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# **SUSTAINABLE RAW MATERIAL USE AND A GREEN ECONOMY - BUSINESS PERSPECTIVES FROM PROJECT EXCHANGE**

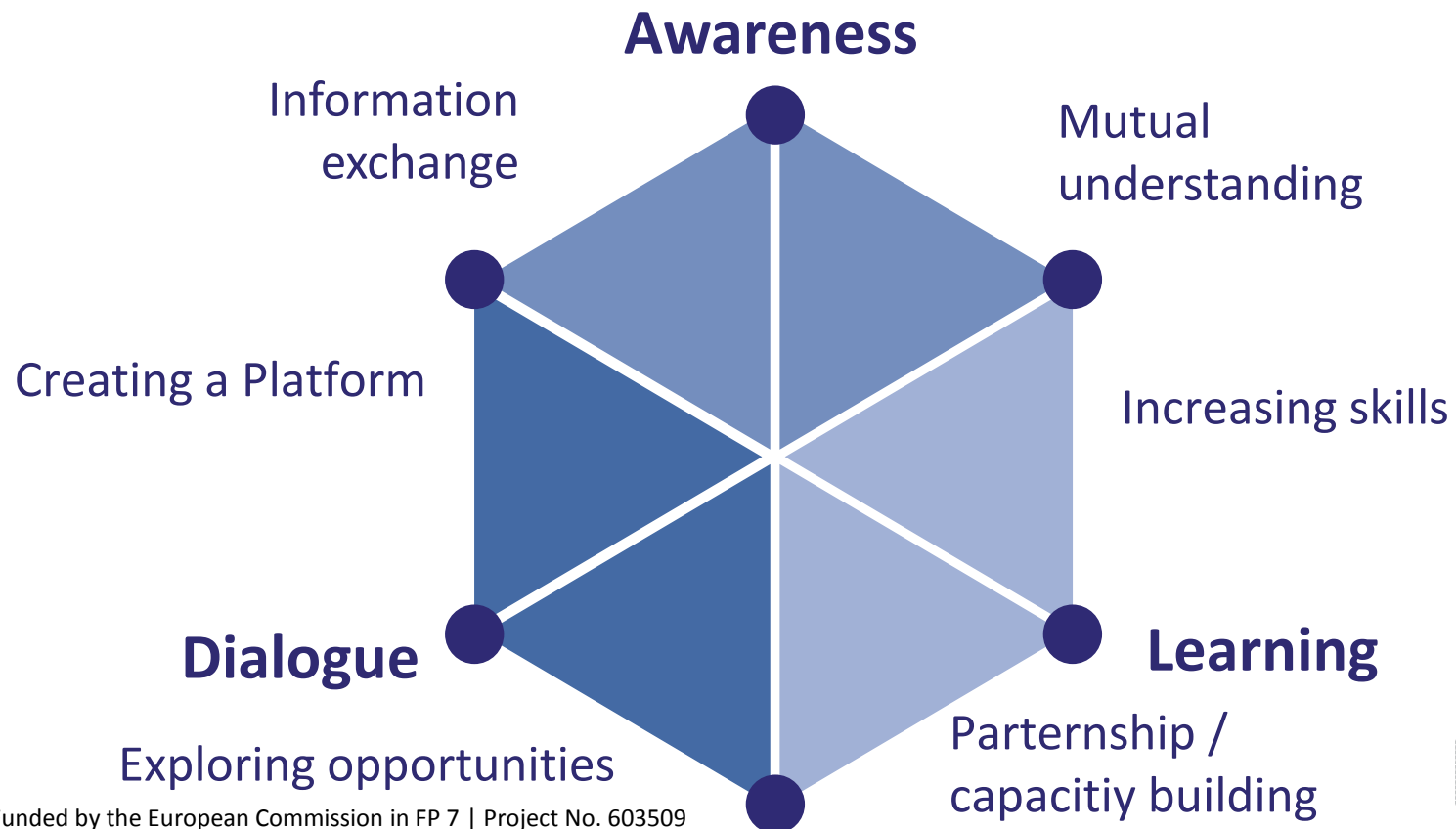
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**Ecologic Institute**

PRESOURCE Transnational Workshop on Institutional Support Schemes and Structures for  
Resource Efficiency in SME, Berlin – December 4, 2013

# COBALT – brief project intro

- ▶ Contributing to Building of Awareness, Learning and Transfer of knowledge on sustainable use of raw materials



Funded by the European Commission in FP 7 | Project No. 603509



# COBALT – relevant findings



**cobalt**  
awareness . learning . dialogue

- ▶ SME support needed for sustainable value chain management
- ▶ Scaling up of (niche) innovations through multiplier networks
- ▶ Key success factors are
  - True and respectful dialogue, integrating consumer side
  - An international level playing field
  - Political will and support
  - Solid and trustworthy information
  - Securing intellectual property rights

# COBALT – relevant findings



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## Objectives

To reduce dependency on imports To promote the production and exports				To put Europe at the forefront in RM sectors	
To improve supply conditions from EU	To diversify raw materials sourcing	To improve resource efficiency (including recycling)	To find alternative raw materials	To make Europe a leader in the RM capabilities	To mitigate environmental, social and health impacts

## EIP Targets

Pro-active international co-operation strategy of the EU at bilateral and multilateral level					
Up to 10 innovative pilot actions	Substitutes for 3 applications of CRMs	Framework conditions for primary RMs	Framework for enhanced efficiency in material use	EU Raw Materials Knowledge base	KIC Raw Materials

## Implementation

Strategic Implementation Plan (adopted on 25 September 2013)

Call for Commitments

Horizon 2020  
Societal Challenge 5  
WP2014-2015

Project No. 03509

Stakeholders Community  
Industries, Academics, NGOs,  
Public Administrations, etc....

# COBALT – relevant findings



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## Developing a Strategic Implementation Plan via three different pillars

- I. Technology Pillar
  - I.A Raw materials research and innovation coordination
  - I.B Technologies for primary and secondary raw materials' production
  - I.C Substitution of raw materials
- II. Non-Technology Policy Pillar
  - II.A Improving Europe's raw materials framework conditions
  - II.B Improving Europe's waste management framework conditions and excellence
  - II.C Knowledge, skills and raw materials flows
- III International Cooperation Pillar
  - III.1 Technology
  - III.2 Global Raw Materials Governance and Dialogues
  - III.3 Health, Safety and Environment
  - III.4 Skills, Education and Knowledge
  - III.5 Investment activities

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# GreenEcoNet – brief project intro

- ▶ A best practice platform to support the transition towards a green economy
- ▶ 6 partners from 5 countries
- ▶ Project duration: 3 years
- ▶ Goal: **Develop an exchange network of best practices involving the “best in class” private enterprises, the academic research institutions, business networks and the wider business community, with a special focus on SMEs.**

# GreenEcoNet – barriers for SMEs

- ▶ SMEs mainly come across barriers in the following four categories:
  - Financial/economic (e.g. cost of new technologies)
  - Technical (e.g. in-plant expertise)
  - Informational (e.g. information on implementation)
  - Market (e.g. geographical limitations)
- ▶ Other barriers brought up by stakeholders last week:
  - Language
  - Time
  - Regulation



# GreenEcoNet – solutions offered

- ▶ Online platform
  - Best practice database
  - FAQ
  - SME profiles
  - Reverse marketplace
- ▶ Offline platform
  - Network of SMEs
  - Conferences and workshops
  - Pool of Experts





# GreenEcoNet – opportunities for SMEs

- ▶ SMEs can get the following from the GREENECONET platform
  - Gaining access to information on successfully implemented green practices and technologies
  - Sharing experiences and expertise
  - Finding complementarities (for resources, R&D, production, etc.) and creating partnerships
  - Find customers or suppliers
  - Self promotion



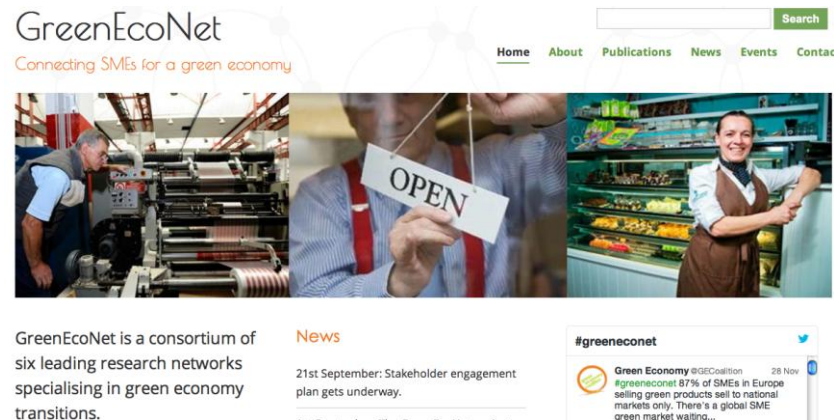
# GreenEcoNet – feedback from stakeholders

- ▶ Innovation lab last week in Brussels
- ▶ Stakeholders were very positive about the platform
- ▶ Received constructive criticism
  - Make the platform different from other platforms
  - Importance of language
  - Dissemination
  - Create ownership



# GreenEcoNet – how to get involved

- ▶ Participation at events (next slide)
- ▶ Involvement in the Pool of Experts
- ▶ Use of the platform starting in May 2014
- ▶ Join the conversation on Twitter! #GreenEcoNet
- ▶ Project website: <http://www.greeneconet.eu/>



# GreenEcoNet – next events

- ▶ Platform 1.0 launch in Brussels in May 2014
- ▶ Conference in Berlin in Fall 2014
  - Special focus on different regions of Europe
  - Great interest in central and Eastern Europe
- ▶ Funding is sometimes available for participants



# THANK YOU VERY MUCH!

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