



## **PRESOURCE Transnational Workshop in Berlin**

**8<sup>th</sup> April 2014,**

**Federal Environment Agency, Germany**

### **Transnational Workshop on Promotion of Resource Efficiency in SME - Tools and Experiences -**

A main output of the EU-project PRESOURCE (June 2012 until Nov 2014) is a tool to identify the most effective opportunities for improving resource efficiency and overall performance of sustainability of a small and medium-sized enterprise (SME). This tool is called EDIT and stands for “Eco-innovation Development and Implementation Value” tool. It enables a business to choose the most effective leverage points and feasible projects leading to improvement of resource efficiency for best allocation of their limited resources. A pilot phase for EDIT in all six participating countries (Austria, Czech Republic, Germany, Hungary, Italy and Poland) has started since March 2014.

However, tools such as EDIT and its referring instruments can only succeed if they are accepted by the enterprises and if they reach and motivate their target group. Therefore, we invite for an exchange of experiences and a discussion how to promote tools tackling the broad field of resource efficiency and how we can learn from case studies in different countries.

We have chosen the Technology and Science Park in Berlin-Adlershof as a suitable venue where a plenty of enterprises and research institutions approach efficiency questions sometimes obviously reflected in architecturally outstanding and sustainable buildings.

#### **Goal of the workshop:**

Participants share experiences on tools supporting and promoting resource efficiency in SME in Central Europe and discuss how enterprises can be addressed in the best way to use existing tools and to implement resource-efficient measures.

What are success factors? What are best practises and lessons learnt in the different countries?

Are financial aspects considered?

#### **Participants / target group:**

- Institutions, organizations, consultants involved in tool provision, development or the embedding supporting schemes
- Multipliers for resource efficiency in SME from Central Europe



**EUROPEAN UNION**  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

- **Moderators** Conrad Dorer / Daniel de Graaf

TIME	TOPIC
8.45 - 9.15 am	Registration
9.15 - 9.30 am	<b>Welcome</b> by the Federal Environment Agency Short <b>introduction</b> of participants, the workshop schedule and PRESOURCE
9.30 - 11.00 am	<b>Presentation on Tools and Experiences (Part A)</b> <ol style="list-style-type: none"> <li>1) <b>Pavel Růžička</b>, Enviros, Czech Republic  <b>EDIT Value tool (Eco-Innovation Diagnosis and Implementation Tool for Increase of Enterprise Value)</b>  The EDIT Value tool focuses on the most effective opportunities for improving resource efficiency and the overall sustainability performance of SMEs. The presentation will give a short overview of the tool developed during the PRESOURCE project.  <b>confirmed</b> </li> <li>2) <b>Vladimir Dobeš</b>, Enviros, Czech Republic  <b>No cure, no pay - a new tool for promotion of energy management and cleaner production</b>  This talk will discuss a new tool that is thought to enable enterprises to test the introduction of cleaner production projects with no technical or financial risks or for the need of financing.  <b>confirmed</b> </li> <li>3) <b>Sara Cortesi</b>, ENEA, Italy  <b>TESPI - Tool for Environmentally Sound Product Innovation</b>  This presentation will introduce TESPI, an on-line tool supporting environmentally conscious product design (eco-design), taking into account the product life cycle, the customers' needs and the competitors' products. During the presentation, eco-design will be briefly introduced and an overview of the main features of the tool will be presented.  <b>confirmed</b> </li> <li>4) <b>Christian Dietrich</b>, Systain, Germany  <b>CPI2 tool</b>  The Carbon Performance Improvement Initiative (CPI2) has created an online tool to reduce carbon emissions in factories. The tool focuses primarily on energy-efficiency measures as a contribution to climate protection in global supply chains.  <b>confirmed</b> </li> <li>5) <b>Johanna Klein</b>, PREMANet, Germany  <b>Presentation of tools to support SMEs in improving their resource efficiency through Profitable Resource Efficient Management (PREMA).</b>  The presentation will consist of an overview on tools, best practices and lessons learnt with regards to PREMA.  <b>confirmed</b> </li> </ol>



11.00 – 11.20 am	Coffee Break
11.20 – 12.30 am	<p>6) <b>Wolfgang Wrobel</b>, Ingenieurbüro UPW GbR, Germany  Experiences from Practice: <b>Effective tracks to SMEs for more efficiency</b>  UPW is a team of engineers that consult SMEs to identify potentials for resource efficiency and innovation management among others in the frame of the “go efficient” support scheme of the German Agency for Material Efficiency (demea). Experiences from daily practice and channels to reach SMEs are presented and discussed.  <b>confirmed</b></p> <p><b>Discussion</b> (in small groups of 5-6 persons):  How to reach SME to promote RE? How can “tools” be accepted? Drivers / Barriers / Best practises / Lessons learnt. Tool-driven / demand-driven? How can tools tackle RE in the best way? How to avoid negative impacts for the environment? Differences in the partner member states and other countries</p>
12.30 – 1.30 pm	<b>Lunch</b> at “Jouis Nour” (5 min walk)
1.30 – 2.30 pm	<b>Excursion to Research - Visit to the Helmholtz Centre for Materials and Energy</b> (10 min walk) at the Technology Park Adlershof.
2.40 – 3.50 pm	<p><b>Presentation on Tools and Experiences (Part B)</b></p> <p>7) <b>Beata Gotwald</b>, Pro-Akademia, Poland  <b>Promotion of resource efficiency through projects and marketing communication in SMEs in Poland</b>  Presentation on Business management projects and tools used in Poland and their potential for resource efficiency management.  <b>confirmed</b></p> <p>8) <b>Heidrun Moser</b>, UBA, Germany  <b>30 years experiences from the Environmental Innovation Programme</b>  The Environmental Innovation Programme is one of the oldest and most successful supporting programmes for SME in Germany. It is focused on innovative techniques of different branches and applications, which will contribute to a reduction of environmental pollution. Additional to the demand-driven part of the supporting programme, different focal points of support have been established like green IT, energy efficient waste water treatment or material efficiency in the industrial production.  <b>confirmed</b></p> <p>9) <b>Stefan Birkel</b>, Eco-Brain, Austria  <b>“The success story of Ökoprofit in Vorarlberg, Austria”</b>  This presentation will give a short overview of the elements of Ökoprofit and discusses why its implementation in Vorarlberg achieved such a success.  <b>confirmed</b></p>
3.50 – 4.00 pm	Wrap Up and Conclusions
4.00 – 4.30 pm	End of the workshop, coffee and cookies.

## About PRESOURCE

### The Policy Background

The topic of resource efficiency (often quantified as resource productivity) has reached a high importance in politics and business. Evidence on its past performance indicates that the EU's response must go beyond existing policy action. Consequently the European Commission put resource efficiency at the heart of its structural economic strategy.

Resource Efficiency is one of the 7 Flagship Initiatives of the Europe 2020 Strategy. It is complemented by an EU Roadmap to a Resource Efficient Europe, which provides the strategic framework for future action and calls for an integrated approach across many policy areas at European, transnational and national levels.

### The Challenges and Barriers

The EU12 countries (and most Central European partner countries belong to the New Member States) have a dramatically lower material productivity than the EU15 or the EU27 average (1057 USD/ton for EU12 compared to 2482 USD/ton for EU15 in 2009). This has been revealed recently by the European Environment Agency (<http://www.eea.europa.eu/publications/material-resources-and-waste-2014>). And the trend is even more alarming: While the material productivity in the EU15 has been increased constantly since 2000, the productivity in the EU12 has remained static or even decreased.

This calls for immediate action in Central Europe. It will be crucial for enterprises in the region to increase their material productivity and - in a wider sense - resource efficiency in order to keep or even increase their competitiveness.

Two major barriers for exploiting the potential for resource efficiency in products and production processes can be identified:

- Enterprises and especially SMEs are not aware of their resource utilization, real costs of non-product outputs and the related (cost) reduction potential as well as means to improve it.
- SMEs have problems in financing necessary investments in eco-innovations in order to exploit their potential to increase resource efficiency.

### What is PRESOURCE about?

PRESOURCE aims at the achievement of the following results:

1. Improved in-house capacity (managerial and technological): We want to enable SMEs in the production sector to identify and exploit within their own organization potential for increasing the resource efficiency of the production process and products – for the benefit of economy & environment.
2. Improved knowledge and mechanisms for risk sharing and for financing eco-innovations in SMEs: We will provide incentives and innovative financing schemes for external and internal investment decisions.
3. Improved framework conditions: We want to enable policy makers, intermediaries and multipliers in CE to respond to the EU Roadmap.

### PROJECT PARTNERS

Germany: Federal Environment Agency, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Fraunhofer Center for Central and Eastern Europe  
Czech Republic: ENVIROS Ltd.

Poland: Research and Innovation Center Pro-Akademia

Austria: STENUM Environmental Consultancy and Research Company Ltd.

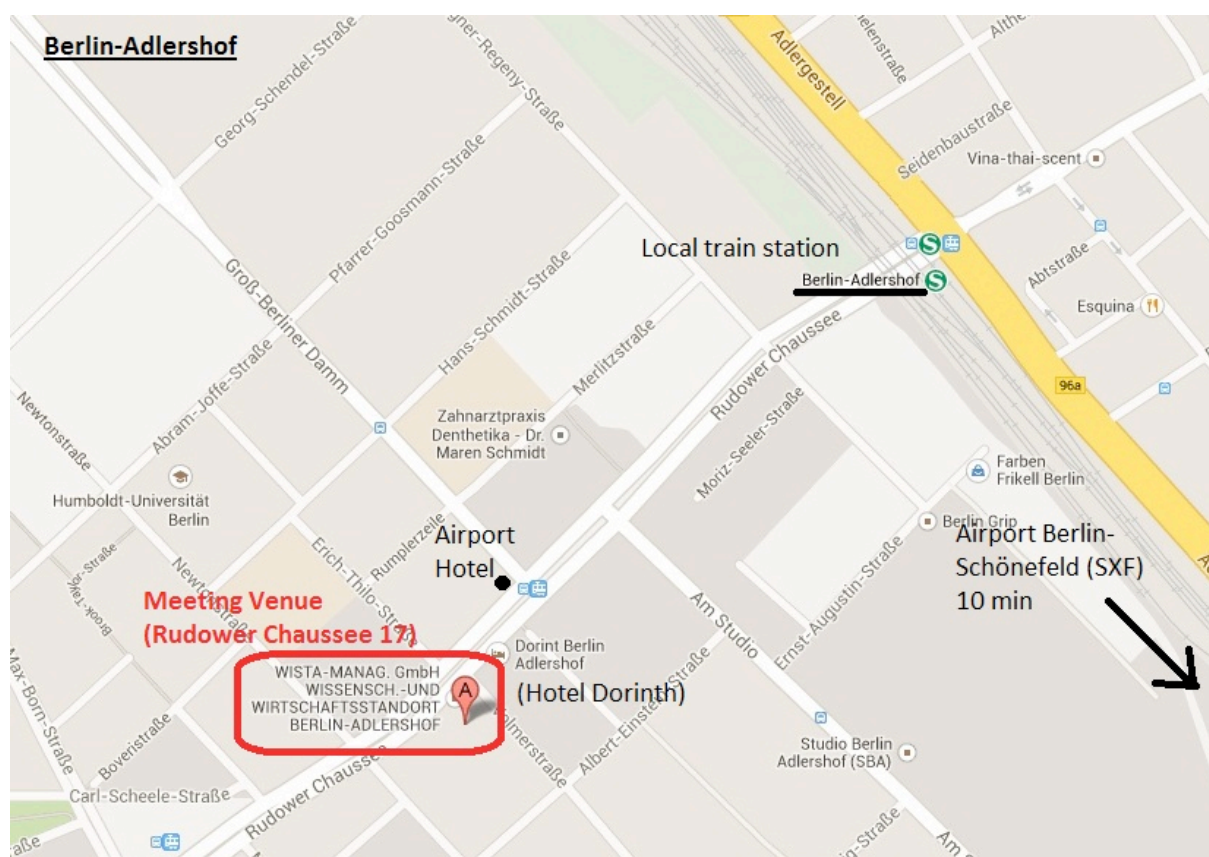
Italy: ENEA –National Agency for New Technologies, Energy and Sustainable Economic Development

Hungary: Corvinus University of Budapest

**PROJECT DURATION** June 2012 – November 2014

## Practical Information

<b>Meeting venue:</b>	<b>Adlershof con.vent.</b> Event and Visitors' Center Rudower Chaussee 17, 12489 Berlin  <b>Contact:</b> Conrad Dorer (Tel. +49-340-2103-3388)
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## How to get there:

### Getting to Adlershof ...

By public transport it takes

- 10 min from Flughafen Schönefeld
- and 35 min from central train station Hauptbahnhof

### ➔ From the airports

From the Airport Schönefeld (go to S-Bahnhof Schönefeld):

- Take the red-yellow city train (S-Bahn) from the railway station "Berlin Schönefeld" (lines S9 or S45; 3 stops) to the local railway station "S-Bahnhof Adlershof"
- OR take bus 163 (direction S-Schöneeweide) from the airport Schönefeld until the stop "S-Bahnhof Adlershof".
- OR take bus 164 (direction S-Kaulsdorf) from the airport Schönefeld until the stop "S-Bahnhof Adlershof".
- Distance from the airport: 6 km (ca. 10-15 min)

From the Airport Tegel:

- Take Bus TXL until the local railway station "S-Bahnhof Beusselstraße"
- Take the red-yellow city train (S-Bahn) S41 until the station "Schönhauser Allee" (ring city train) and change into S9 (direction "Berlin Schönefeld Flughafen") until the station "Adlershof"
- Distance from the airport: 30 km (ca. 60min)

### ➔ From the railway stations

From the railway stations: main station (Hauptbahnhof) or Ostbahnhof

- Take the red-yellow city train (S-Bahn) lines 5, 7 or 75 until the local railway station "Ostkreuz", go to the upper rails and change into the city train S8 or S9 until the station "Adlershof"
- ca. 35 min from main station; ca. 25 min from Ostbahnhof

From the railway station Südkreuz:

- Take the red-yellow city train (S-Bahn) S42 from the upper rails until the stop „Neukölln“, then change either into the city train S45 (direction „Berlin-Schönefeld Flughafen“) or the city train S46 (direction „Königs Wusterhausen“) until the local railway station "Adlershof" (ca. 20 min)