

Laneks steers its staff to energy saving success



Donate Your Energy provided an ideal way to help motivate people to save energy and also support the excellent work of the National Drugs Prevention Association. We are delighted that this exciting initiative has been a success and will contribute to drugs prevention and also reduce carbon dioxide emissions from our operations.

Jurijs Ashomkins, Laneks Technical Director

HIGHLIGHTS

- Energy savings of € 5 860 on electricity, gas and water.
- Donation of € 1 465 to the Latvian National Association against Drug Abuse and Drug Trafficking, from energy savings.
- Technical and other support provided by the Social Economy Foundation, Latvia.
- Energy saving campaign implemented in 4 different locations: 3 client service points and the main office.



SUMMARY

When Laneks were offered the chance to cut energy costs and contribute to good causes at the same time, they grasped the opportunity. Approached by Donate Your Energy (DYE) managers, the Social Economy Fund (SEF), donating a proportion of energy savings to good causes seemed like the perfect opportunity to combine the company's corporate social responsibility and climate change agendas.

About Donate Your Energy

Donate Your Energy is a scheme to help companies cut their energy bill by providing incentives to staff to save energy. The incentive provided is that the company agrees to donate a proportion of the energy cost savings to a charity/ies selected by the staff. In this way staff feel that they are contributing something to the greater good instead of just saving energy to save the company money.

Background

Established in 1992, LANEKS is one of the largest tyre, wheel and accumulator suppliers in the Baltic, with a turnover in the region of €9 million. The company signed a Covenant Agreement in early 2009 and agreed to run a Donate Your Energy awareness campaign and donate 25% of energy saved to the Latvian National Association against Drug Abuse and Drug Trafficking. SEF provided technical and other support to the project.

With four retail and service centres and one exclusive showroom in Riga, Laneks prides itself in having modern hi-tech equipment and qualified staff who deliver a professional service of the highest standard.

From its foundation, LANEKS has continuously applied up-to-date management techniques, including modern methods

of staff motivation. When informed about Donate Your Energy, LANEKS management was keen on the concept.

The situation

Previous successful co-operation between LANEKS and SEF provided the ideal foundation for implementing Donate Your Energy in the company. The severe economic and financial crisis in Latvia also pushed many companies to look for additional internal sources of savings, including energy saving.

With an energy bill of € 58 800, the leading in tyre and wheel supplier in the Baltics had sufficient room for cutting back on expenditure. Among the main opportunities for energy saving were lighting, heating, water consumption, building ventilation, computers, office equipment and electricity for non-critical work processes in the area of tyre recovery.

The destination charity for energy saving donations was chosen as a result of the initial discussions with the representatives of all the departments involved. LANEKS management proposed several options based on previous co-operation with charities and the National Association against Drug Abuse and Drug Trafficking was chosen in agreement with the staff.



The National Association against Drug Abuse and Drug Trafficking was the destination for savings

Actions taken

Laneks challenged staff to maximise the donation to the National Drugs Prevention Association by making as much energy savings as possible. Electricity, gas and water were chosen as the main targets for action, and the campaign was implemented in 4 different locations: 3 client service points and the main office.

SEF ran a kick-off workshop to brief staff on the Donate Your Energy scheme and the opportunities for energy saving and agreed a method for calculating energy savings. The company then carried out a range of awareness activities and simple technical measures as part of an integrated campaign to cut its energy bill. These included:

- staff training;
- appointing a person responsible for co-ordinating energy saving in each location;
- installation of “power option” programmes to switch off computers;
- temperature control and lowering temperatures at the weekend;
- increased use of local or task lighting;
- installation of socket outlets (extension leads) with switches;
- promoting rational use of water;
- control of premises ventilation;
- fliers, posters, stickers, and other awareness material;
- regular memos to inform staff of progress and achievements.

During the campaign SEF consultants regularly visited LANEKS, met with the personnel involved and discussed the achievements and any difficulties in the campaign

implementation, and also assisted on staff motivation and training.

Results

The results of the campaign were impressive.

- Electricity consumption down 11%
- Gas consumption down 8%
- Water consumption down 7%

As a result, an impressive € 5800 was shaved off the energy bill. Laneks was delighted with the results, and made a donation of €1465 to the National Drugs Prevention Association.



The tyre recovery area was one of the targets for energy saving

Staff are now more aware of energy waste and as an additional spin-off they also practice greater energy saving at home.

Factors for success

SEF identified the following factors for a successful Donate Your Energy campaign:

- Leave it to staff to choose the charity to which donations are made.
- Run a detailed “kick-off” seminar to inform the staff and get them involved.
- Appoint somebody responsible for co-ordinating energy saving in each department involved.
- Close cooperation of the local energy agency / other corresponding organisation and company management with the departments during the whole period of the campaign.



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<http://www.energyxchange.eu/en/donate.php>