



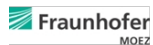
PRESOURCE

Transnational Workshop

Experiences in Austria with RE support mechanisms

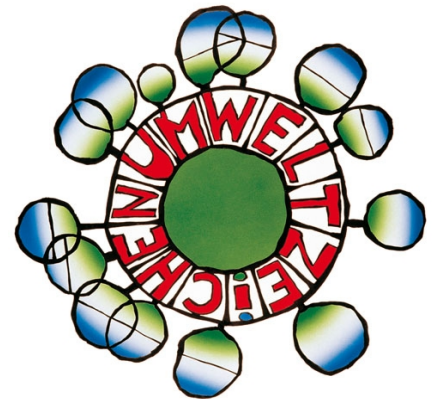
Budapest 13.09.2013

Gregor Waltersdorfer



- Environmental Consultancy and Research Company
- > 20 years experience / operating internationally
- Fields of work:
 - Cleaner Production
 - Energy and Resource Efficiency
 - ECOPROFIT and other Environmental Management Systems
- 10 employees

- Our Experience is based on:
 - Daily work
 - Interviews in WP3 (20 companies) & WP4 (11 institutions)
- Speaking of support mechanisms → subsidies
- But there are plenty others:
 - Consulting (e.g. STENUM)
 - Green Procurement (Vienna)
 - Labelling (Austrian Eco Label)



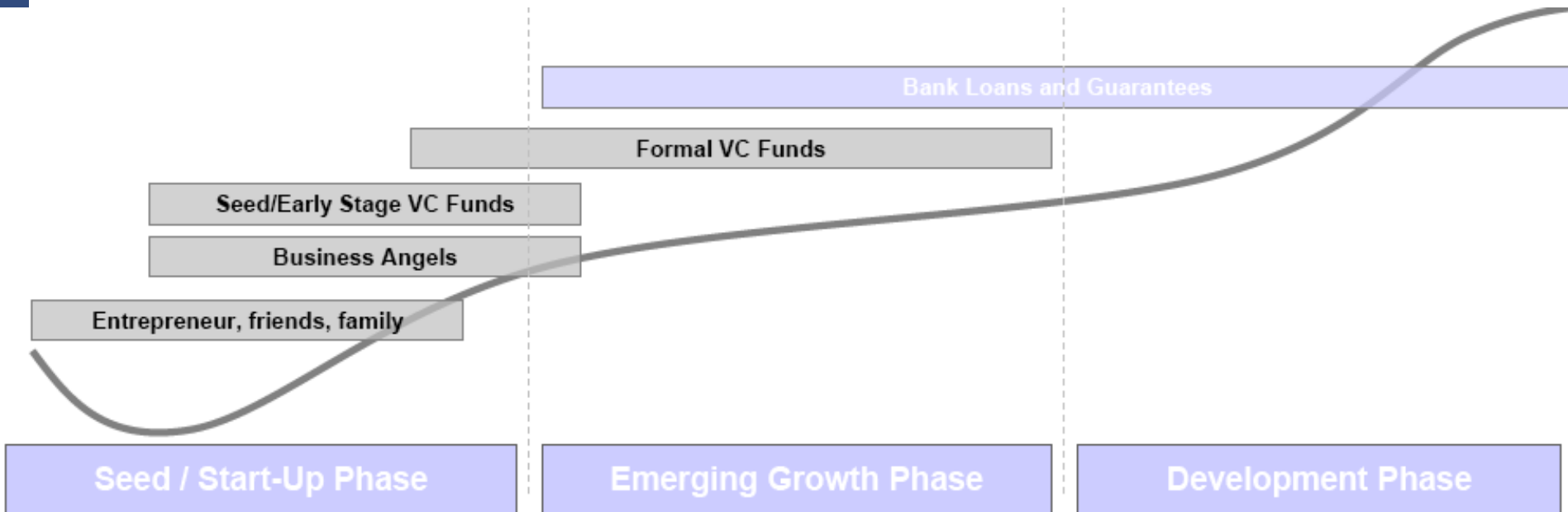
- PUSH (stick)
 - supply driven
 - Compliance
 - High energy prices
- PULL (carrot)
 - demand driven
 - Subsidies
 - Business Incubators
 - ECOPROFIT
- Financial / non-financial



- **Innovations**
- Development
- new
- High risk
- **Replications**
- Diffusion
- proven
- Low risk

Need different support mechanisms

- Maturity of a company



Source: EIF

- Prices and customer demand are main drivers
- Since financial crisis: importance of assumption of liability/guarantees
- Mostly family-owned enterprises: long-term thinking
- RE projects: more capital intense
- Financing project is easier than whole company

- Subsidies: high popularity, since
 - Provide cash
 - Even if they decrease credit rating
 - Not always economically best choice
- Austria: aggrieved by subsidies (e.g. keep prices high)
- Target: energy (efficiency and renewables)
- Only ~6 subsidies: RE (material, 1 for water)
- No one on land, biodiversity

- VC / PE: no high-flying exit so far. Bad reputation
- Crowd funding: hyped, high willingness, not applicable for every company, strict regulation. Transparency is key!
- Contracting: up to now: mostly for heating in public buildings. Still complex structures
- Bank loans: no expertise of evaluation

- Interviewees demand to do more
- Austrian RE Action Plan:
 - Measures: Subsidies, Consulting, Awareness Rising, Competence-Networks
- Report on critical raw materials (+R&D subsidies)
- Greening of tax system

- Achieve long-term thinking
- Decrease dependance on subsidies
- More creative mechanisms
- Common language for communication with financial actors
- Right balance between carrot and stick

Questions?

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Thank you for your attention!