

Nobel House
17 Smith Square
London SW1P 3JR

11 February 2009

Dear All,

RESOURCE EFFICIENCY CAMPAIGN

I am writing to let you know about the Defra/DECC resource efficiency marketing campaign aimed at small and medium sized enterprises. The campaign, which launches this week, aims to raise awareness of energy and resource efficiency and the support provided to business by Government. This forms part of the cross-government 'Real Help for Businesses Now' campaign launched last month which highlights the help available to business to help them survive the economic downturn.

Our research has shown us that significant numbers of UK businesses are not taking advantage of relatively straightforward changes they could be making that would improve their resource efficiency and save them money. With this in mind, we have consulted with both delivery bodies and a business insight group to develop a resource efficiency campaign centring on 'Top Ten Tips'. The tips aim to highlight simple (no/low cost) actions to businesses on how they can improve their resource efficiency, do their bit for the environment and cut down on bills.

Please take a look at the 'Top Tips' webpage at: www.businesslink.gov.uk/savingmoney

The tips give advice on how businesses could save money and use less by making quite simple changes in the way they use resources such as energy and water and how they handle waste. These practical tips which are easy to follow will help to make both cost and deliver environmental benefits. Our campaign will roll throughout February and March with further online, print and radio marketing activity targeted at sector specific audiences. This complements Business Link's extensive existing material, and links to support offered by delivery bodies Carbon Trust, Envirowise, WRAP and the National Industrial Symbiosis Programme (NISP). I would encourage you to forward details of this campaign to your members or stakeholders who could benefit from the information.

If you have any queries about the campaign, please contact Trudie Mansfield
(Email: trudie.mansfield@defra.gsi.gov.uk T: 0207 238 1039).

Yours faithfully,

LORD HUNT OF KINGS HEATH

Minister for Sustainable Development and Energy Innovation