

Business event feedback from facilitator groups

Summary - The presentations were well received, with positive comments about the aims of the project. There was a significant interest in one-to-one visits from some companies who attended the event. Also, companies that were interested in the project but unable to attend have requested further information, which may also lead to follow up visits. The feedback from the event, along with ongoing engagement will assist greatly as the project development process continues.

Key points:

- Need for scheme to be easy to use, flexible and have menu of products on offer
- Simple message that company decision makers can link to corporate strategy
- Provide clear and concise costs to factor project into any corporate strategy
- Variety of options needed to suit individual businesses
- Contribution to the scheme need to be affordable for businesses of all sizes
- Woodland creation should also be linked to future growth areas
- Participation in a local project that tackles climate change and creates public interest offers tremendous opportunities to publicise companies
- Project has tangible benefits for local communities and sustainable timber production
- Important means of increasing tourism in the area
- Important for participation and co-operation with NHS for health and well being
- Suggestion that NHS and Local Authorities support by contributing a percentage of car park fees to the project
- Opportunities for employees to be involved in the management of RFfL sites
- Opportunity to support SME's on the environmental impact of their activities, develop environmental policies and identify impact of energy use for their businesses
- The establishment of this privately funded pilot scheme will demonstrate to other businesses how the project can benefit them
- Some companies see CSR as a good way of attracting the best graduates
- Some businesses have CSR /environmental policies in place but don't know how to practically deliver them – RFfL provides this opportunity
- RFfL can support Anglian Water's work on catchment sensitive farming
- Dedicated website seen as a practical means of publicising investors
- Prepares for upcoming financial implications of carbon reporting and taxation
- Demonstrates companies' environmental awareness and engages their employees
- Has potential to engage multinational companies to demonstrate their commitment to the environment and local economy
- RFfL offers support to companies through their environmental management systems
- Establishes how to save energy and money along with the opportunity to become carbon neutral through woodland creation
- Supports objectives of the UK Carbon Plan to reduce energy usage and improve land management