

# CLLOUDAPPS AND CRICHTON CARBON CENTRE EMPOWER SCOTTISH ENTERPRISES' SUSTAINABLE GROWTH

Submitted by: CloudApps

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180,000 Scottish SMEs to benefit from new Low Carbon service

LONDON – September 29th, 2011– CloudApps (<http://www.cloudapps.com/>), the enterprise application leader in sustainability, today announced its technology platform for sustainable development is now available to small and medium sized enterprises (SMEs) in Scotland, as a service offered by the Crichton Carbon Centre (<http://www.carboncentre.org/>).

The move comes in the week the Scottish Government announced a review of its Economic Strategy, introducing the “Transition to a Low Carbon Economy” as a “Strategic Priority” for the first-time. The updated economic strategy outlines: “The requirement for industries, firms and consumers to move to low carbon processes, products and services, is both an economic and environmental imperative” adding “Scotland has a tremendous opportunity to lead the way”.

The new CloudApps and Crichton Carbon Centre Low Carbon service delivers a full-lifecycle baseline report of current resource utilisation; including energy, water and waste and the resulting carbon impact. The reports, covering goods and services, will help differentiate Scottish SMEs, giving firms North of the Border an edge when tendering for public and private contracts, which increasingly require sustainability audits as part of the bidding process.

Sustainability is becoming a key competitive advantage for businesses, allowing them to drive down operating costs through more efficient use of natural resources and improved waste management. The Low Carbon service, available only in Scotland, is the first time CloudApps' world-class software has been offered to a sector other than large enterprises.

In a future project stage the Crichton Carbon Centre will expand the service to the full CloudApps offering, providing detailed analytics and benchmarks for smaller companies wishing to see how their performance compares with best practice.

Mike Bonaventura, CEO of Crichton Carbon Centre, said: “It is imperative that people engage with the sustainability agenda for the promise of the low carbon economy to be realised. CloudApps uniquely supports this goal by engaging employees in the workplace, continuously improving their daily working practices. This new service provides a golden opportunity for Scottish SMEs to lead the world in sustainable business practice”.

Peter Grant, CEO of CloudApps, said: “The work of the Crichton Carbon Centre in mentoring sustainable business North of the Border is impressive. With world-class experts, proven best-practices and now with our market-leading CloudApps technology, there is no reason why Scotland's SME sector could not become the most sustainable in the world.”

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## About CloudApps

CloudApps is a leading provider of sustainability software that enables visionary organisations to make exceptional efficiency savings and meet sustainability targets by aligning the entire enterprise behind corporate sustainability goals.

CloudApps is unique in solving the sustainability challenge by connecting the sustainability efforts of employees on the front-line, or “bottom-up”, with “top-down” commitments made by management.

By giving each employee visibility to their team and their own impact and suggesting actions through an innovative desktop application, CloudApps drives the behavioural change required to accelerate a reduction in the consumption of natural resources at the workplace, resulting in significant cost savings.

CloudApps is a Carbon Disclosure Project (CDP) accredited and recommended solution.

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

## About Crichton Carbon Centre

The Crichton Carbon Centre, founded in 2007 in response to growing concern about climate change, is a not-for-profit post-graduate teaching and research organisation based at the Crichton University Campus in Dumfries, Scotland.

The Centre provides active leadership in carbon management as the foundation for protecting the environment and supporting sustainable development, contributing to the transition to a low carbon economy. Its strong scholarship base keeps it at the forefront of current knowledge, enabling it to provide advice that is built on the most up to date information and understanding.

In partnership with Glasgow University, the Crichton Carbon Centre offers the UK's first MSc in Applied Carbon Management, emphasizing the practical application of knowledge in its taught courses and work placements with thought leading organisations seeking to balance the economic, societal and environmental needs of the present without compromising the human rights of future generations.

Building on its academic excellence, the Crichton Carbon Centre is working on projects to tackle the challenge of climate change by encouraging and supporting behavioral changes at individual, community and business levels.

For more information, please visit <http://www.carboncentre.org>

## Media Contacts

Paul Maher/Emma Naylor

Positive Marketing

+ 44 (0) 208 237 1104/0 208 237 1107

+ 44 (0) 7900 600013

pmaher@positivemarketing.org/enaylor@positivemarketing.org