

## PRESOURCE – Promotion of Resource Efficiency in SMEs in Central Europe

### An Introduction to the Project

PRESOURCE Conference, Berlin, 12<sup>th</sup> November 2014

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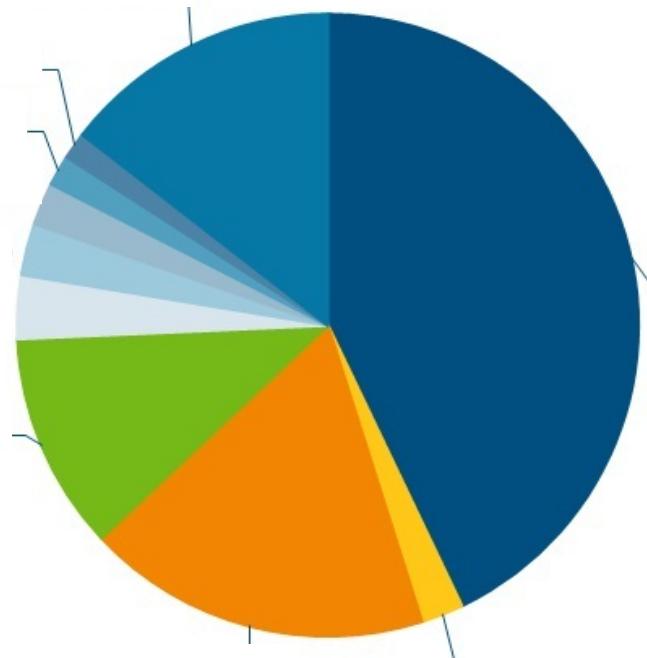
- PRESOURCE: Promotion of Resource Efficiency in SMEs in Central Europe
- Main objective: improvement of resource efficiency (RE) in industrial SMEs
- June 2012 – November 2014 (2.5 years)
- Co-financed by Central Europe (CE) Programme 2007-2013 (European Territorial Cooperation; INTERREG)
- 8 partners from 6 countries (8 countries in CE)



Bundesministerium  
für Umwelt, Naturschutz,  
Bau und Reaktorsicherheit



## Cost structure in industrial SMEs (Germany)



Source: Federal Statistical Office

**SMEs in the EU:**

- 99,8% of enterprises
- 2/3 of jobs
- 58,6% of value added

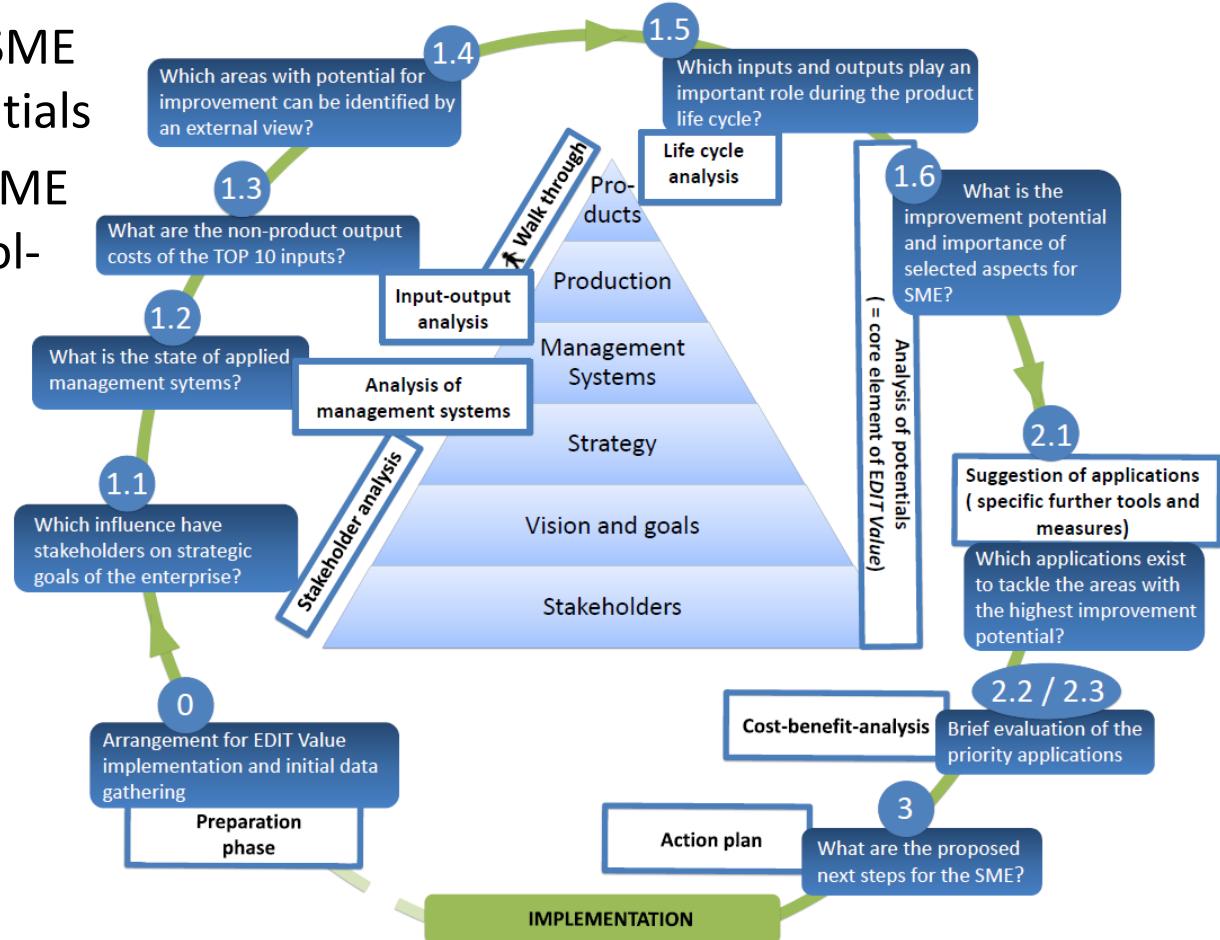
Many SMEs are not aware of their cost structure!

- Aim: Increase of material productivity (GDP/DMI)
- Germany: Doubling by 2020 (compared to 1994)
- Actual value 2011: +44% (nominal value: +61%)
- Industrial sector (DE): ~190,000 SMEs
- ~21% (40,000) open to efficiency consultancy
- demea: 600 consultations/year
  - 60 years to complete 40,000 companies

Source: German Centre for Resource Efficiency (ZRE), 2011

- **Main goal:** Reduction of resource use and cost in SMEs
- WP 3: Establishment of the tool Eco-Innovation Diagnosis and Implementation Tool for increase of enterprise Value (EDIT Value)
- WP 4: Financing issues of RE (public and private financing opportunities)
- WP 5: Establishment of an RE Competence Platform

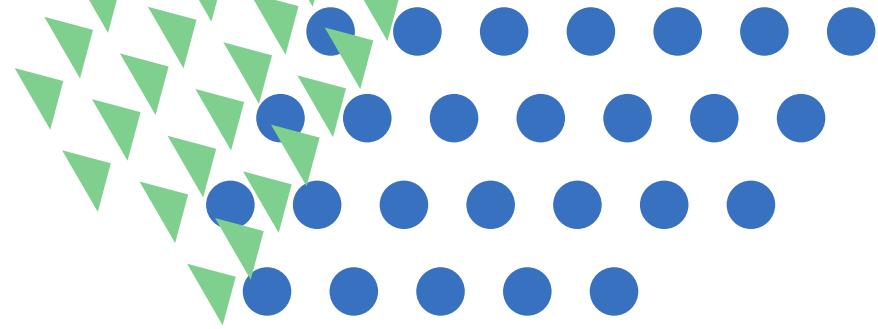
- Holistic approach: entire SME is considered for RE potentials
- Integrated RE approach: SME need-driven instead of tool-driven
- Awareness raising tool for resource efficiency improvement



- Financial market & stakeholder analysis with respect to RE
- Interviews with stakeholders
  - Cost-benefit analysis scheme for the assessment of resource efficiency measures for financing institutions (lenders, i.e. banks)
  - Financial Guideline for SMEs: financing of RE projects (public and private)

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- Establishment of an RE online Platform ([www.resourceefficiencyatlas.eu](http://www.resourceefficiencyatlas.eu))
  - Mapping of stakeholders and activities in Central Europe
  - Exchange of experience between politics and intermediaries
  - Collection of studies, tools; event calendar
  - support for establishment of RE programmes, action plans, etc.
  - Networking between the stakeholders
- Transnational Workshops
  - RE Action Plan Development (7<sup>th</sup> February, Prague)
  - Promotion of RE in SMEs – Tools and Experiences (8<sup>th</sup> April, Berlin)
  - Innovative Financing Instruments (3<sup>rd</sup> June, Berlin; 9<sup>th</sup> October, Vienna)



Thank you for your attention!



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