

Support scheme for resource efficiency in SME on regional level in Austria

EcoBusinessPlan Vienna

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Eco*BusinessPlan Vienna*



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EUROPEAN REGIONAL
DEVELOPMENT FUND



„We are saving four million litres of water per year – 25.000 filled bath tubs just by using water-saving installations.

Harald Hitner, Maître d'hôtel des Café Imperial,
Hotel Imperial



„We restructured our car fleet and so we are saving 25.000 litres Diesel per year.”

Franz Radatz, Geschäftsführer Radatz Fleischwaren



„With our block-heat and power plant we are reducing our CO₂ emission by 340 tons a year”

Hans Peter Andres, Vorstand Einkauf,
Logistik und Produktion, Josef Manner & Comp AG



What have these three gentlemen and another 1000 Viennese companies in common?

They are part of EcoBusinessPlan Vienna!



EcoBusinessPlan Vienna

Goals of EcoBusinessPlan Vienna

**Improvement of environmental situation,
by a better performance of enterprises and
industries.**

Reduce environmental impacts.

Integrative and preventive environmental protection.

Better relationship between enterprises and authorities.

Stimulation of de-coupling economic growth from resource
consumption and environmental damage.

Contribution to the sustainable development of the City of Vienna.



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The Idea of Partnership

- Vienna: all stakeholders
- Between the participating enterprises
- Vienna and other cities



Focusing as
**Municipal
 Department on the
 Environmental
 Protections** on
 Viennese companies
 means to give
 answers to their most
 important question:



3 Principles of EcoBusinessPlan

environmental
protection pays



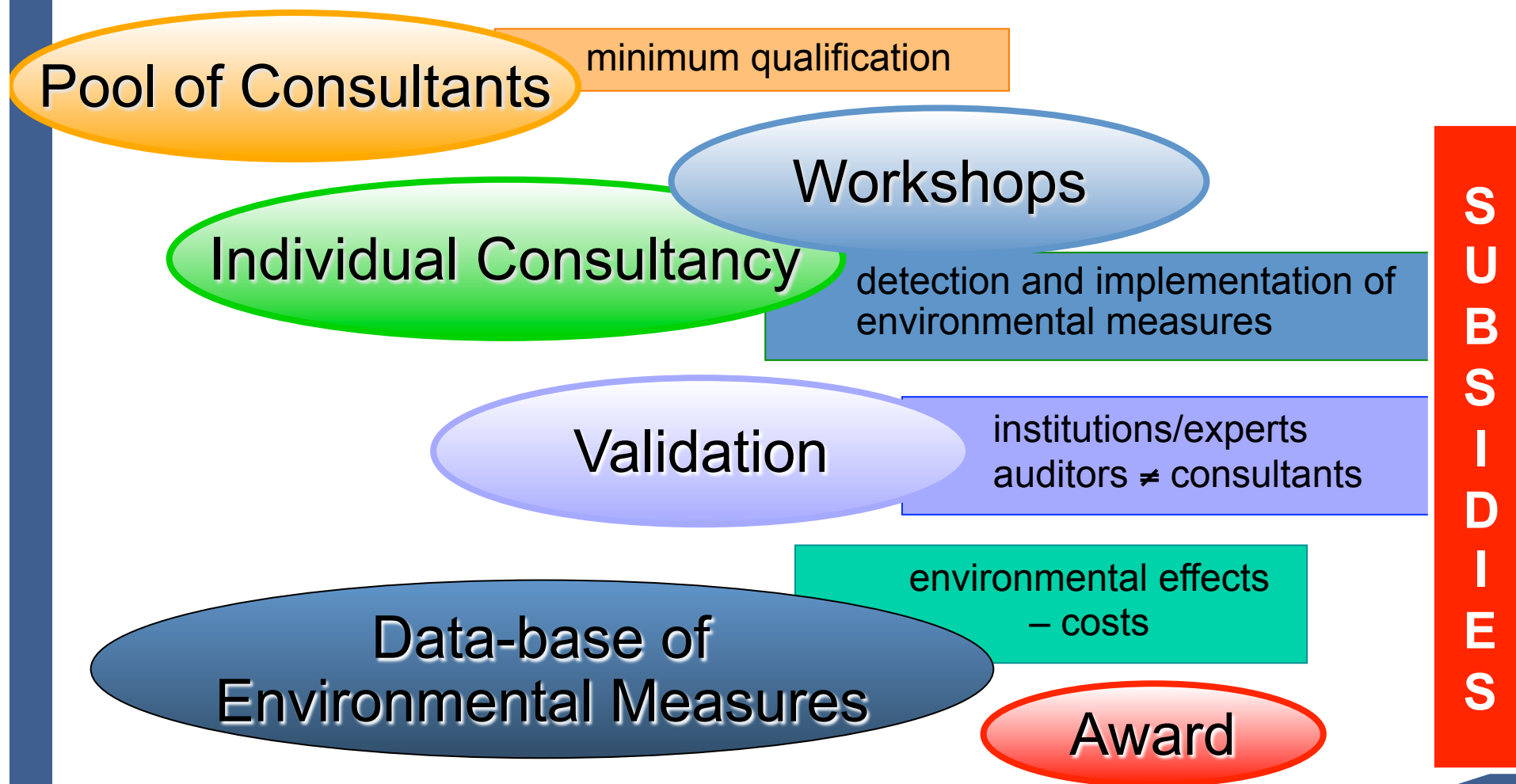
Bring all partner
together



Lead them to continues
improvement



The Road to Success





51.346
hot –air balloons

Result
1998 – 2012
947 Businesses



EcoBusinessPlan Vienna

1,51 times the
Ernst-Happel-
Stadion



2.330x
trips around the
world

2.500.000	m³ tap water
7268,7	t hazardous waste
122.500	t non-hazardous waste
305.000	t CO ₂
1,04	TWh energy
93,4 Mio.	Transportation kilometers
115,5 Mio.	EUR savings operating costs



consumption of
346.000 Viennese
households/a



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Controlling Instruments

- **External Evaluation**

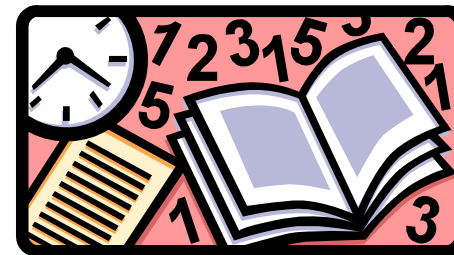
yearly report:

- standardized interviews
- statistics of database of environmental measures

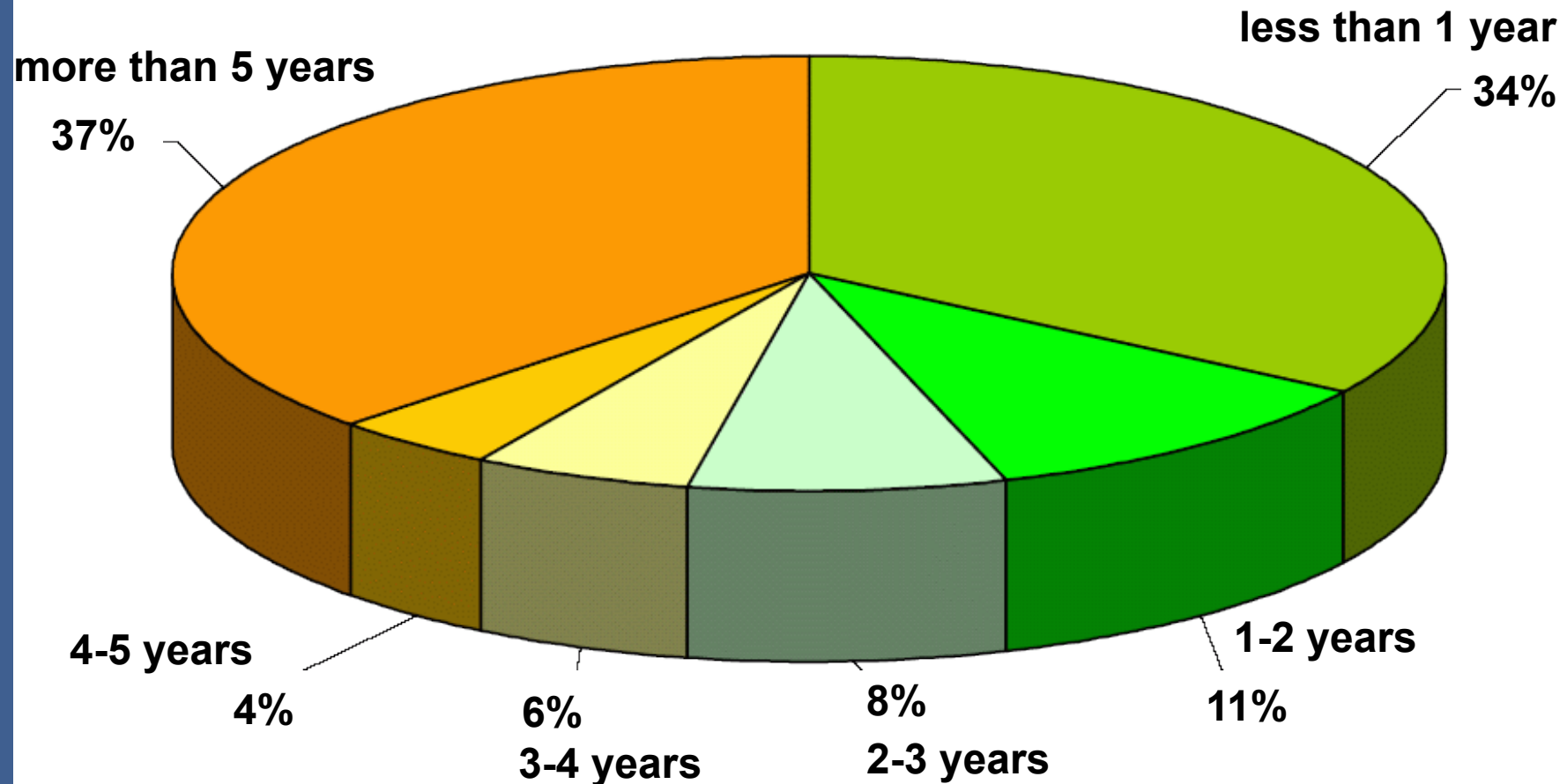
- ➔ benefit for the environment
- ➔ consumer satisfaction
- ➔ cost accounting + results accounts

- **Advisory Board**

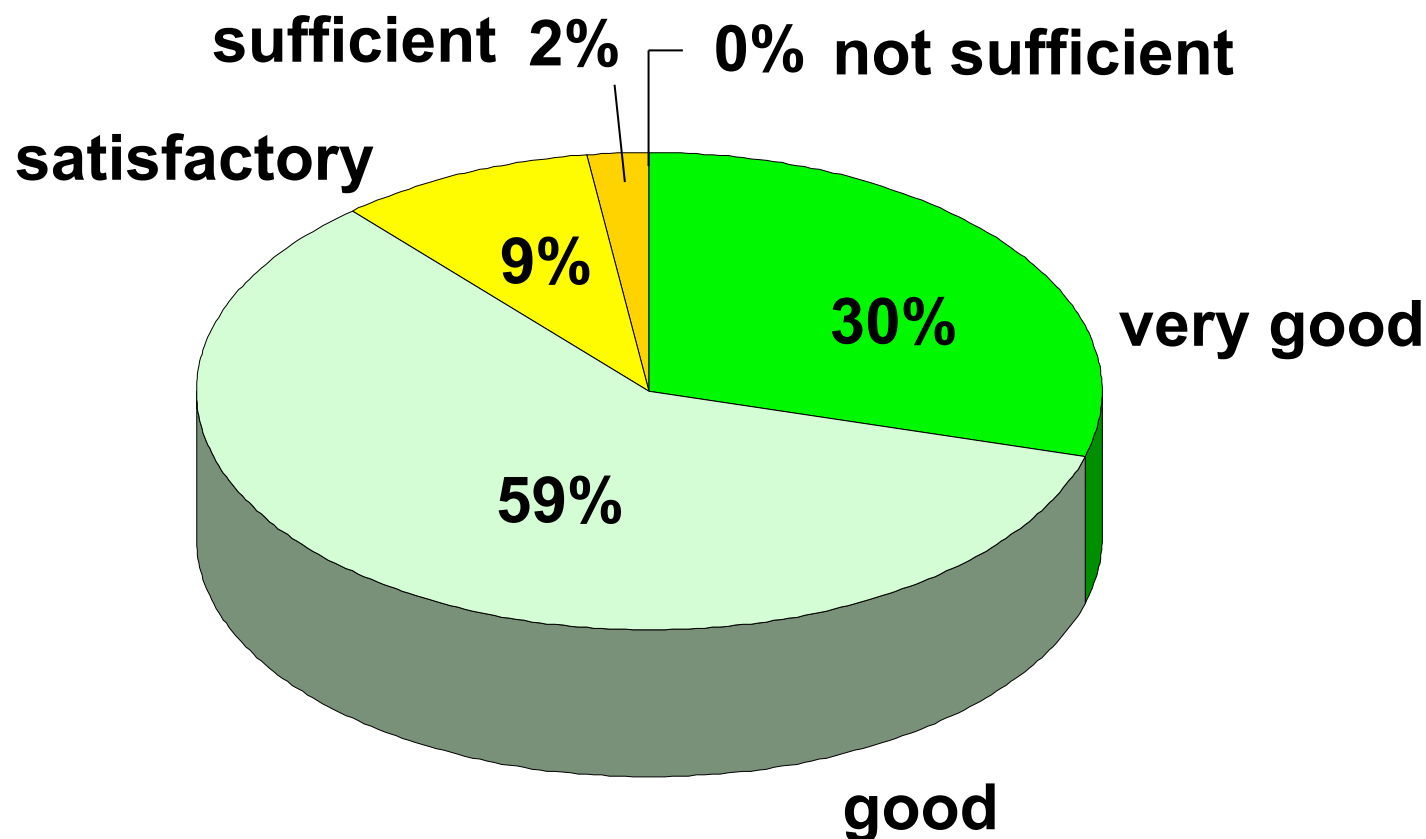
- **Programme Management**



Evaluation: Return on Investment

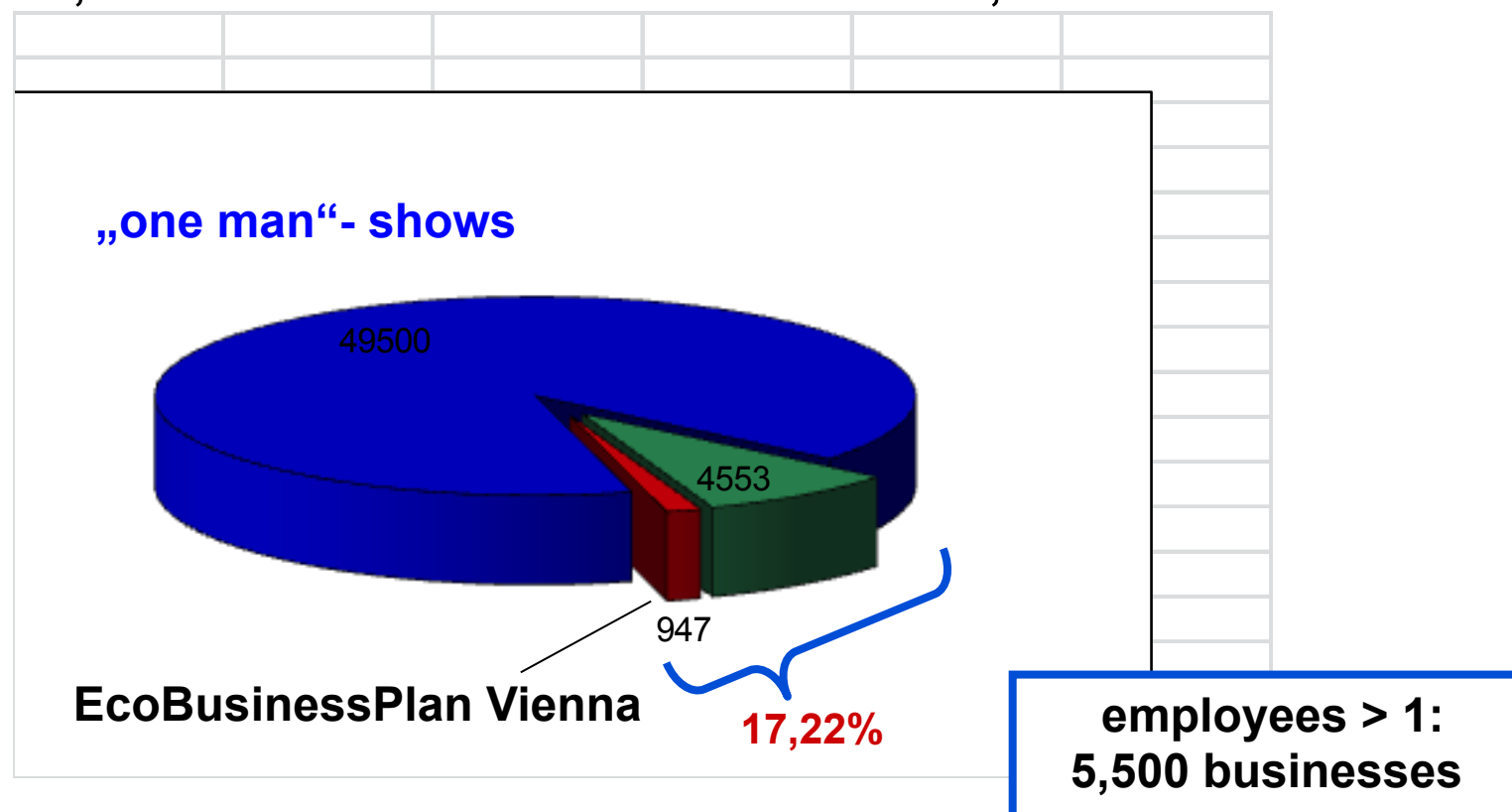


Evaluation: Valuation of Companies



Number of Businesses EcoBusinessPlan Vienna (1998-2012)

85,000 Viennese Businesses → 55,000 active



Number of Businesses

EcoBusinessPlan Vienna (1998-2012)

We reached more than 45 % of the Viennese goods producing companies with more than 100 employees



Subsidies - Money Multiplication?

Public

- Direct + indirect subsidies
- Programme independent resources

Companies

- Financial investments
- Time resources
- Participation fees
- Savings

Multiplier Effect of public expenses:

1:5



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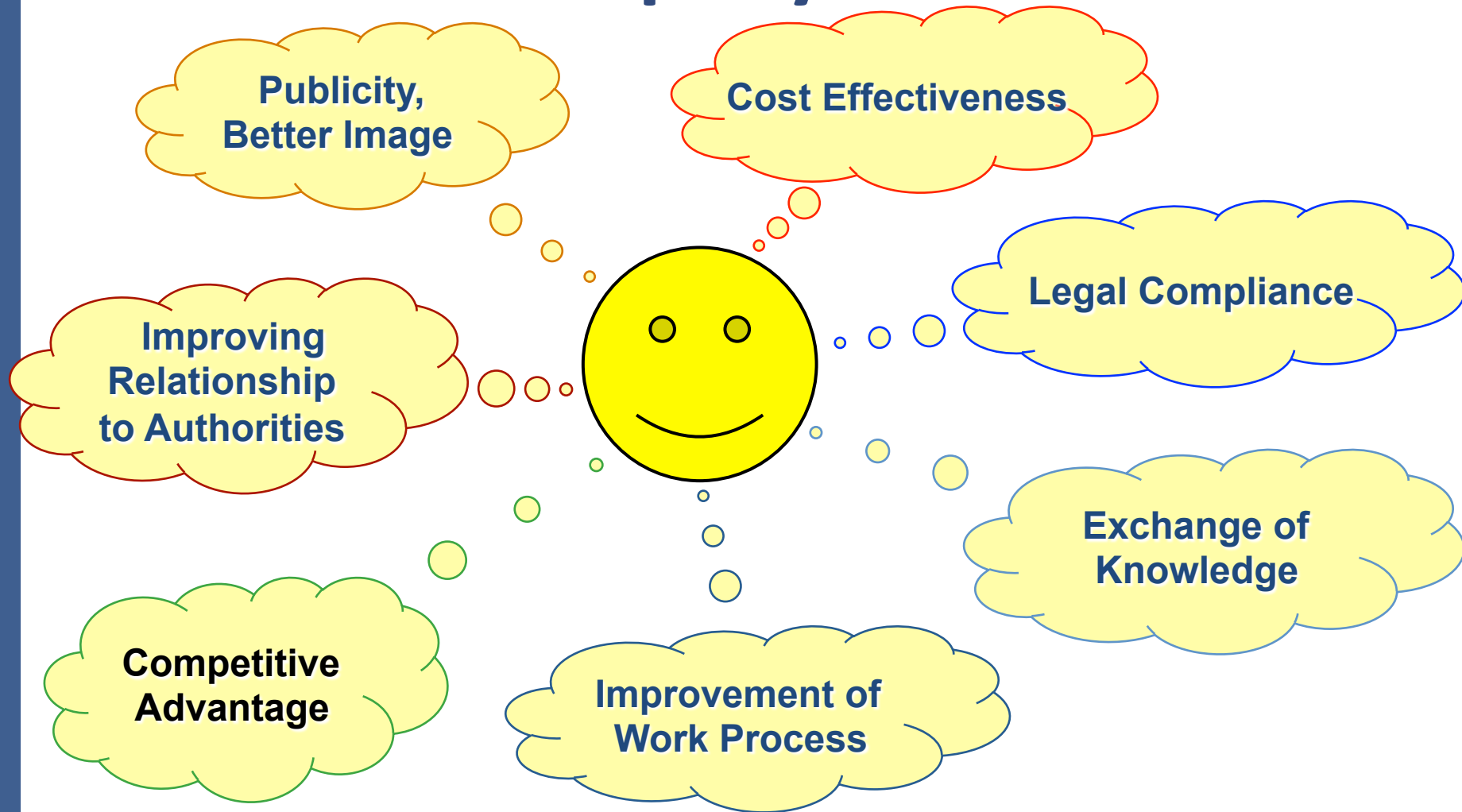
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The Company's Benefit



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Dissemination of Results

Bratislava (Slovakia)

Győr (Hungary)

Durres (Albania)

Chennai (India) +
Athens (Greece)

Adriatic Region

Cork (Ireland)

UNIDO - India

Nagoya (Japan)



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Dissemination of Results

- **EUROCITIES: working group *Greening the Local Economy***

EUROCITIES is the European network and lobbying group of Europe's major cities. Vienna is chairing the working group *Greening the Local Economy*. The aim is to exchange information on strategies, instruments and tools for improvement of environmental performance in business, particularly in small and medium sized enterprises.

Members of the working group are:

Belfast, Genoa, Helsinki, Leeds, Munich, Nantes, Newcastle, Oslo, Sheffield, Stockholm, Tampere, Vienna





Besides all that we hope we will never forget:





Öko*BusinessPlan* Wien



oekobusinessplan.wien.at

Der ÖkoBusinessPlan Wien wird finanziert von:

Stadt Wien, Lebensministerium, WIFI Wien und aus Mitteln des Ökostromfond für Wien



StoDt+Wien
Wien ist anders.