

# PeSCoS

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**PeSCoS**

## **D4.5 Certification Scheme**

Version 1 – 10/11/2011

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<b>Project</b>	Personalised Sustainability Coaching for SMEs - PeSCoS		
<b>Author(s)</b>			
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Education and Culture DG

Lifelong Learning Programme

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## Revision History

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(\*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

## Referenced Documents

ID	Reference	Title
1	510344-LLP-1-2010-1-GR-LEONARDO-LMP	PeSCoS Proposal
2	510344-LLP-1-2010-1-GR-LEONARDO-LMP	Evaluation Comments

## Applicable Documents

ID	Reference	Title
1	FAVINOM Consultancies QMS	Quality Management Procedures

FAVINOM Consultancies	Deliverable: D4.5
PeSCoS	Version: 1
D4.5 Certification Scheme	Issue Date: 10/11/2011

## Executive Summary

This document forms the D4.5 Certification Scheme for the Implementation of the PeSCoS Project (henceforth, "Project").

The PeSCoS project concerns the implementation of a personalised training system for SMEs to be able to eliminate their unsustainable ways and embrace new, greener habits. The aim is to offer personalised training to SMEs on the amount of carbon, energy, Euros and other resources they expend through hundreds of choices and daily actions in an effort to diminish their negative impact on the earth. Following the completion of the training, SMEs will have a personalised unsustainable ways withdrawal plan.

The content that will be developed to support the training system that will be designed will offer businesses practical advice for cutting down energy and water usage and reduce their environmental impact. At the heart of the training system will be an environmental "genie" which will guide the SMEs so as to provide the necessary inputs with respect to the characteristics of their business (e.g. recycling system, heating system, etc.). Following the provision of all the necessary information, the "genie" will produce a detailed report explaining to the SME how to cut costs and turn its business greener. The training system will be geared to small and medium businesses looking to save money, be less harmful to the environment and create a "strong environmental brand ethos" amongst customers and staff.

The PeSCoS project is co-funded by the Education and Culture DG under the Lifelong Learning Programme, LdV Multilateral Project, Development of Innovation

The present document comprises the definition of the PeSCoS certification scheme. It describes the three certification levels and the certification process for obtaining the PeSCoS website badge. The three levels will correspond to the actual carbon emission reduction numbers achieved by an SME after the application of the various actions.

FAVINOM Consultancies	Deliverable: D4.5
PeSCoS	Version: 1
D4.5 Certification Scheme	Issue Date: 10/11/2011

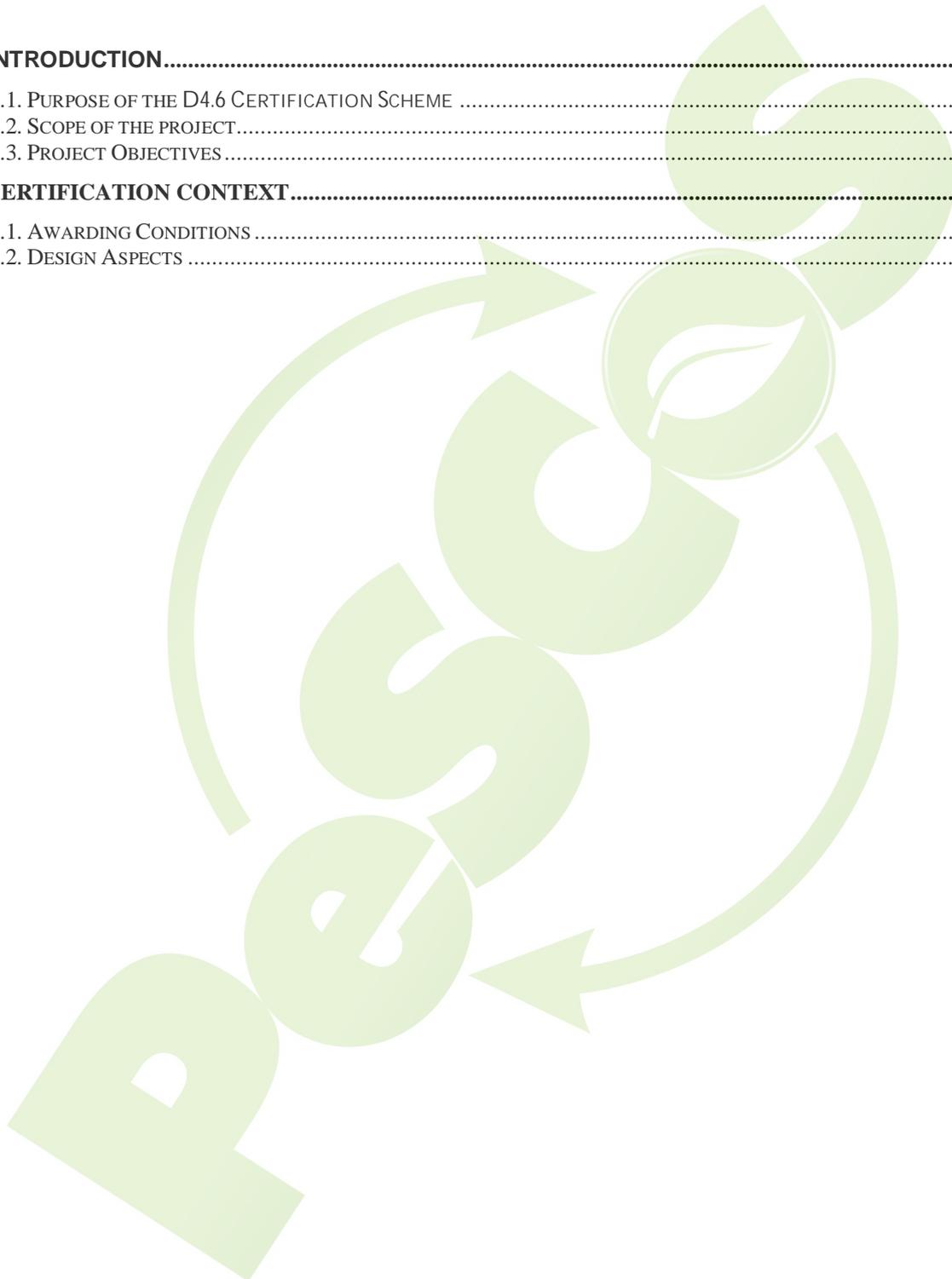
## Document Glossary

Term	Description
AT	AVACA Technologies
ATejo	AREANatejo
CBT	Computer Based Training
CIS	Communication Information System
Consortium	The various entities that have partnered for the current project
CPM	Coordinator's Project Manager
EAC	Education, Audio Visual and Culture
EM	Eurocrea Mercant
EU	European Union
FC	FAVINOM Consultancies
FT	FUNDITEC
PKO	Project Kick-Off
PM	Project Manager (Coordinator)
PQP	Project Quality Plan
QA	Quality Assurance
TBD	To Be Defined
TUL	Technical University of Lodz
WBS	Work Breakdown Structure
WD	Working day(s)
WZK	Wij Zijn Koel

FAVINOM Consultancies	Deliverable: D4.5
PeSCoS	Version: 1
D4.5 Certification Scheme	Issue Date: 10/11/2011

## TABLE OF CONTENTS

<b>1. INTRODUCTION.....</b>	<b>6</b>
1.1. PURPOSE OF THE D4.6 CERTIFICATION SCHEME .....	6
1.2. SCOPE OF THE PROJECT.....	6
1.3. PROJECT OBJECTIVES .....	6
<b>2. CERTIFICATION CONTEXT.....</b>	<b>8</b>
2.1. AWARDING CONDITIONS .....	8
2.2. DESIGN ASPECTS .....	9



FAVINOM Consultancies	Deliverable: D4.5
PeSCoS	Version: 1
D4.5 Certification Scheme	Issue Date: 10/11/2011

## 1. Introduction

### 1.1. Purpose of the D4.6 Certification Scheme

The purpose of the current deliverable is to describe a simplistic certification scheme, as a simple award to motivate SMEs to try the personalised course and apply the actions to their business.

### 1.2. Scope of the project

The PeSCoS project concerns the implementation of a personalised training system for SMEs to be able to eliminate their unsustainable ways and embrace new, greener habits. The aim is to offer personalised training to SMEs on the amount of carbon, energy, Euros and other resources they expend through hundreds of choices and daily actions in an effort to diminish their negative impact on the earth. Following the completion of the training, SMEs will have a personalised unsustainable ways withdrawal plan.

The major tasks of the project are the:

- Sustainability auditing, needs analysis and the unsustainable ways withdrawal planning;
- Development of the training material;
- Implementation of the PeSCoS training system;
- Pilot operation and assessment of the project;
- Dissemination and exploitation of the project results.

### 1.3. Project Objectives

At the core of the training system will be a carbon footprint calculator capable of utilising regionally specific datasets reflecting the types of energy, money and other resources businesses consume because of their choices and operational ways.

The process will start by calculating the current carbon footprint and producing a detailed report comprising all the appropriate actions that will turn the business greener. The actions will be divided into categories such as the ones below:

- Simple actions that can be implemented immediately without requiring an investment;
- Simple actions that can be implemented immediately, but require an investment;
- Actions that have prerequisites (other actions need to be implemented first), but require no investment;
- Actions that have prerequisites and require an investment.

Each action will be explained in detail, it will include a time plan and cost estimate (if applicable) for its implementation and a detailed description of the associated reduction in energy consumption or otherwise and costs.

FAVINOM Consultancies	Deliverable: D4.5
PeSCoS	Version: 1
D4.5 Certification Scheme	Issue Date: 10/11/2011

The SME will be prompted to select the actions that they wish to implement and the time frame for the implementation indicating the size of the business and whether cost or total return on investment is more important.

The software will enable SMEs to develop highly customized energy-reduction plans with many different options and the curriculum will be divided in modules depending on the energy consumption category being tackled.

PeSCoS strategy is to reach its target audience (small and medium sized businesses) mostly by going through influential institutional intermediaries, especially utilities, which can reduce overall energy consumption and possibly avoid having to build new power plants by offering the training system to their customers.



FAVINOM Consultancies	Deliverable: D4.5
PeSCoS	Version: 1
D4.5 Certification Scheme	Issue Date: 10/11/2011

## 2. Certification Context

As stated by PeSCoS partners during the Barcelona meeting, it is not eligible to claim that the tool will make a full-proof calculation of the carbon footprint before and after the application of actions for its reduction and as such it is not in the best interest of the project to claim any kind of “certification” in this respect.

Instead, it is more appropriate to make a specialization of the website badge idea. Based on this concept a website badge design was presented in three different ‘flavours’ (bronze, silver, gold) and it remains to be defined which will be the conditions for being awarded the badge (most likely based on CO2 reduction percentage).

As discussed by the partners, the badge should be part of the final report issued by the PeSCoS tool.

### 2.1. Awarding Conditions

The awarding of the website badge will be based on CO2 reduction percentage achieved, as follows:

- 5% to 15% - Bronze



- 16% to 25% - Silver



FAVINOM Consultancies	Deliverable: D4.5
PeSCoS	Version: 1
D4.5 Certification Scheme	Issue Date: 10/11/2011

➤ > 26% - Gold



## 2.2. Design Aspects

The final screen should present the final reduction percentage and a progress bar.

The SMEs should receive the action plan via email through an option:

- Registered SMEs to the email they provided with registration
- Unregistered SMEs should be prompted to provide email address.

The report on the action plan should include reporting on the completed actions, it should be standardised, maybe 1 page, include the classification with the PeSCoS badge and provide for some kind of twitter integration for visibility (tweet when a badge is awarded). The report may have a unique ID and the site may offer an ID validation mechanism.

Consider also the inclusion on the website of a PeSCoS badge area listing SMEs with the badge and linking to their websites.

The CSR Netherlands institution runs an online assessment platform for SMEs with more than 2000 companies already in its database. For sustainability reasons it is important to determine how well the final report of the PeSCoS tool can be aligned to this platform.

The connected actions information from the actions excel and the investment info should be incorporated on the view information section of the actions.

FAVINOM Consultancies	Deliverable: D4.5
PeSCoS	Version: 1
D4.5 Certification Scheme	Issue Date: 10/11/2011

Transport Electricity Heating Recycling Overview

### Current Status

	Footprint Score	Optimal Energy Reduction	Last time's Reduction	Actions' Achieved Reduction
Transport	6276.60	6266.85	6276.60	6266.85
Electricity	796.80	796.80	0.00	679.54
Heating	6635666.40	2750711.82	0.00	4976749.80
Recycling	13254200.00	5650000.00	0.00	12860537.01

Total completed actions: 22      Total remaining actions: 32  
(Total Reduction: XX %)

### Recycling (Current Reduction: XX %)

Completed Actions	Remaining Actions
<input type="checkbox"/> Action	<input type="checkbox"/> Action
<input type="checkbox"/> A waste management policy is based on goals ...	<input type="checkbox"/> As a generator of waste from the various activit...
<input type="checkbox"/> The existence of a contract for waste collection...	<input type="checkbox"/> Whenever possible, the physical elimination of p...
<input type="checkbox"/> Sludge from Wastewater Treatment Stations (W...	<input type="checkbox"/> The business world can no longer be indifferent...
	<input type="checkbox"/> The business world can no longer be indifferent...
	<input type="checkbox"/> Paper overusing has as main consequence the L...

Current situation

Classification based on total reduction percentage:  
 - 5 to 15%  
 - 16 to 25%  
 - > 26%

SME Classification according to PeSCoS

XX % reduction:

Maybe do not display classification by default. Make it clickable and collapse on click?  
 Or else maybe make clickable the Total Reduction and then collapse the classification



**Note:**  
 PeSCoS does not claim to make a completely accurate calculation of the carbon footprint before and after the application of the reduction actions as this is not entirely possible. PeSCoS delivers relatively accurate estimates which are used as the basis for the PeSCoS classification of the SMEs

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