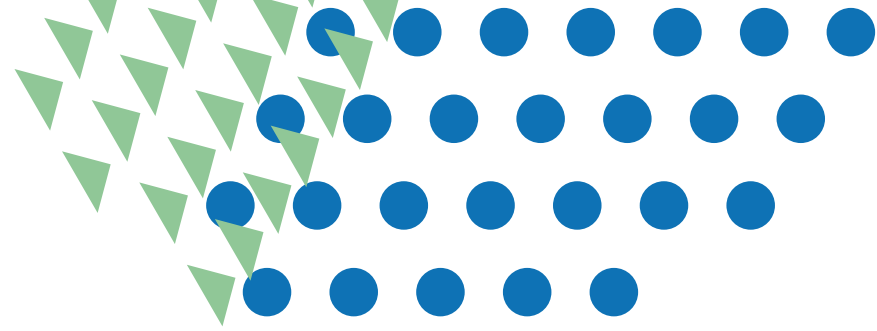




Resource efficiency indicators as the basis for investment decisions – Lessons learnt from more than 80 interviews with public and private investors

Berlin, 5 December 2013

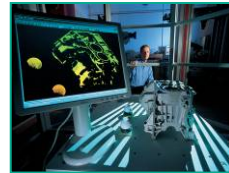
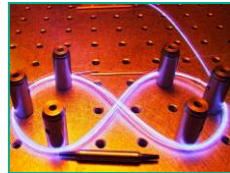
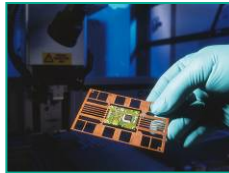
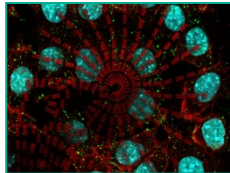
Dr. Robin Bürger

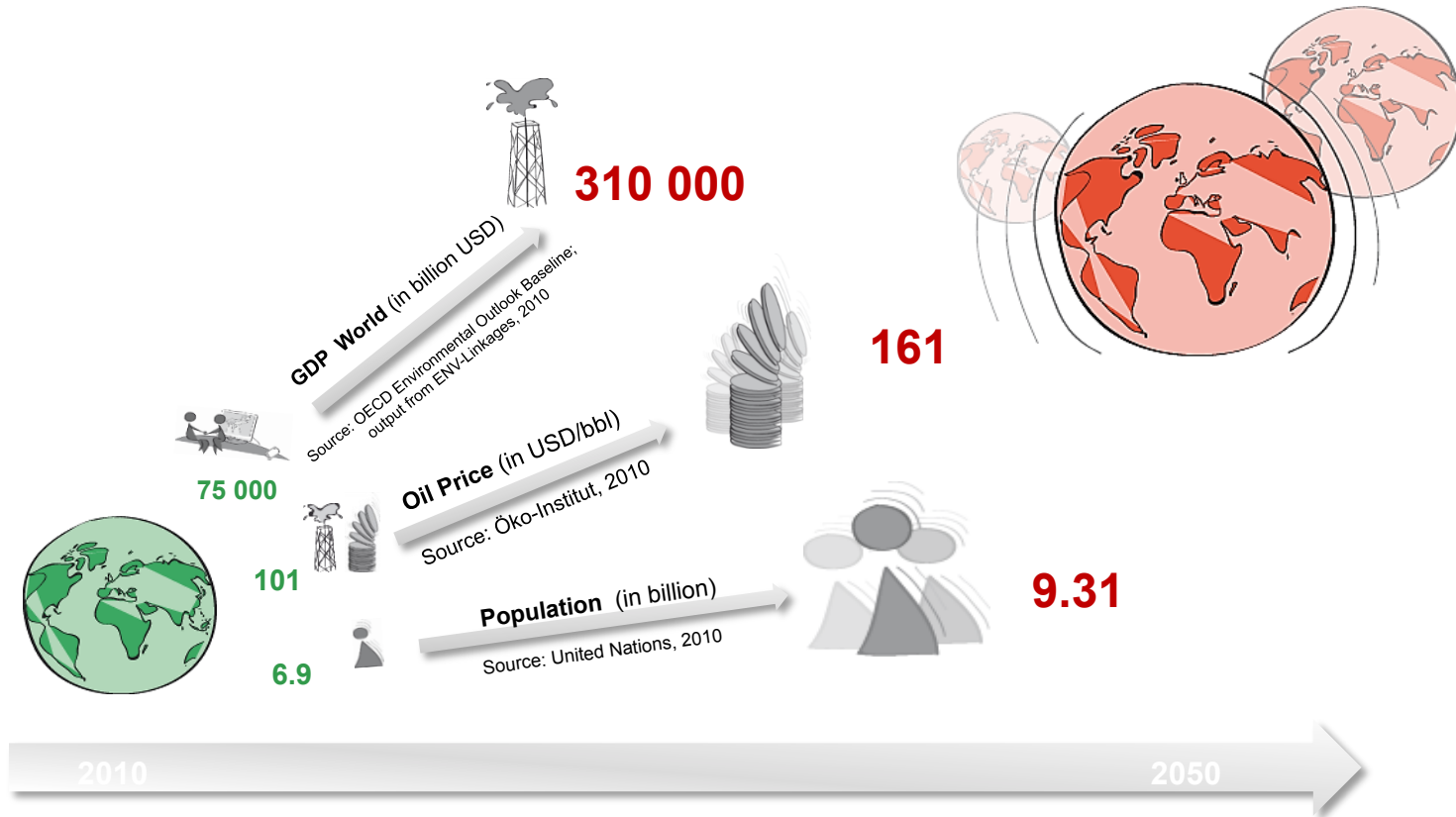


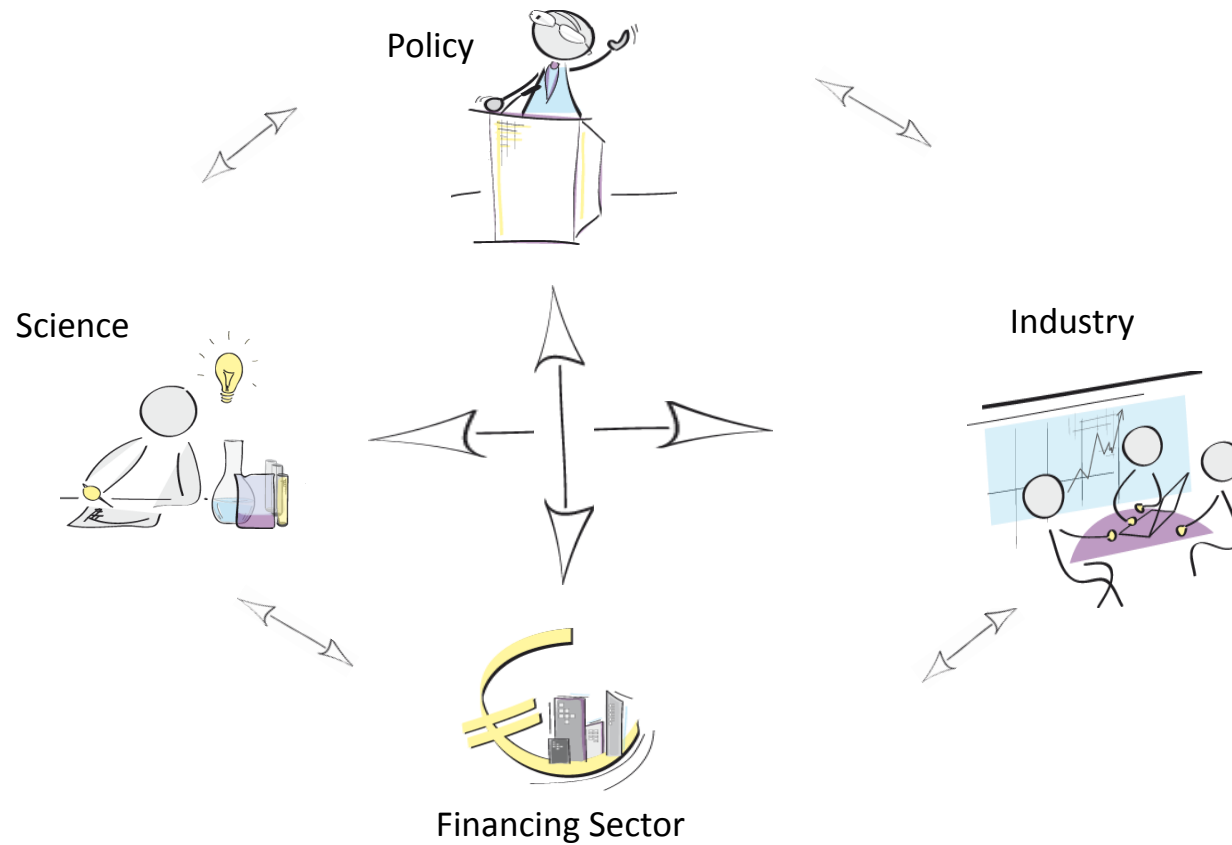
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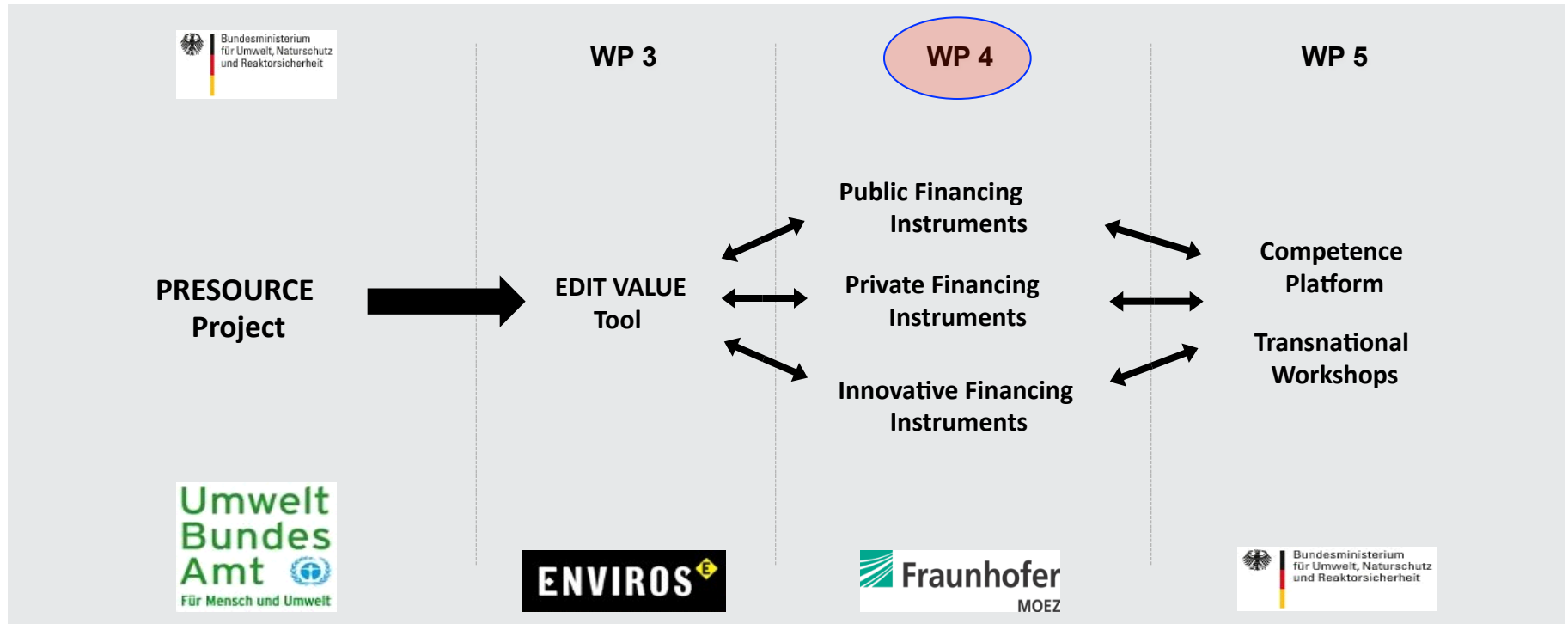
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- The annual research budget is €1,9 billion
- Fraunhofer MOEZ employs 105 people from 14 countries
- Director: Prof. Dr. Thorsten Posselt, professorship: Universität Leipzig









COUNTRY	CONDUCTED INTERVIEWS	TARGET NUMBER OF INTERVIEWS
Austria	15	15
Czech Republic	10	15
Poland	3	10
Hungary	7	15
Italy	0	10
Germany	45	45
Total Sum	80	> 100

- *Resource efficiency as a growth market*
- *In the next 5 years investments of USD 3 trillion expected*
- *Capital-intensive and long-term investments perspective needed (risk perception of eco-innovation/RE)*
- *Long pay-back periods vs. short-term thinking of private capital providers (e.g. banks, private-equity)*
- *Evaluation criteria of public support schemes are perceived as intransparent*
- *Time to grant and high bureaucracy as additional barrier*

- *Information asymmetry between innovators and capital providers*
- *Intransparancy regarding relevant actors and suitable instruments*
- *Economic evaluation problem of resource efficiency potential*
- *Lack of measurable indicators (Resource efficiency vs. eco-innovation)*
- *Good-practice examples and successful exits in this field are missing*

- *In the end all categories must be translated into monetary figures!*
- *Therefore clear indicators are needed as basis for investment decisions:*
 - *Clarify eco-innovation vs. resource efficiency*
 - *Disseminate good practices*
(e.g. Focus of Financing Workshop on 3 June 2014 – Fraunhofer Forum Berlin)
 - *Transnational cooperation and further research is needed*
(e.g. Horizon 2020 call – boosting the investment readiness of SME and small midcaps)

Thank you for your attention!

Fraunhofer MOEZ

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