



## Resource efficiency – it's the business Encouraging East Midlands-based SMEs to take action

### At a glance

- Client: East Midlands Development Agency (*emda*)
- Type of project: Resource efficiency campaign
- Duration: 12 months
- Techniques: Communications/Press & PR

The aim of this project was two-fold: to increase the propensity of small to medium-sized enterprises (SMEs) in the East Midlands to see the financial benefit of acting on resource efficiency; and to raise awareness amongst SMEs of the free resource efficiency services - such as diagnostics, advice and signposting to potential funding - available in the region through Business Link.

### Sound advice

Working closely with the Bristol-based design agency Proctor and Stevenson, Resource Futures co-ordinated the development of two visually striking concepts for each of the following industry sectors: agriculture, construction, food & drink and healthcare. Tactics included: display panels, leaflets and postcards for use by Business Link advisers at meetings and events; direct mail; advertisements (see below) and flexible electronic materials for use on the web and in e-newsletters, as well as comprehensive press/PR activity.

### Good business sense

One of the most innovative aspects of the campaign was the promotion of resource efficiency as a financial benefit to business, rather than simply an environmental one: appealing to the target markets' motivations and representing an important shift in the way resource efficiency issues had been communicated in the past.



Environmental guilt doesn't work to encourage SMEs to take action. The business case, profits and results within a short timeframe are the key drivers. Using existing communications channels already received by the SME audience is a cost effective way of broadcasting information. ”

### Outputs

Direct mail to almost 30,000 SMEs  
60,000 mailers for future Business Link use  
Six Business Link events, attracting 210 SMEs  
10 piggy-back events, reaching 220 SMEs  
294,173 campaign advert appearances  
404,060 newspapers circulated with details  
500 resource efficiency diagnostics  
1,815 direct enquiries to website  
75 direct enquiries to enquiry hub

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Resource Futures provides specialist resource management solutions to local authorities, government agencies, private sector companies and third sector organisations.