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Building the Best Business Cases

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Overview

- Introduction
- Business Cases – common themes
- Biodiversity Business Case – Leicester Case study
- Carbon & Energy Business Case – Schneider Electric
- Growing People Resources – MMU
- Facilitated session



Introduction

- Why do we need business cases?
- Will they all be the same?
- Is it all about saving money?
- Common themes:
 - Payback
 - Minimisation of risk
 - Suggest choices and consequences
 - Facilitate informed decision-making



Biodiversity Business Case: University of Leicester

- Background
- What the business case sought to achieve
- Main themes



Biodiversity Business Case: Background

- Over 200 acres of grounds
- Botanic Gardens
- Hundreds of old buildings
- Local Wildlife Site
- Attenborough Arboretum
- No dedicated resource for biodiversity



Biodiversity Business Case: What the business case sought to achieve

- Secure a [human] resource to manage biodiversity
- Make the case for developing a BAP
- Highlight the risks of inaction
- Highlight the benefits of investing in the resource



Biodiversity Business Case: Main themes

- Legal requirements: Wildlife & Countryside Act 1981, NERC Act 2006
- HEFCE'S view
- Current position regarding biodiversity



Biodiversity Business Case: Main themes: Benefits

- Green League points
- Improved relationship with some local community groups
- Increased community engagement e.g. Bioblitz
- Social/health benefits/Promotion of exercise
- Positive PR
- Reduction in management or maintenance costs



Biodiversity Business Case: Main themes: Benefits

- Opportunities for student research projects
- Increased volunteering opportunities for students
- Environmental benefits of biodiversity work



Biodiversity Business Case: Main themes: Risks

- No Biodiversity Action Plan – fulfilling NERC Act?
- Development projects not paying sufficient attention to biodiversity risks e.g. badger management, appropriate bat surveys



Biodiversity Business Case: Main themes: Cost Assessment

- Savings from student conservation volunteering rather than cost of Horticulture staff
- Reduced consultants fees on ecological appraisals for schemes
- Biodiversity/event management – freeing up time for other environment staff



Biodiversity Business Case Questions?



Andrew McKenzie Schneider Electric



Dr John Hindley
Head Environmental Strategy
Manchester Metropolitan University

Growing People Resources



People Resources Business Case: MMU

- Background
- Starting point to effective business case -
How the delivery of effective strategic
business case brought success.
- Strategic Alignment
- Outcomes
- Lessons Learnt



People Resources Business Case: Background

- From Fail
- To First

Let's make
a **sustainable**
planet



Manchester
Metropolitan
University



People Resources Business Case: Background

2013



2007



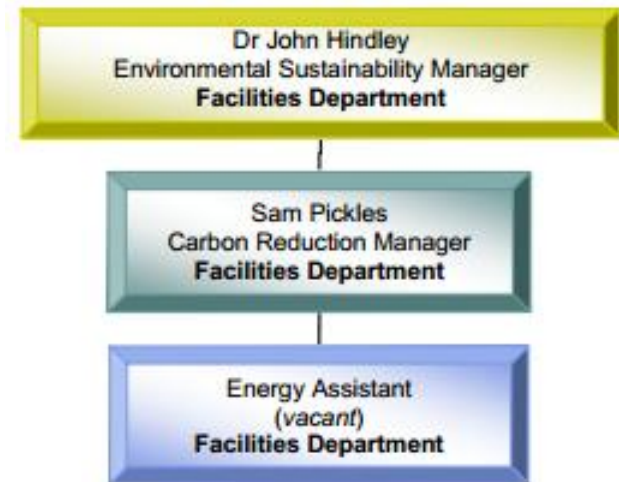
People Resources Business Case: What the business case sought to achieve

- University Environment Strategy
- Create a University Environment Team
- Centralise resource gain efficiencies and strength
- Improve resilience and reduce business risk
- Show progress and success



People Resource Business Case: Starting point

- Starting point & resources
- Risk and opportunities
- Rising costs
- Reputation



2007



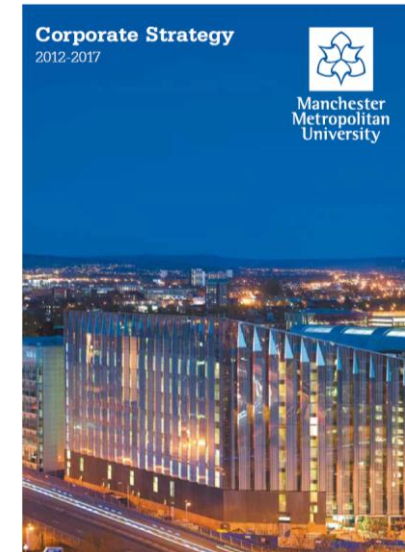
People Resources Business Case: Strategy

- MMU Environmental Strategy
- Clear vision of the future
‘what needed to be achieved’
- Building the case internal and external factors
- Show how resource will be deployed
- Develop broad and deep action plans with targets and KPIs
- Conduct a robust financial assessment
- Connecting with Corporate Strategy & reporting
- Summarise critical/risk success factors



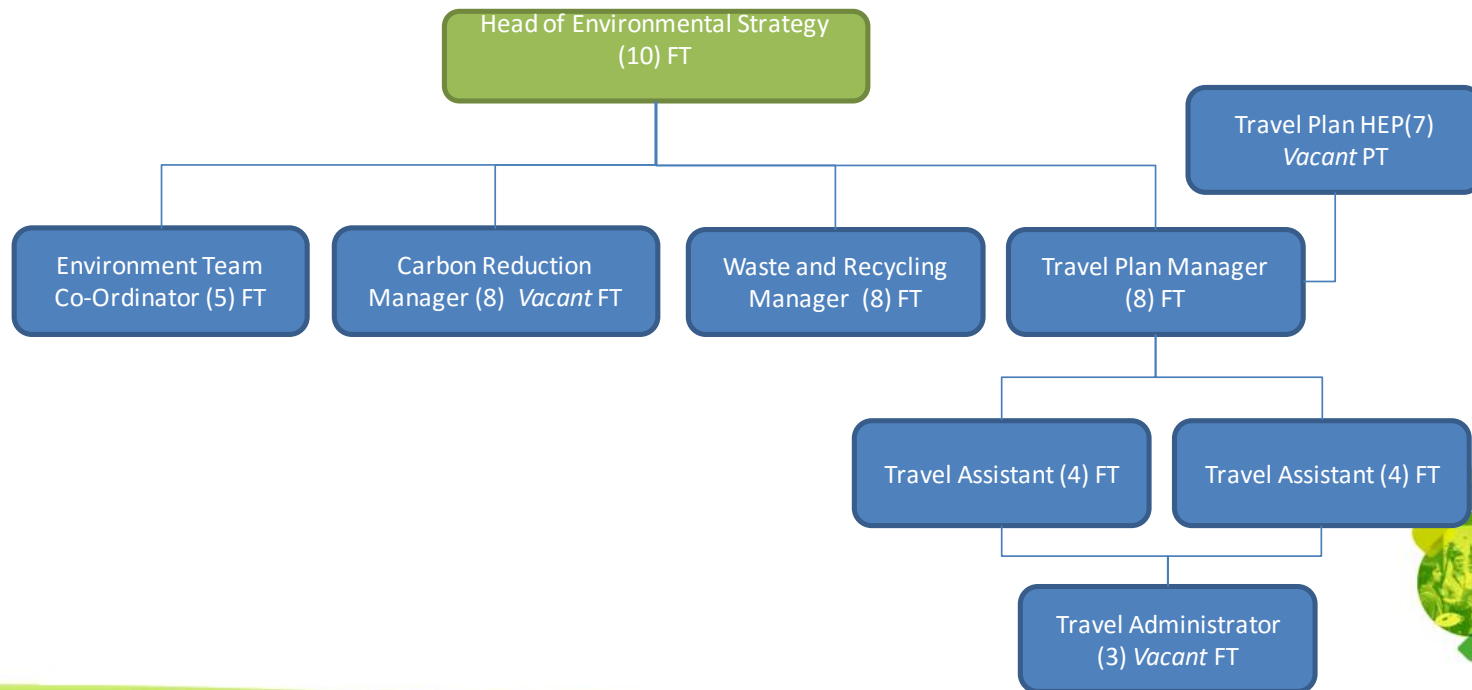
People Resources Business Case: Strategy – The Sell - tools

- Try and get high level ownership
- Align with Corporate strategy
- Engage people that can help open doors
- Use current words and lingo
- Demonstrate the effectiveness of your resource
- Always consider adaptability and succession planning
- Present clear options inc. do nothing



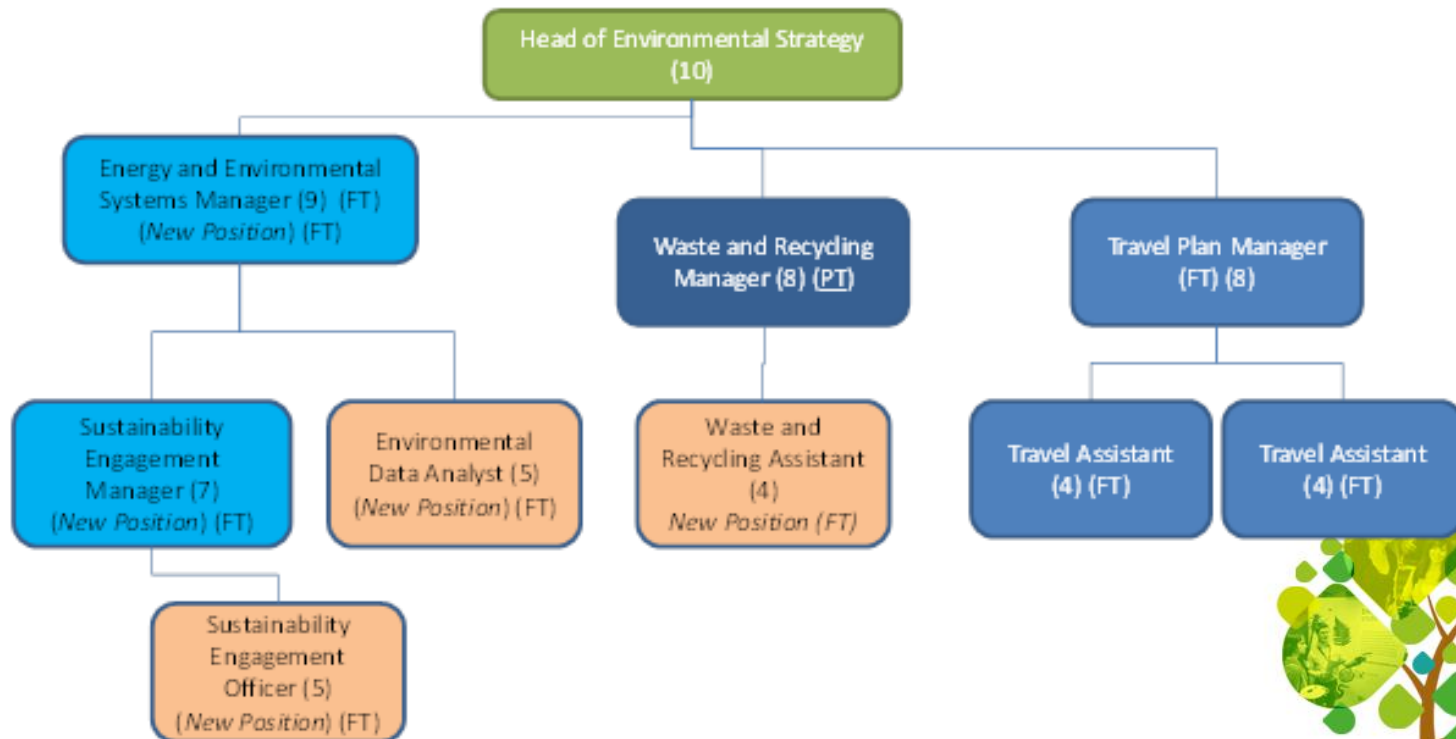
People Resources Business Case: Strategy

Existing Team

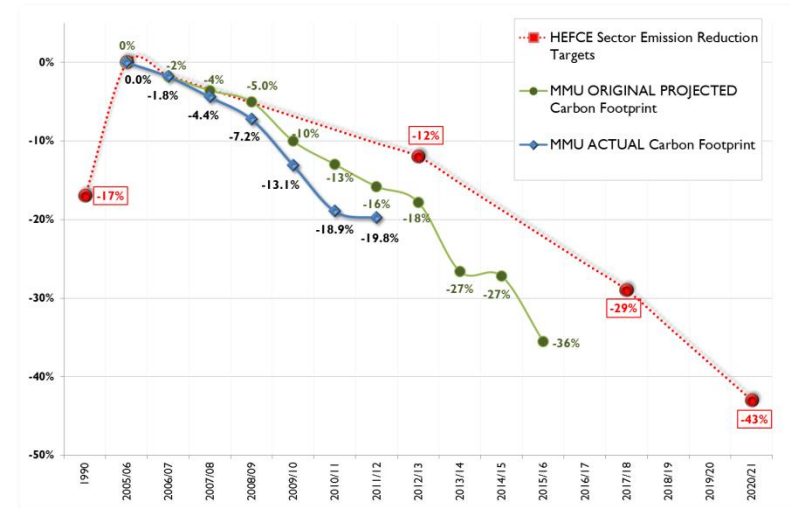
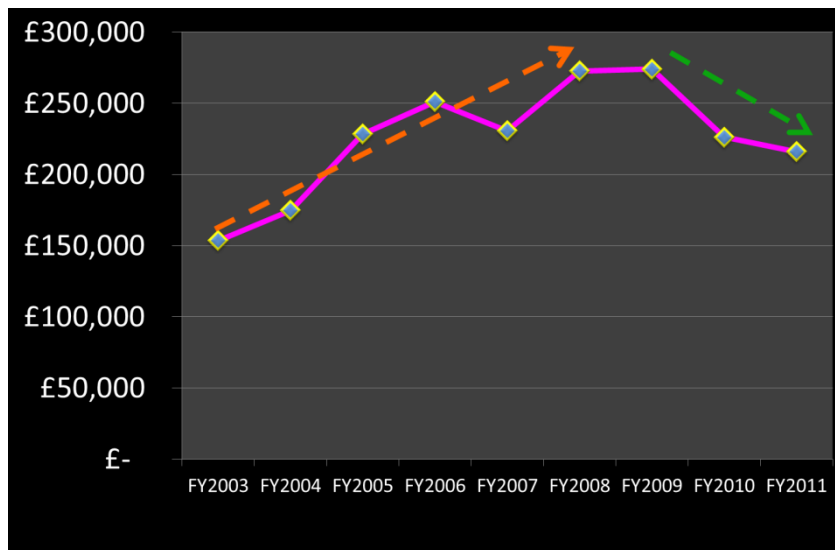


People Resources Business Case: Strategy

Proposed Team



People Resource Business Case: Report Outputs



2013

**Recycling
+40%**



People Resources Business Case: Lessons learnt

- Always be clear with what you need and why
- Be clear and align with SMT values/strategy
- Always consider that people may not see it your way!
(reflect)
- Gain allies and engage with people that can unlock doors
- Get yourself to the correct tables
- Timing, Timing, Timing!—present your case at the highest level
- Show payback of resource

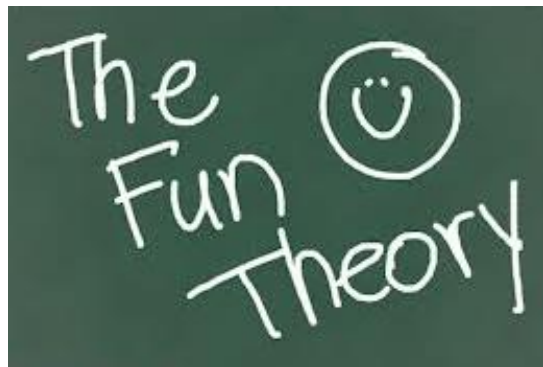


People Resources Business Case: Lessons Learnt

- Don't make it too green! Talk money and added value services/efficiency
- Strategic alignment is absolutely key
- Structure your resources effectively
- Be flexible and prepared to adapt
- Report, celebrate, engage when using your resources.
- Show effectiveness - +improvement
- Confidence breeds confidence



People Resource Business Case



Questions?



‘Aha’ moments – TO BE CREATED BY YOU!

