



International  
Synergies



**CEBAS**

# Circular Economy For Birmingham: Advancing Sustainability

Reduce your costs and increase your bottom line  
through improved resource efficiency

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## FREE Support for Birmingham SMEs:

- ✓ **One-to-One Support:** Gather information on site and identify opportunities through initial consultation.
- ✓ **Resource Matching Workshops:** Identify new opportunities by matching one company's waste to the required process input of another.
- ✓ **Training Events:** Learn about resource efficiency, carbon and waste management best practices, and green office planning.

# Introduction

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**Our FREE Resource Efficiency Project aims to deliver cost and carbon savings to small and medium-sized enterprises (SMEs) in Birmingham by improving their resource efficiency.**

We provide advice and training at no charge to qualifying SMEs, delivering economic and environmental benefits, while supporting business growth.

## How Does It Work?

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### Step 1

An initial short consultation will take place, to identify available and required resources within your organisation, whilst recording your current disposal and energy costs.



### Step 2

We will identify your business by-products, waste streams and under-utilised resources that are useful for other businesses, in either the same condition or reprocessed for a different use. We will also identify your business input requirements that can be supplied by other organisations.



### Step 3

We then use this information to target cost reduction and new revenue opportunities to support your journey into becoming more cost-effective and carbon-efficient.

# How Will Your Business Benefit?

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Waste is a resource in the wrong place, and it impacts the profitability of your business. The CEBAS free business support provides SMEs with the opportunity to:

- ✔ Reduce operational costs through improved resource efficiency
- ✔ Improve profitability by reducing waste and disposal costs
- ✔ Minimise energy costs through improved efficiency measures
- ✔ Learn and share knowledge about resource efficiency and carbon management
- ✔ Assist with environmental compliance and waste reporting
- ✔ Access technologies and processes that support the circular economy
- ✔ Signpost potential funding and investment opportunities

## Are You Eligible?

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Your business must meet the definition of a small and medium-sized enterprise (SME) and be located within the Birmingham area. Is my business an SME?

- ✔ Fewer than 250 full-time employees
- ✔ Have an annual turnover not exceeding £43.5 million or have an annual balance sheet total not exceeding £37 million

Get in touch with our team and we will let you know if your business qualifies. **Email** [CEBAS@international-synergies.com](mailto:CEBAS@international-synergies.com)

# What Support Will Your Business Receive?

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Reducing waste through CEBAS saves money and resources. We help you to identify your by-products, wastes and other under-utilised resources that can be used by another organisation, either in the same condition or after reprocessing. We then facilitate introductions to potential partner companies and support you to realise these new business opportunities – an approach known as industrial symbiosis.

## Examples of Waste Streams/By-Products and Resources Include:



### Process Waste

Sludge, metals, chemicals, oil, food waste, filter cakes, process off-cuts



### Packaging Waste

Pallets, cardboard, paper, plastic, glass, drums, IBCs



### Energy & Water

Electricity and gas consumption, use of renewable technologies, condensate, steam, water to drain/river/treatment



### Redundant Equipment & Capacity

Electrical and process equipment, warehouse space, empty vehicle movements, old PCs, office furniture, meeting/conference facilities

# Our **FREE** Resource Efficiency Workshops & Training

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Through CEBAS, companies can achieve substantial cost savings and generate sales from new markets. The CEBAS Project offers you the opportunity to attend:

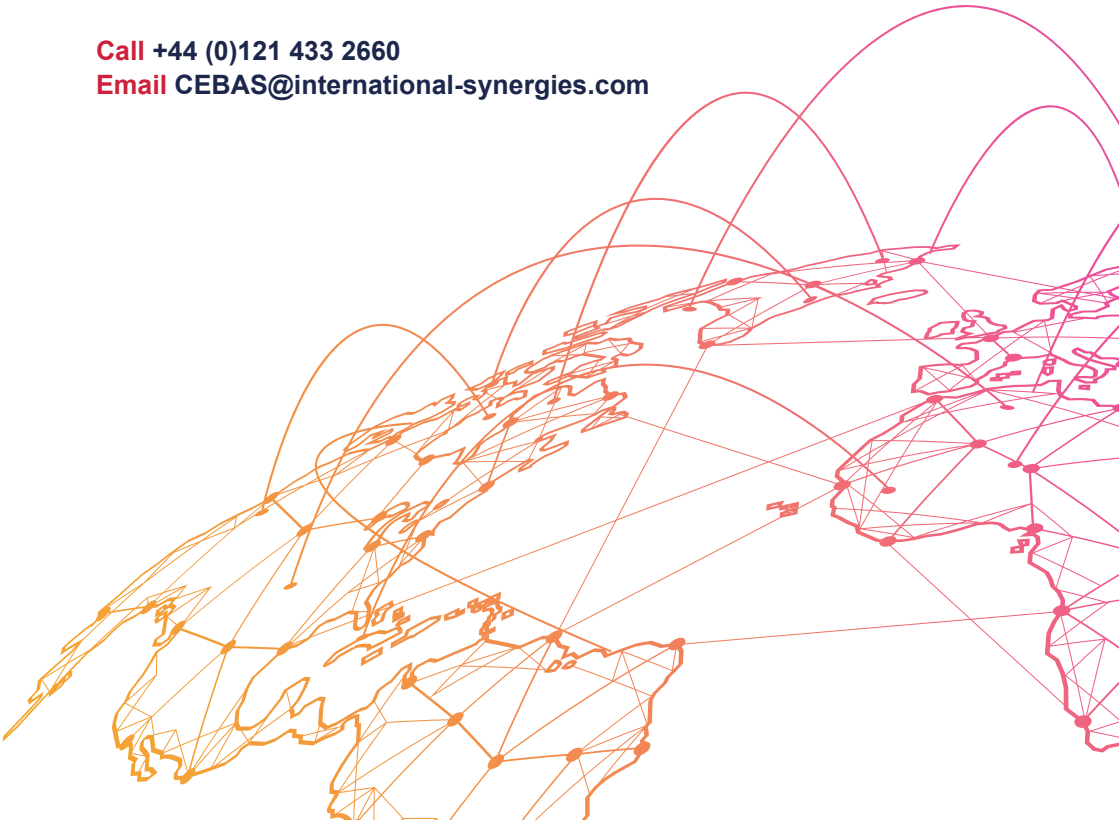
- ✓ **Resource Matching Workshops:** Identify new opportunities by matching one company's waste to the required process input of another.
- ✓ **Training Events:** Attend events to learn about resource efficiency, carbon and waste management best practice and green office planning.

Events details will be posted [here](#).

To find out more about **CEBAS** and how this **FREE** support can benefit your business today, contact our team.

**Call** +44 (0)121 433 2660

**Email** [CEBAS@international-synergies.com](mailto:CEBAS@international-synergies.com)



# International Synergies



**International Synergies has secured £261,000 to continue the CEBAS programme until March 2026.**

This funding from the West Midlands Combined Authority's Integrated Settlement from the Ministry of Housing, Communities and Local Government is supporting businesses operating in the UK. Two of the aims of the Settlement are: to coordinate and deliver local programmes to drive business productivity whilst ensuring integration between local and national business support activity, enabling businesses to access support and to support activities that promote place-based economic development, improve productivity and aim to reduce inter- and intra-regional spatial economic disparities.



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**Birmingham**  
City Council



Business Growth  
West Midlands