

CloudApps grades Ashridge Business School's sustainability

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Tomorrow's sustainable business leaders educated by sustainable cloud software

LONDON, 31st March Ashridge Business School (<http://www.ashridge.org.uk/website/content.nsf>) is working with CloudApps sustainability software to monitor and assess all aspects of its sustainability footprint, to precisely identify energy usage and trends, in the effort to achieve outstanding 'green' standards.

CloudApps (<http://www.cloudapps.com/>) will also act as an educational resource for the many leading international business people and organisations that attend Ashridge. The business school is the first beneficiary of the CloudApps Foundation, an initiative which voluntarily offers its services, time and resources to the wider community.

Ashridge is one of the world's leading business schools and a prominent conference venue with its Grade I listed house situated in the heart of Ashridge Forest in Hertfordshire. Each year the historic mansion and its accompanying buildings host executive education programmes attended by participants from the top echelons of UK and overseas businesses. The buildings vary from the old to the modern and include reception areas rich in 18th century décor, dining areas, teaching suites, offices and 190 bedrooms, creating a challengingly diverse estate to manage.

CloudApps sustainability and energy technology will monitor and assess usage of electricity, fuel, waste, water and associated carbon emissions right across Ashridge's campus. Results from CloudApps will be a core learning tool for the teaching of sustainability and social responsibility, which is incorporated within most of the school's programmes. As a result, Ashridge will use CloudApps to help other businesses instil sustainability within their organisations.

CloudApps will capture and allocate both consumption and costs for heating, cooling and lighting as well as those for corporate travel from the college's faculty, students and non-academic staff. Having also recently achieved CDP (http://www.sourcewire.com/releases/rel_display.php?relid=62955)(Carbon Disclosure Project) accredited provider status; CloudApps will allow Ashridge to prepare its CDP 2011 disclosure report.

Ian Downie, Ashridge's Facilities and Maintenance Manager, explained: "This programme will enable us to easily assess our energy outputs so that we can identify areas where we can strengthen the sustainability and energy efficiency. Instead of poring through spreadsheets, this will give us more specific information for more pointed and flexible analysis.

"In the past year we have made significant strides forward in improving our energy efficiency. The results of the CloudApps work will help our efforts to further reduce emissions, to support sustainable practices across our supply chain – and in achieving ISO 14001, the international environmental standard."

Matt Gitsham, Director of Ashridge Business School's Centre for Business and Sustainability, said:

“Ashridge, already known as a world-class research facility, is bringing together academic theory with practical applications. We want to lead the world in sustainable education, an aspiration which is clear in the forward-looking MSc and MBA programmes we offer. Our sustainability programme has been carefully thought out, with the help of CloudApps. This means there is nowhere better to learn about the sustainable business models which our research shows will be a major feature of this century.”

Simon Wheeldon, CEO of CloudApps, said: “This relationship with a world-class business school is a clear manifestation of our determination to lead sustainable business thinking. The CloudApps Foundation is our way of giving back and making sure the benefits of sustainability are well understood by tomorrow’s business leaders. ”

CloudApps offers potential enterprise customers the chance to trial the CloudApps Winter ‘11 free and without the need for any software or hardware installation for thirty days, here.

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About CloudApps

CloudApps is the leading provider of sustainability & energy efficiency solutions that are transforming visionary companies by rapidly embedding sustainability into the core of their business.

Resulting in reduced energy, water and waste costs, enhanced brand, the elimination of compliance risks and engaged and passionate employees. Delivered on the world’s most innovative and agile cloud platform.

For more information, please visit <http://www.cloudapps.com>.

About Ashridge

Ashridge is one of the world’s leading business schools, being consistently highly ranked in the Financial Times rankings for tailored executive education. Its activities include open & tailored executive education programmes, MBA, MSc & Diploma qualifications, organisation consulting, applied research and online learning. It is one of a handful of schools to be accredited by The Association to Advance Collegiate Schools of Business (AACSB); The European Quality Improvement System (EQUIS) and the Association of MBAs (AMBA). <http://www.ashridge.org.uk>

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