

Targeting the Sustainable Innovation Opportunities created by the



Publication date: 13th April 2011

65 pages, 32 figures, 6 Appendices

For more information:

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Report Cost: £ 395 exc. VAT

EXECUTIVE SUMMARY

The CRC Scheme aims to catalyse the rapid adoption of energy saving innovations by 2,780 of the largest energy consumers in the UK, referred to as Participants.

The UK Government seeks to achieve this by taxing Participants on their emissions of CO₂ and by creating reputational incentives via the publication of individual carbon footprint data as well as a public league table.

The report provides a detailed analysis of the composition of the Participants in the CRC Energy Efficiency Scheme (CRC), by industry sector covering both Private and Public sector Participants.

The report provides insight into the likely response of these different market sectors to the increased tax on CO₂ emissions and also the reputational risks created by the CRC public league tables.

This insight has been achieved by scoring Participants from these market sectors using a methodology that enables an assessment of a Participant's attitude to the adoption of best business practices in Sustainability and Energy Efficiency.

The report facilitates a comparison of the interest in Sustainability across these Public and Private Sector markets. The Research assesses the CRC Participant's (Target) interest in 4 key indicators for Sustainability, specifically:

- **'Sustainability'** – a measure that reveals general interest in Sustainability
- **'Carbon'** – a score indicating interest in Carbon emissions control and management

- **'Social Awareness'** – an index of the interest level in Social and Environmental Responsibility

- **'Environmental ROI'** – an indicator of the interest in the quantification of additional financial value from investment projects in terms of environmental and social benefits

This analysis provides a useful tool to identify and prioritise the CRC market sector opportunities for energy efficiency and cost savings being created as the Participants seek to comply with this mandatory legislation.

As a result, this report will be of particular interest to four key audiences in developing their strategies in relation to this important Legislation.

- Suppliers of Sustainable, or Energy saving Innovations to the organisations affected by the CRC Participants
- Participant organisations in the CRC Scheme
- Policy makers concerned with ensuring that the Legislation objectives of promoting energy efficiency and thereby improving the UK's energy security are met
- Investors – Businesses, potential partners, fund managers or individuals wishing to identify sustainable sectors with growth potential.

**Bespoke CRC market analysis available on request– for more information,
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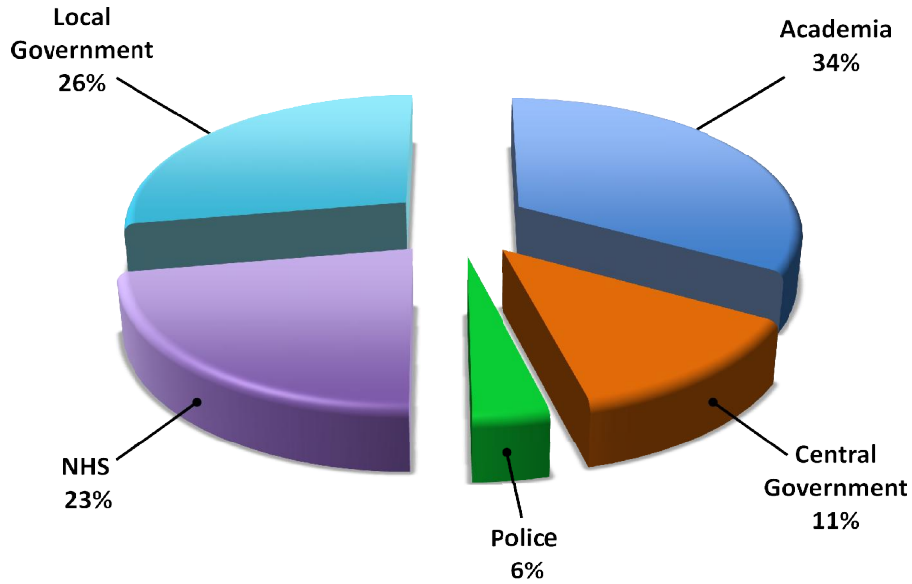
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NB. The Figures presented are NOT the actual data,

they are for illustrative purposes only

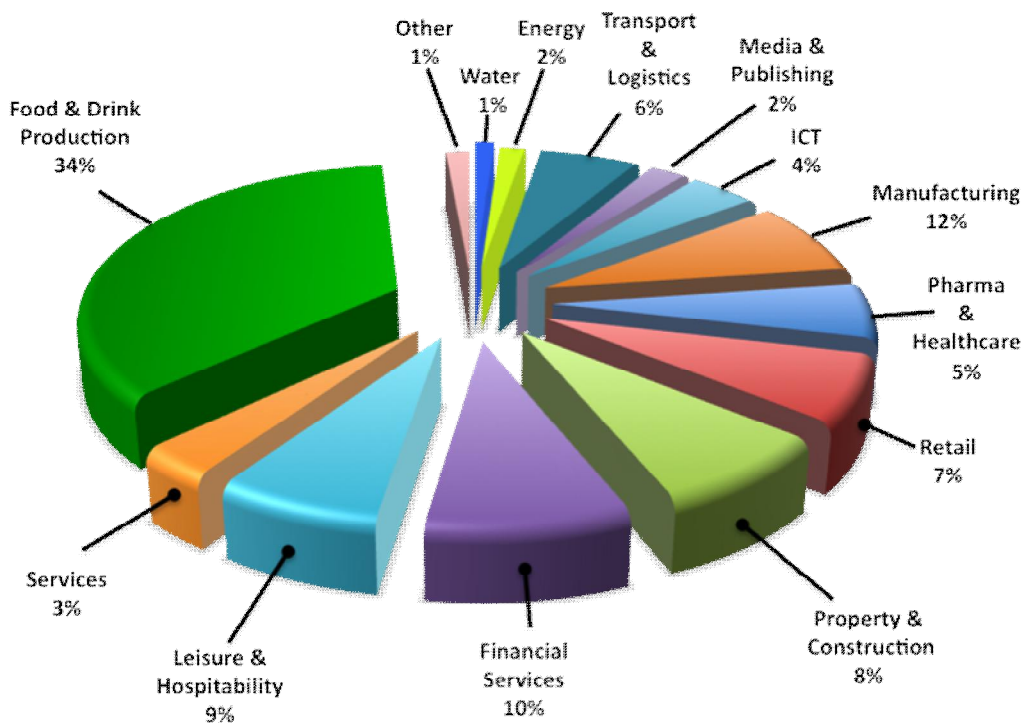
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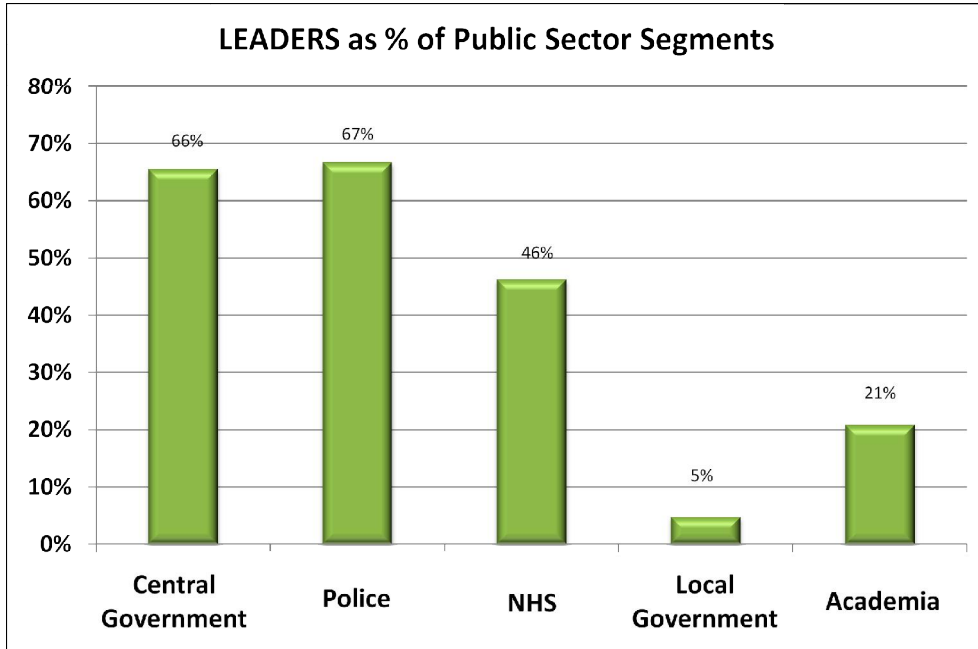
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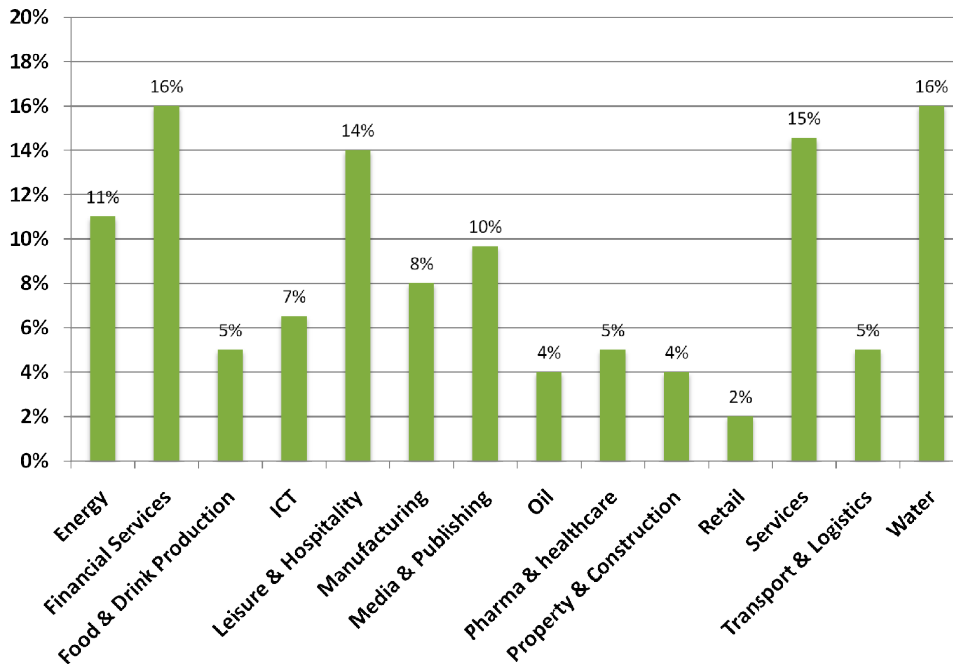
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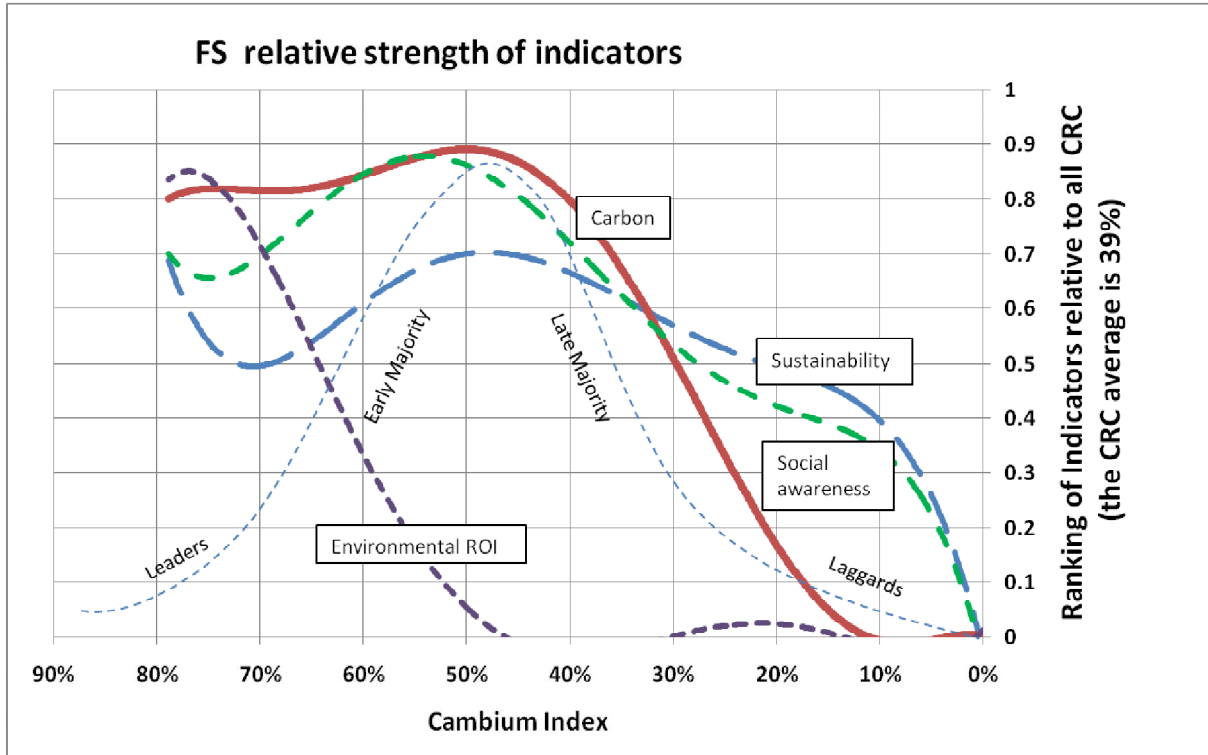
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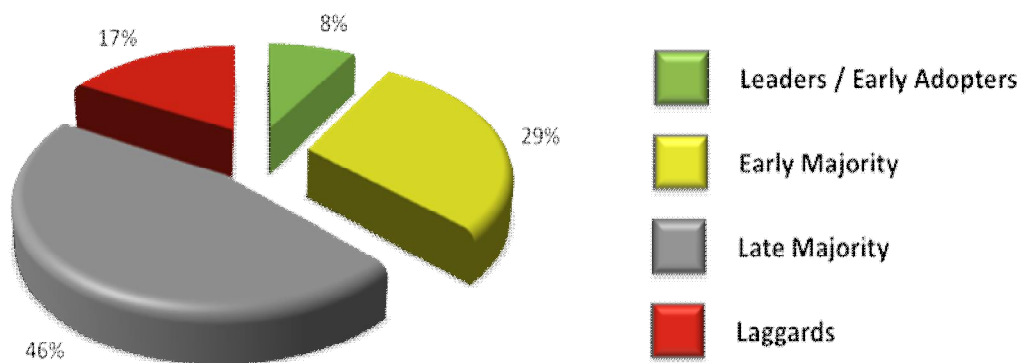
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