



PRESOURCE Transnational Workshops in Berlin

4th and 5th December 2013,

**Federal Ministry for the Environment, Nature Conservation and Nuclear
Safety (BMU), Germany**

Wednesday December 4th, 2013

Transnational Workshop on Institutional Support Schemes and Structures for Resource Efficiency in SME

The PRESOURCE project aims at increasing the resource productivity, especially in small and medium sized enterprises (SME) of the manufacturing sector in the countries of Central Europe. PRESOURCE partners have gathered information on relevant actors, their respective activities and support mechanisms in the field of resource efficiency. PRESOURCE facilitates the exchange of actors on efficient support mechanisms. The information will also be published online on the PRESOURCE competence platform, which will enable intermediaries from public, private and scientific institutions to use this information in their daily work.

The Transnational Workshop is the second in the PRESOURCE project devoted to “Institutional Support Schemes and Structures for Resource Efficiency in SME”. The objective of this workshop is to provide insights into currently implemented support schemes and structures for resource efficiency in SME and to discuss strengths and weaknesses of support mechanisms. One focus of the presentations and the discussions lies on success factors for reaching the final target group, i.e. SME of the manufacturing sector in Central Europe. Public, private and scientific experts in the field of resource efficiency promotion in SME are invited to benefit from and to contribute to the workshop.

Block A of the workshop focuses on support mechanisms at European level, block B focuses on the national and subnational level. Different overviews on existing schemes will be presented, as well as single exemplary projects. Discussions will point to possible further developments, enabling more successful activities.

A third Transnational workshop focussing on innovative financing instruments for resource efficiency measures in SME will take place at the Fraunhofer Forum Berlin on 3 June 2014.

TIME	TOPIC
9.00 - 9.15	Registration
9.15 - 9.25	Welcome and a brief Statement on Challenges and Policies in Supporting Resource Efficiency in Industry in Germany and Europe <i>Ms Birgit Schwenk, Head of Division European and International Aspects of Resource Efficiency, Raw Materials Policy - BMU</i>
9.25 - 9.45	SME Perspective on resource efficiency - Feedback from PRESOURCE WP 3 survey <i>Pavel Růžička, ENVIROS</i>

9.45 – 12.20	Block A: EU-level institutional support schemes and structures for resource efficiency in SME
9.45 - 10.00	Institutional support schemes and structures for Resource Efficiency in SME on EU-level incl. EREP, Agency-Networking <i>Sebastian Schmidt, VDI ZRE</i>
10.00 - 10.45	EU Research and Innovation Funding for SME in the field of Ressource Efficiency <i>Tim Schüürmann, CIP National contact point Germany, Zenit GmbH</i>
10.45 - 11.05	Resource Efficiency and EraSME: ERA-NET on National and Regional Programmes to Promote Innovation Networking and Cooperation between SMEs and Research Organisation <i>Dr. Matthias Künzel, Deputy Head of demea – German Material Efficiency Agency</i>
11.05 - 11.30	Coffee Break
11.30 – 11.50	Sustainable raw material use and a Green Economy - business perspectives from project exchange <i>Dr. Martin Hirschnitz-Garbers, Ecologic, Project Coordinator</i>
11.50 – 12.20	Discussion of institutional support schemes and structures on EU-level with special focus on improving the access to target groups: <ul style="list-style-type: none"> • Strengths and weaknesses of the current structures • Appropriateness for Central Europe • Chances of Change (2014-2020) <i>Moderation: Werner Maass, Deputy Head of VDI ZRE</i>
12.20 – 16.00	Block B: National and regional institutional support schemes and structures
12:20 – 12.40	The First Hungarian National Environmental Technology Innovation Strategy (NETIS) <i>Teodóra Kristóf, Hungarian Ministry of Rural Development</i>
12.40 – 13.00	Support schemes and structures for resource efficiency in SME in the Czech Republic <i>Viktor Havlice, Ministry of Industry and Trade of the Czech Republic</i>
13.00 – 14.00	Lunch
14.00 – 14.20	The Centre for Resource Efficiency at the German Association of Engineers (VDI ZRE) <i>Sebastian Schmidt, VDI ZRE</i>
14.20 – 14.40	Support schemes for resource efficiency in SME in Poland <i>Marcin Idczak, Research and Innovation Centre Pro-Akademia</i>
14.40 – 15.00	Support schemes for RE in SME on regional level in Germany <i>Andreas Kunsleben, Effizienz-Agentur NRW</i>
15.00 – 15.20	Ecobusinessplan as an example for a support scheme for RE in SME on regional level in Austria

	<i>Dr. Thomas Hruschka, Ecobusinessplan Vienna</i>
15.20 – 15.50	<p>Discussion of institutional support schemes and structures on national level with special focus on improving the access to target groups:</p> <ul style="list-style-type: none"> • Strengths and weaknesses of the support structures and systems • What could countries from Central Europe learn from each other? • Could transnational cooperation create synergies? <p><i>Moderation: Werner Maass, Deputy Head of VDI ZRE</i></p>
15.50 – 16.00	<p>Wrap Up and Conclusions</p> <p><i>BMU</i></p>
16.00 – 17.00	Coffee and networking
17.00 – 19.00	Guided tour of resource-efficient technology concepts at the Potsdamer Platz
19.00 – 21.30	Working Dinner

Transnational Workshop on Norms, Standards and Indicators for Resource Efficiency in SME

The aim of the PRESOURCE project is to support the increase of resource productivity, especially in the countries of Central Europe. As confirmed by the project partners in their various queries, norms, standards and indicators are important instruments which are used by different actors in their activities aimed at increasing resource efficiency in the manufacturing sector. Public actors usually use macroeconomic indicators to measure the success of policies. Private actors and especially SME use microeconomic forms of measurement to assess their actual situation or their progress in resource-related activities. These forms of measurement can base upon voluntary standards of different types, but also on binding norms.

The aim of this workshop is to give an overview on and to discuss the status quo and current developments concerning norms, standards and indicators for resource consumption and especially resource productivity in countries of Central Europe. Block A focuses on indicators at national level. Thereafter, the workshop concentrates on indicators at the company level in Block B. Different existing forms of measuring resource efficiency will be presented. In block C, the focus will shift to the role of norms and standards for resource use and resource productivity at enterprise level.

TIME	TOPIC
9.00 – 9.10	Registration
9.10 – 9.15	Welcome
9:15 – 10.40	Block A: Resource Efficiency Indicators at National Level
9.15 – 10.00	National and European statistics and resource efficiency indicators – a brief introduction into the status quo and the current discussion <i>Sven Kaumanns, DESTATIS Federal Statistical Office of Germany</i>
10.00 – 10.20	Database on resource efficiency indicators of the Ecobusinessplan Vienna <i>Dr. Thomas Hruschka, Ecobusinessplan Vienna</i>
10:20 – 10:40	Coffee Break
10.40 – 12.00	Block B: Resource Efficiency Indicators at enterprise level
10.40 – 11.00	Resource indicators in environmental management schemes <i>Veit Moosmayer, Managing Director German EMAS Advisory Board</i>
11.00 – 11.20	Environmental Footprinting for SME – Practical Expertise <i>Cristian Chiavetta, ENEA, Italy</i>
11:20 – 11:40	Resource efficiency indicators as basis for investment decisions – Lessons learnt from more than 90 interviews with public and private investors <i>Dr. Robin Bürger, MOEZ Fraunhofer</i>
11.40 – 12.00	Discussion of links between macro- and micro - level indicators; what to learn from other indicator debates

	<i>Moderation: Sebastian Schmidt, VDI ZRE</i>
12.00 – 13.15	Block C: Norms and standards
12.00 – 12.20	<p>VDI – Technical Guidelines as an example for ways to harmonise approaches to measure resource use in SME</p> <p><i>Wilfried Denz, Wilfried Denz Umweltberatung, Chairman of the VDI Guideline Committee 4598 - Resource Efficiency in SME</i></p>
12.20 – 12.40	<p>Analysing material flows in SME – a practical approach</p> <p><i>Martina Prox, Ifu Hamburg GmbH</i></p>
12.40 – 13.10	<p>Discussion of norms, standards and indicators for RE in SME in Central Europe</p> <ul style="list-style-type: none"> • Are existing indicators sufficient to measure RE in SME? What are their weaknesses; what are strengths? <p><i>Moderation: Sebastian Schmidt, VDI ZRE</i></p>
13.10 – 13.15	<p>Wrap Up, and Outlook</p> <p><i>UBA/ BMU</i></p>
13:15 – 14.00	Lunch and end of the workshop

About PRESOURCE

The Policy Background

The topic of resource efficiency or 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 (581 compared to 1304 USD/ton). This has been revealed by a survey conducted by the European Environment Agency in 2011. 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

Meeting venue: **Federal Ministry for the Environment, Nature Conservation and Nuclear Safety**

Room KTR 03.07.01

Köthener Straße 2–3

DE–10963 Berlin

Contact: Janka Clauder (Tel. +49-30-28550-2379)

How to get there:

From Tegel airport (TXL):

Public transport: From Tegel airport, take Bus X9 or 109 (direction: S+U Alexanderplatz) and get off at U Bismarckstraße. Take U 2 and get off at S+U Potsdamer Platz. Ticket Zones AB: 2,60EUR

Taxi: approx. 25 EUR

From Schönefeld airport (SXF):

Public transport: From Schönefeld airport, take metro S45 (direction: S+U Bundesplatz) and get off at S Südkreuz. Take Metro S2 (direction: S Buch) to S+U Potsdamer Platz. Ticket Zones ABC: 3,20EUR

Taxi: approx. 35 EUR

From Berlin Hauptbahnhof (central station):

Public transport: Take bus M41 (direction: Sonnenallee/ Baumschulenstraße) and get off at S+U Potsdamer Platz. Ticket Zones AB: 2,60EUR

Taxi: approx. 10 EUR

