

# Appendix D

## MaCaW Project – Brief Outline

In simple terms it is a 4 stage project:

- Stage 1 is a series of workshops and conferences for SMEs to attend in order to learn about the benefits of carbon reduction in their business, possible solutions etc.;
- Stage 2 involves 12 hours of support to the business where we will provide an in-depth audit based on the lifecycle thinking model (we will go out to the business, complete energy audit, water audit, waste audit) followed by an action plan;
- Stage 3 involves 50% match funding grants (up to £8k) for relevant equipment;
- Stage 4 involves monitoring and support.

Not all businesses will go through all stages of the programme – many will just go through stage 2 and not be eligible for a grant, for example. The general overview of the project is below:

Project MaCaW is an academic/industry collaboration designed to assist Lancashire SMEs to overcome the challenges and barriers in moving towards a low carbon economic model. This project aims to engage Lancashire SMEs in implementing low energy practices and processes to reduce their carbon burden, as well as making cost savings to their organisation.

### **Who is it for?**

To benefit from the MaCaW project your business must meet the following eligibility criteria:

- Located in the Lancashire region
- Trade business to business (B2B)
- Employ 250 employees or less
- Have either an annual turnover that is equal to or less than 50million Euros or a balance sheet total that is equal to or less than 43million Euros

### **What will this involve?**

The MaCaW project will work with SMEs across sectors to identify and prioritise these opportunities. This will be achieved through implementation of energy efficiency measures (energy plans), investment in low carbon technology and diversification of resources into low carbon goods. In Integrating Life Cycle Thinking (LCT) with the Green House Gas Protocol, we will assist organisations to manage and report their emissions effectively. This will assist Lancashire to reduce its overall carbon emissions and contribute to the UK carbon target.

### **How will it benefit my business?**

The MaCaW project will:

- For eligible SMEs a 50% match funded grant for the purchase of low-carbon technology is available - value up to £8k (grant)
- Increase energy efficiency within SME organisations and thereby reduce CO<sub>2</sub>e emissions
- Identify potential areas where low carbon technology can be installed to reduce CO<sub>2</sub>e emissions
- Identify opportunities for product diversification into low carbon products
- Support re-engineering of productive processes reducing carbon burden  
Reduce Lancashire SMEs' carbon footprint