

Press Release

Sussex fuel cell leader wins local green business award

15 December 2005: Sussex-based fuel cell group Ceres Power has won the Crawley Green Business Award in recognition of its employees' contribution to environmental improvement.

The company, which is itself in the business of developing world-beating green technology, won the £1,000 award after setting up a "Green Team" to implement internal programmes aimed at reducing environmental impact.

Ceres' achievement is all the more impressive for having edged out multinational businesses like GlaxoSmithKline and First Choice Holidays to win the award.

Ceres Chief Executive Peter Bance, himself a Green Team member, said: "As a company leading the field in fuel cell development, it is particularly pleasing to win this recognition of our wider efforts towards improving sustainability and reducing CO₂ emissions. It acknowledges that Ceres employees carry commitment to environmental improvement into their everyday lives."

Examples of the measures introduced by the Ceres Green Team include a comprehensive recycling scheme covering everything from cardboard to glass and plastics; requests for suppliers to reduce their packaging; inducements for staff to cycle to work; and season ticket loans to encourage the use of public transport.

By using water cooling systems on a closed loop in its production process, the company is saving up to 1,800 litres of water an hour. Other detailed measures include movement-activated lighting and the installation of timer switches on drying ovens resulting in a 50% reduction in electricity usage every day.

Ceres, recently floated on the AIM section of the London Stock Exchange, is targeting a range of global market applications for its fuel cells. These include a product to replace existing domestic boilers that will produce electricity as well as heat from natural gas, reducing household bills and carbon emissions. The fuel cell's technology uses low-cost materials and existing mass-production techniques. And unlike many others, the Ceres cell can run on widely available fuels like LPG, propane and natural gas as well as on hydrogen.

The company also received major recognition for its green credentials when it became the 2003 winner of the prestigious Carbon Trust Innovation Award, and has been described by Prime Minister Tony Blair as a "world leader".

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