

Eco-Innovation and Competitiveness in Industrial Areas

Rome, 31st May 2013

Evolution in ETC/SCP Projects:

From  to  PRESOURCE



Daniel de Graaf

Federal Environment Agency

European territorial cooperation (ETC)

- Transnational cooperation in different EU regions (formerly known as INTERREG)
- Act Clean and PRESOURCE both Central Europe Programme 2007-2013 (1st and 4th Call, respectively)





Act Clean: Access to Technology and Know-how on Cleaner Production in Central Europe

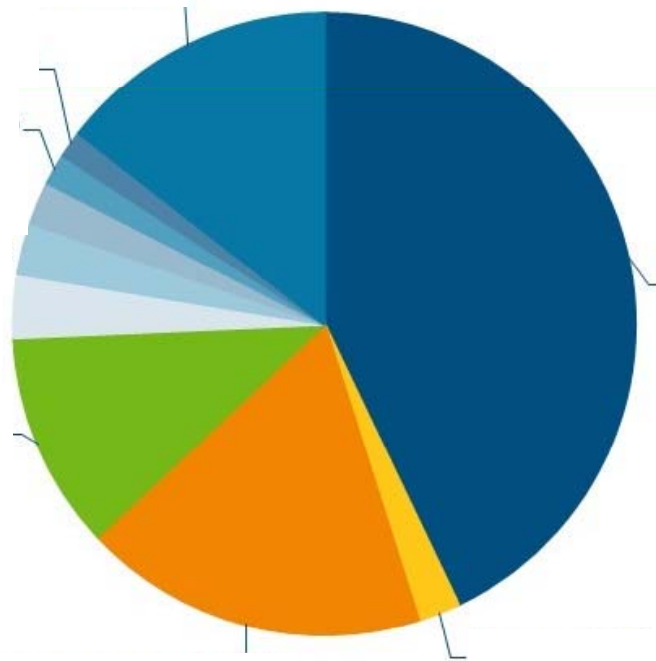
- Main goal: helping SMEs introducing eco-innovations
 - Eco-innovation database (>400 entries)
 - Act Clean Toolbox for assessing cleaner production potential in SMEs
 - Matchmaking events (workshops): bringing together offer and demand side
 - Workshops on different topics (decentralised wastewater treatment, biomass/biowaste/biogas, etc.)
 - Aim: generating business opportunities/deals
- www.act-clean.eu



Act Clean: Access to Technology and Know-how on Cleaner Production in Central Europe

- Challenges during project implementation:
 - „Demand side“ hardly represented in matchmaking events
 - Matchmaking idea does not work as estimated
 - SMEs not aware of their need for eco-innovation
 - Financing important barrier for implementation of eco-innovations

Cost structure in industrial SMEs (Germany)



Many SMEs do not know their cost structure!

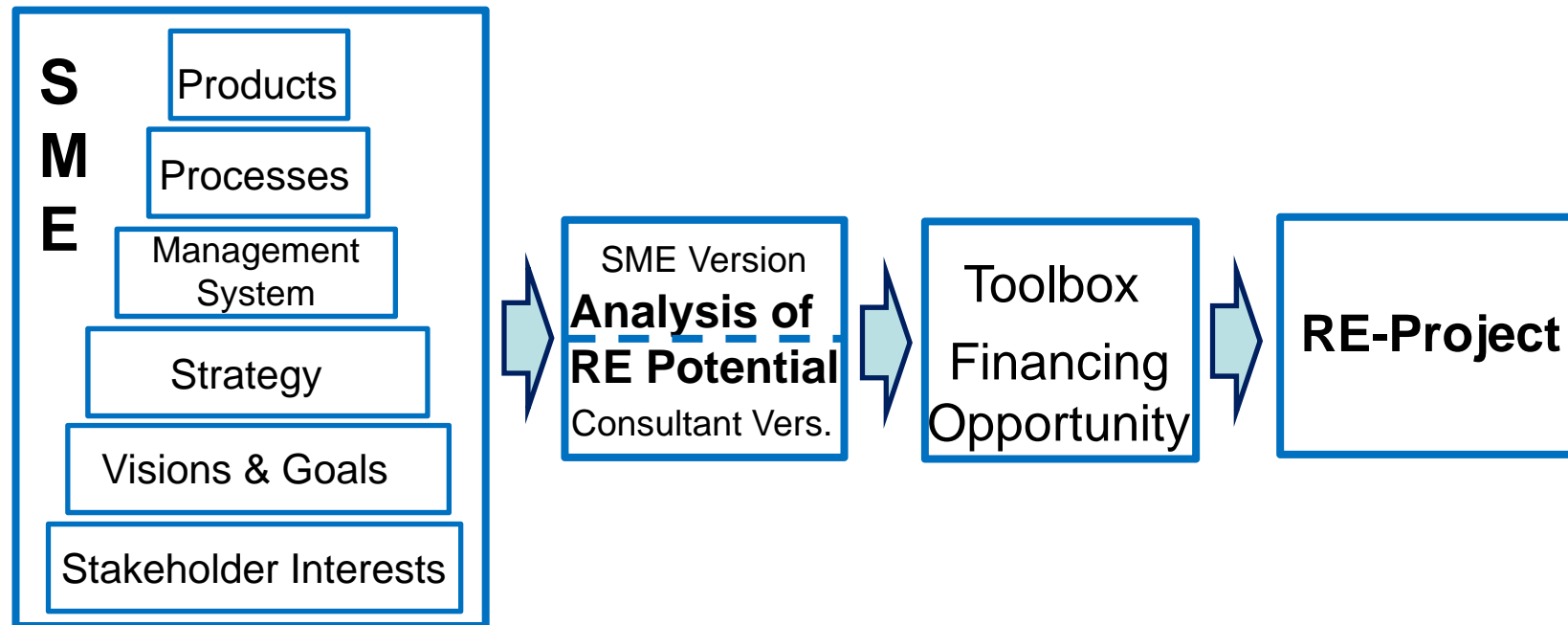
PRESOURCE

PRESOURCE: Promotion of Resource Efficiency in SMEs in Central Europe

- Main goal: Reduction of resource use and cost in SMEs
- Establishment of the tool Eco-Innovation Development and Implementation Tool (EDIT Value)
- Cost-benefit analysis scheme for the assessment of resource efficiency measures (RE) for financing institutions (lenders)
- Establishment of an RE Competence Platform
 - Exchange of experience between politics and intermediaries
 - support for establishment of RE programmes, action plans, etc.

PRESOURCE: Promotion of Resource Efficiency in SMEs in Central Europe

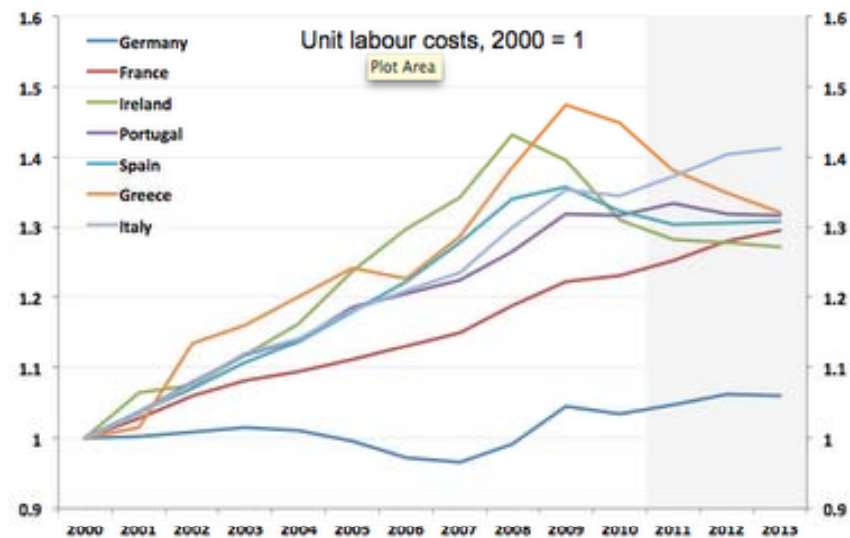
EDIT Value tool approach



Stakeholders: customers, suppliers, banks, shareholders, etc.

Overcoming economic crisis through eco-innovation?

Development of unit labour costs in EU countries



$$\text{Unit Labour Costs} = \frac{\text{Wages}}{\text{GDP}}$$

Thank you for your attention!

Daniel de Graaf
daniel.degraaf@uba.de

Caterina Rinaldi
caterina.rinaldi@enea.it

