



News Release

8th March 2010

Free breakfast seminars to help West Midlands' businesses save money

Businesses in the West Midlands interested in saving money and increasing their performance, are invited to attend a series of free breakfast workshops.

The workshops will provide businesses with practical advice and recommendations to identify savings and increase revenue by minimising their waste. The seminars will also provide techniques on how to integrate a resource efficiency strategy into a new or existing Environmental Management System.

The breakfast workshops, in association with Business Link West Midlands, will be delivered by leading energy and climate change consultancy, AEA. Simon Drury, senior resource efficiency expert at AEA, comments,

“Businesses across the West Midlands have the potential to make significant cost savings. Many businesses are unsure exactly where their waste costs occur, or how to manage it. These interactive workshops will provide practical advice to help businesses measure and manage their resource efficiency, and secure cost savings in the long-term.

“The principle is simple –businesses can increase their profitability by improving their efficiency. With many businesses still feeling the impacts of the recession, and grappling with increased environmental legislation, now is the right time to act.”

The workshops take place on the following dates:

Resource Efficiency and Waste Mapping

Wednesday 24 March - Oak Tree Conference Centre, *Coventry, Warwickshire*

Thursday 25 March - Grays Hotel and Conference Centre, *Telford, Shropshire*

Tuesday 30 March - Bethel Convention Centre, West Bromwich

Wednesday 31 March - Stoke City FC, Stoke-on-Trent, Staffordshire

Resource Efficiency and Environmental Management Systems - An Integrated Approach

Tuesday 20 April - Grays Hotel and Conference Centre, Telford, Shropshire

Wednesday 28 April - Worcester Racecourse, *Worcester*, Hereford/Worcestershire

- this event is being held in conjunction with WEBG

Wednesday 19 May - Woodside Conference Centre, Kenilworth, Warwickshire

Wednesday 2 June - Stoke City FC, Stoke-on-Trent, Staffordshire

Tuesday 8 June - Bethel Convention Centre, West Bromwich

To find out more and to book a place, please contact Amy Williams, Event Manager on Tel: 0870 190 8153 or email amy.williams@aeat.co.uk quoting which event you would like to attend.

You can also find more information from visiting the event pages on the Business Link West Midlands website: <http://www.businesslinkwm.co.uk/>

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For more information contact:

Jo Wheeler – AEA PR Manager – 0870 190 2799/ jo.wheeler@aeat.co.uk

About AEA

AEA is one of the world's leaders in energy and environmental consultancy and information management. The company operates in the UK, Europe, the US and China advising the UK Government, the EU and major private sector organizations in energy and climate change, air and water quality, risk management, resources and waste, sustainable transport and knowledge transfer.

AEA manages the UK government's Envirowise project, one of the world's largest resource efficiency programmes and provides carbon management expertise to many of the UK's largest private sector organisations.

AEA is voted Number One Consultancy for Climate Change and Renewables by industry consultants (Edie surveys 2006, 2007, 2008 and 2009).

For further information please visit www.aeat.co.uk.

About Business Link West Midlands

Business Link West Midlands (BLWM) is here to offer support to the region's businesses to start-up, develop and grow.

We work with business start-ups and established companies to deliver measureable impact on their performance and hence close the £13bn economic output gap between our region and the rest of the UK.

Our expert business advisers work with clients to review critical business processes, skills and leadership and provide access to a sophisticated range of support services and solutions to help businesses achieve their goals and aspirations.

In 2007 / 08 BLWM advised over 71,000 businesses. For further information see <http://www.businesslinkwm.co.uk> or contact us on 0845 113 1234