



Green Economy

# Annual Impact Report 2024



Funded by  
UK Government

**GREATER  
MANCHESTER**  
DOING THINGS DIFFERENTLY



West  
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Combined  
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**YORK**  
COUNCIL

# Building a greener, net zero economy, powered by local suppliers.

Green Economy provides end-to-end support to businesses as the UK transitions to net zero. Through a range of services including access to training and events, market intelligence and sales opportunities, Green Economy (GE) is dedicated to supporting businesses to decarbonise and improving the competitiveness of the green technologies and services sector by helping firms seize new market opportunities and overcome barriers to growth.



## Impact report

In this report we highlight key achievements during 2023/2024.

### HIGHLIGHTS

- Continuation of business support programme on behalf of Greater Manchester Combined Authority funded by UK Shared Prosperity Fund and Bee Net Zero to March 2025.
  - providing business support programmes to accelerate growth of green supply chain
  - corporate decarbonisation
- Award and launch of Decarbonisation for York Businesses on behalf of York City Council funded by UK Shared Prosperity Fund to March 2025.
- Award and launch of Green Tech Sector Development programme for West Yorkshire Combined Authority. Funded by UK Shared Prosperity Fund to March 2025.
- Appointed delivery partner of Greater Manchester Combined Authority's Local Energy Advice Demonstrator, focused on engaging local supply chain.
- Research and development of Local Government Authority 'Identifying and promoting green growth opportunities for local authorities' report.



# Green Economy business impacts

Green Economy has engaged with 6,899 businesses in the 2023-24 financial period.



## DECARBONISATION OF THE BUSINESS BASE

Green Economy works with businesses to help them better understand their role in delivering net zero. Our teams develop and support delivery of carbon reduction strategies via training, workshops, resources and consultancy support, all focusing on accelerating corporate decarbonisation to achieve the net zero ambition. Our work has led to:

- 6251 businesses engaged with to accelerate actions against net zero
- 5,785 accessed our online resources
- 161 received 1-1 support from an advisor
- 305 attended an event or workshop
- 58 individuals upskilled to take action within their organisations
- 918.64 tCO<sub>2</sub>e saved – total carbon savings achieved from business support

## IMPACT IN ACTION

### Air Handlers, Salford



Green Economy supported a Salford-based manufacturer make carbon savings of 12 tonnes CO<sub>2</sub>e per annum.

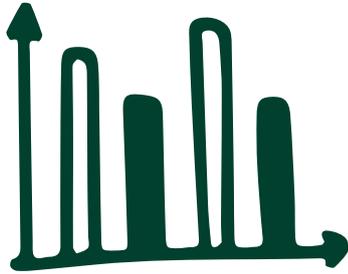
Air Handlers Northern (AHN) worked with Green Economy to demystify the decarbonisation process and refine their action plan. This support gave a clear business case to install solar on their premises. Green Economy helped the business to secure a local supplier, coordinating face-to-face introductions and consultations.

The 60kW solar system reduced their grid reliance by almost 50 per cent, with forecasted annual carbon savings of 12 tonnes CO<sub>2</sub>e per annum, and a payback period of two/two and a half years.



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## GROWING LOCAL GREEN TECH SUPPLY CHAINS

- More than 600 green tech businesses supported to improve competitiveness
- 121 received 1-1 support from an advisor
- £404,440 sales brokered and £5.17m sales opportunities shared with green tech suppliers
- 20 businesses supported to enter new markets

## IMPACT IN ACTION

### Edge EPC

Edge EPC specialise in optimising the energy efficiency of domestic properties, cutting carbon footprints and energy bills for their clients. They approached Green Economy for support growing their businesses.

## OUTCOMES

- Connected to GM wide projects including Feel the Benefit and Your Homes Better - resulting in a number of successful projects and leading to an increase in turnover for Edge EPC
- Conducted in-depth competitor analysis - used to inform their routes to market, accreditations and website content
- Review of environmental policy and advise on structure and how to communicate it



**The Green Leaders workshops helped us to streamline a clear business plan and marketing strategy. We place strong emphasis on social value at Edge, so it's great to have the tools to communicate this to our clients and place social value at the core of our marketing.**

