques. The champions will be responsible for driving continuous environmental improvement and efficiency.

Projects may vary in size and scope but will typically be 6 months in duration.

Eligible projects may include;

- Guidance with Environmental / Climate Action Management System to a level compatible with International best practice
- Guidance with developing a Sustainable Strategy and Action Plan
- Guidance with aligning environmental practices to global/Irish sustainability reporting initiatives, e.g. UN SDG's, Origin Green etc
- Guidance with Life cycle assessment and/or Circular economy thinking

Eligible Costs

Eligible Cost Elements	Eligible Costs	Eligible Grant
External and Internal Training and Advisory costs.	Up to €100,000 in eligible expenditure. Actual spend by the company on the project may be higher.	50% of eligible costs up to a maximum of €50,000
External Green Training and Advisory costs provided by one or more Service Providers on the EI directory.	Eligible external training costs are capped at €900 per day. Actual costs to the company are based on market rates and may be higher.	
Trainees' (3 company 'Green project champions') personnel (salary) costs for the hours during which the trainees participate in the training.	Up to 50% of the total project cost, subject to a combined maximum of 250 days with a maximum of 100 days per internal project champion at a maximum supported rate of €200 per day.	

Training Course fees where applicable for specialised external courses that support the project goals.		
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Eligible Companies

The GreenPlus grant is open to companies who:

- are existing and potential clients of Enterprise Ireland or Údarás na Gaeltachta (Small, Medium or Large).
- have the capability and commitment to successfully complete the GreenPlus assignment.
- do not already have a Green project under way. A follow-on GreenPlus project MAY be approved subject to the project bringing the company on a further significant step up in terms of capability rather than effectively continuing on with similar or closely related work. There is an absolute limit of 3 GreenPlus project approvals per company.

Ineligible Companies

- HPSU clients in receipt of EI Investment funding are not eligible for a period of 3 years after the investment.
- Clients of the Local Enterprise Offices are not eligible.

Irish Legal Basis

- Industrial Development Act 1998, Section 7 (Functions of Agency)
- Industrial Development Act 1986, Section 28 (Training grants)

EU State Aid Basis

- General Block Exemption regulation 2014-2020 (Training aid) for SMEs or Large companies

Eligible Activities

Eligible activities relate primarily to training of company personnel either by the external training service provider(s) or by the in-company Green Champions to others within the company. The external service providers may also provide advisory services linked to the training projects (e.g. advice and guidance on training programme implementation and appraisal as well as benchmarking or diagnostics as appropriate).

Training will generally take the form of classroom-based instruction, workshops, demonstrations or simulations. This can also include practical hands-on activities, project-based training challenges and coaching if specified as part of a structured training programme. Training may also be delivered online or remotely using e-Learning, Conferencing, or Virtual / Augmented reality technologies for instance.

For GreenPlus projects, supported training may include;

- applying international environmental best practices and standards to a level compatible with ISO 14001 (Environmental Management Systems Standard), ISO 50001 (Energy Management Standard), ISO 14064 Carbon Management Standard, EWS (European Water Stewardship) or other relevant training around climate change resilience for the company,
- training on Lean or other similar process methodologies,

- specialised external courses that support the project goals such as Sustainability and Climate Change programmes or similar courses in Innovation related topics e.g Circular Economy/Ecodesign. This does not extend to more generic longer courses such as MBA programmes.

Application, Assessment and Approval process

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Assessment of Applications

The Commercial evaluation and assessment by the DA is based on;

- Value for money for the State taking into account the performance against targets set in previous investments,
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- How the plan is an integral part of the strategic development plan of the company,
- The financial track record of the company,
- The development needs of the company,
- Previous track record in implementing any previously State funded projects,

The Green Desk evaluation and assessment is based on;

- The proposal being in keeping with the aims and terms of the scheme.
- The Green Service Provider being approved as part of the Green Service Provider directory.
- The eligible costs being in line with the terms of the scheme.