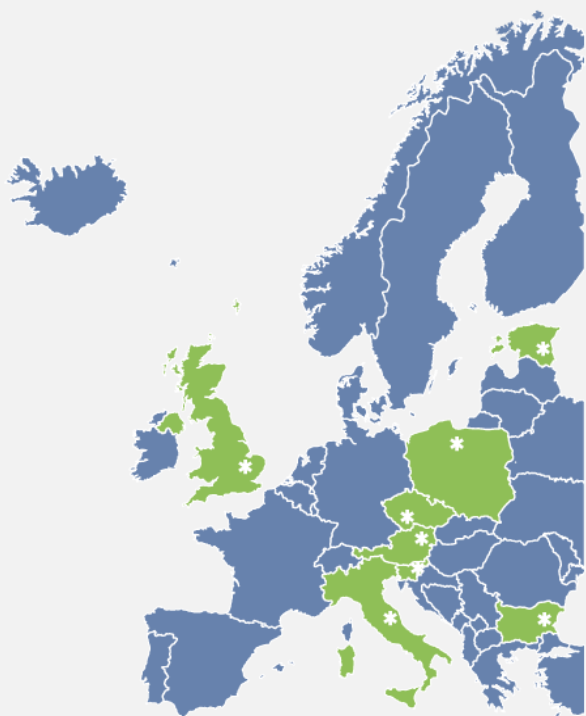


Overview

- **Peterborough: the UK's Home of Environment Capital**
- **IKEA Peterborough – Europe's greenest distribution centre**
- **RECOMMEND: Kick off of Phase 3 in Peterborough in Nov 2012**

To get further information, please visit the project website at: www.recommendproject.eu



RECOMMEND is an INTERREG IVC project running from 1st January 2012 until 31st December 2014. RECOMMEND provides enterprises and public authorities information on instruments and funding schemes for new ecological measures in the business sector.

„Dear Reader,

*In Nov. 2012 the RECOMMEND project team visited the partner region Peterborough in the East of England (75 miles north of London). The region plays a significant role in UK's sustainable policy. In 1992 Peterborough was made one of the four UK Environment Cities. Since then, the city has worked hard to improve its environmental credentials and is committed to become the UK's Home of Environment Capital. Read more in our article **“Peterborough: the UK's Home of Environment Capital”** about the impressive initiatives taken by Peterborough's local government and non-profit organisations in order to ensure that sustainable development make its place cleaner, greener and healthier for its inhabitants.*

*We visited also one of UK's best practice examples in eco-management and eco-innovation, namely the IKEA'S Distribution Centre. This distribution centre is the greenest in Europe. See our article **“IKEA Peterborough – Europe's greenest distribution centre”** and discover how big companies can reduce their global impacts locally.*

*The article **“RECOMMEND: Kick off of Phase 3”** describes how we will integrate all these new experiences in our daily project work. Our working meeting in Peterborough was also the kick off for RECOMMEND's 3rd project phase. Within the next 6 months the project partners will co-operate with external experts and stakeholders in order to specify the instruments and actions on eco-management & eco-innovation which will be designed and implemented in the next project phase. Feel inspired by our articles to do your bit, so that together and with many small steps we can work towards becoming a more responsible society.”*

Ingrid Rozhon
project manager

Peterborough: the UK's Home of Environment Capital



Becoming one of the UK's four Environment Cities in 1992 and the 'Home of Environment Capital' in 2010, Peterborough has since aimed to serve as an example for how other cities can become more sustainable by supporting economic growth that is environmentally conscious. This can be achieved through attracting investments in the "green" sector of the economy, supporting eco enterprises and promoting eco innovation. In its commitment to achieving higher environmental goals, Peterborough is now aspiring to become the UK's

Environment Capital. In the last 20 years, many actions have been taken to improve the city's environmental performance in the process of economic development.

Home to one of the largest clusters of environmental enterprises in Europe, the city presents a platform to over 380 businesses to operate and develop green products and services. The UK Centre for Economic and Environmental Development (UK CEED) has supported this process by heading the [EnviroCluster](#), which offers free business support and networking events for eco-innovative companies. In addition, Peterborough Environment City Trust runs the [Investors in the Environment](#) scheme which is helping over 800 businesses improve their green credentials and achieve accreditation through the scheme. UK CEED is also encouraging innovation in water efficiency through the [Water Innovation Network](#), established in partnership with Anglian Water, the region's water utilities company.



Peterborough City Council together with [Opportunity Peterborough](#), IBM, Green Ventures and Royal Haskoning has developed the world leading [Peterborough Model](#), which visualises the environmental performance of the city on a web-based platform. Further initiatives include the [Green Wheel](#) cycle network (45 miles), the Forest of Peterborough scheme, [Greeniversity](#) offering a sustainable skill share programme and the Energy Supply Company (ESCO). The latter was set up by Peterborough City Council to increase the production of [renewable energy](#) as part of a retrofit programme in the city. During the successful shift towards more sustainable transport modes between 2004 and 2009 the city has witnessed an increase in bus passengers by 35%, walking – by 14% and cycle journeys – by 12%.

Since 1992 Peterborough has embarked on a journey to become the UK's most environmentally friendly city. The collaboration between businesses, the local government and not-for-profit organisations has ensured that sustainable development in the city occurs in all its aspects: economic, environmental and social.

Ina Dimireva
UK CEED

IKEA Peterborough – Europe’s greenest distribution centre

“One of the great highlights was our visit to IKEA’s distribution centre in Peterborough which is one of the greenest in Europe. During this visit we got valuable information what innovative things IKEA have implemented to green their operations and how Peterborough’s Investors in the Environment scheme has helped them to improve their environmental management processes. Everyone of us was deeply impressed by this success story and hopefully also inspired for future activities in their own region”, emphasises DI Peter Obricht, Head of Department of Environmental and Energy Economics of Lower Austria’s state government.



IKEA, has established its greenest distribution centre in Peterborough. Its sustainability credentials have been improved significantly through sustainability training for all co-workers, optimising waste recycling, using renewable energy resources and sustainable materials.

Sustainability training

The IKEA distribution centre provides sustainability and recycling training for all its co-workers and provides them with sustainable travel and energy-saving advice. Personnel involvement and education is one of the key aspects ensuring that sustainability is achieved at all levels of a company’s organisation.



Zero landfill waste

Recycling banks in the centre’s car park allows 93% of all waste to be recycled on site. As a result, IKEA’s distribution centre in Peterborough produces zero waste to landfill. Such efficient waste management reduces the impacts on climate change by minimising greenhouse gas emissions from the waste sector.

Renewable energy

Offices in the IKEA distribution centre in Peterborough are heated and cooled by geothermal energy, while solar thermal is used for all water heating. IKEA produces 12% of all its electricity needs, with 250,000 solar panels installed on IKEA stores and buildings across the world and 110 wind turbines owned and operated globally.

Sustainable materials

IKEA’s policies require that 100% of their wood complies with their forestry requirements and 16% of their total wood use is certified by the Forest Stewardship Council (FSC). In addition, sustainable cotton also represents a considerable proportion of total cotton use.

Ina Dimireva
UK CEED

RECOMMEND: Kick off of Phase 3 in Peterborough in Nov 2012

Within the next 6 months the project team will co-operate with external experts and stakeholders in order to specify the instruments and actions how to improve eco-management and eco-innovation

On 27th and 28th Nov 2012 RECOMMEND held its 2nd Working Summit in Peterborough (UK). This meeting initiated the 3rd project phase (Jan-June 2013). The main focus of this working phase is to co-operate with external experts and stakeholders in order to specify new instruments and actions for improving eco-management and eco-innovation. According to their regional interests /needs the RECOMMEND project team formed three working groups on the following topics:

- **eco-voucher schemes**
- **eco-management practitioner networks**
- **cluster initiatives for eco-innovation**

The output of the Thematic talks were the above three topics which were conducted by partners with their regional stakeholders and policy makers during project phase 2 (July – Dec 2012). In this project phase it is the task of each single working group to decide what kind of information and support they need from which external experts in order to develop new or to improve already existing instruments and actions. It is up to each single working group to decide which methods they use in order to get the required information. Their activities can range from organising study tours to best practice examples, inviting experts as key note speakers to regional events, reading specialist literature and contracting.

The gained knowledge will be an invaluable input for creating the foreseen 3 pilot actions which will be prepared and implemented in the next RECOMMEND project phases (July 2013- Dec 2014).

To find out more visit: www.recommendproject.eu/events



RECOMMEND NEWS



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For further information about the RECOMMEND project, please contact:



Barbara Nährer
RECOMMEND Lead Partner, project supervisor
Lower Austrian Regional government, Office
Department of environmental and energy economics
Landhausplatz 1 / Haus 16, A-3109 St. Pölten, AUSTRIA
Phone: +43/2742 9005-14585
barbara.naehrer@noel.gv.at



Ingrid Rozhon
RECOMMEND Project manager
Lower Austrian Regional government, Office
Department of environmental and energy economics
Landhausplatz 1 / Haus 16, A-3109 St. Pölten, AUSTRIA
Phone: +43/676 5014 960
Ingrid.rozhon@noel.gv.at



Benjamin D. Kuscher
RECOMMEND Senior Consultant
ConPlusUltra GmbH
Burggasse 116, 1070 Vienna, AUSTRIA
Phone: +43/676 3523369
benjamin.kuscher@conplusultra.com

