



Newsflash – Registration for new green legislation closes on 30 September - businesses must act now to avoid penalties

Companies that fail to act under the Carbon Reduction Commitment (CRC) energy efficiency scheme could face penalties and see a negative effect on reputation and brand value

Basingstoke, Hampshire 15 September 2010: With the deadline fast approaching, Green IT specialist Externus is urging organisations that have not yet registered for the CRC energy efficiency scheme to act now to avoid penalties.

A recent survey by the business advisor revealed that 71% of professionals had no idea whether or not their company will be affected despite the fact that organisations could receive a fine of £5,000, plus an additional £500 per day, if they are eligible but not successfully registered by the end of September. Over 54% had not even heard of the UK's new domestic cap and trade scheme which has been created with the aim of stimulating energy efficiency in organisations.

In total, approximately 5,000 large, non-energy intensive businesses will be affected by the scheme, including most corporations and sizeable companies. It is expected that a company's position in the energy efficiency league table with respect to their competitors could have a big impact on their reputation and brand value. Consequently, companies that end up lower in the league table will pay more and without considerable action, the process is likely to add cost to many businesses' products and services.

“There is a lot that can be done through better IT practices which will have a huge effect on emissions and help companies not only to meet targets under the CRC energy efficiency scheme and avoid penalties - but also to save money,” says Murray Sherwood, managing director of Externus. “Our role as Green IT specialists is to help organisations to understand both the environmental impact and the economic cost of this IT use.”