

EcoBusinessPlan Vienna

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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.

The Idea of Partnership

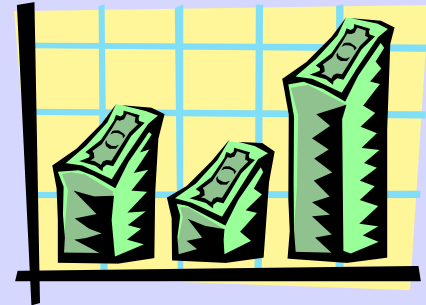
- Vienna: all stakeholders
- Between the participating enterprises
- Vienna and other cities

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

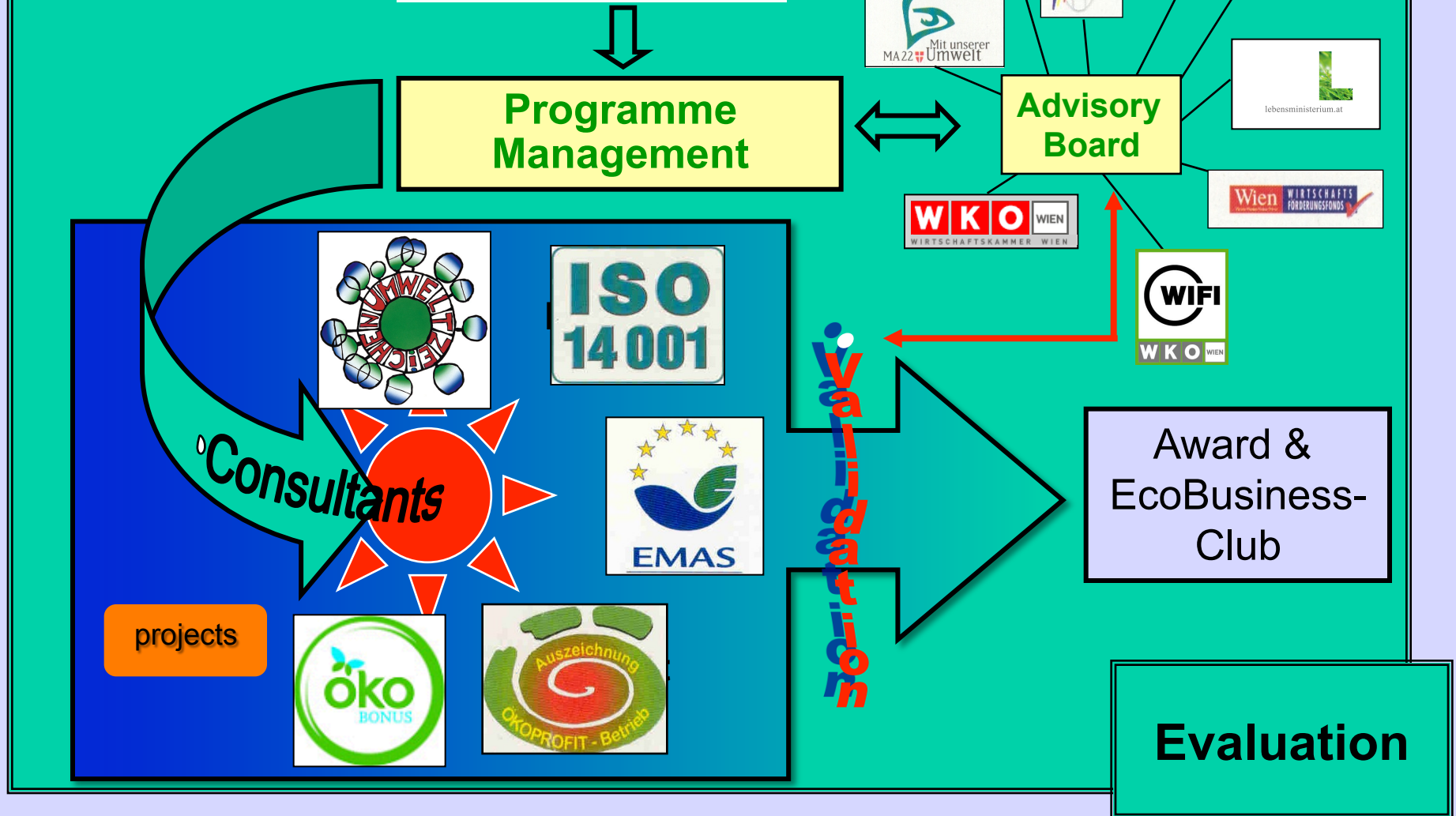


Bring all partner
together



Lead them to continues
improvement





Advisory
Board

• Operative

• Employees

• & Business

• Finance

• Support

The Road to Success

Pool of Consultants

minimum qualification

Workshops

Individual Consultancy

detection and implementation
of environmental measures

Validation

institutions/experts
auditors ≠ consultants

Data-base of
Environmental Measures

environmental effects
– costs

Award

S
U
B
S
I
D
I
E
S



• 51.346

• hot –air balloons

• Result
1998 – 2012
947 Businesses

• 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

Controlling Instruments

■ External Evaluation

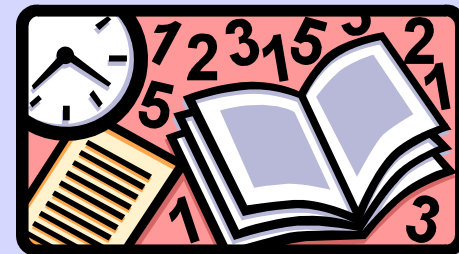
yearly report:

- standardized interviews
- statistics of database of environmental measures

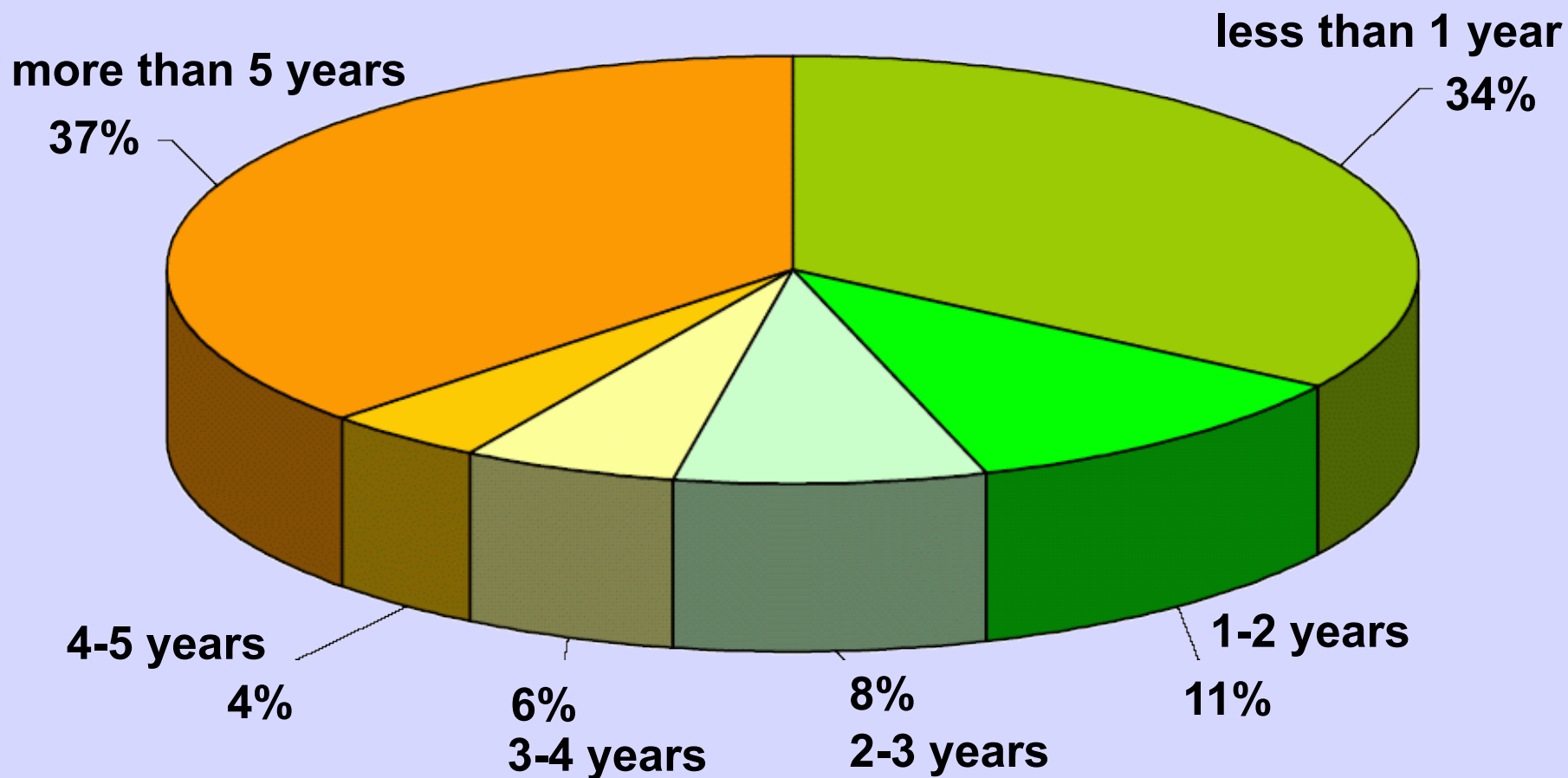
- ➔ benefit for the environment
- ➔ consumer satisfaction
- ➔ cost accounting + results accounts

■ Advisory Board

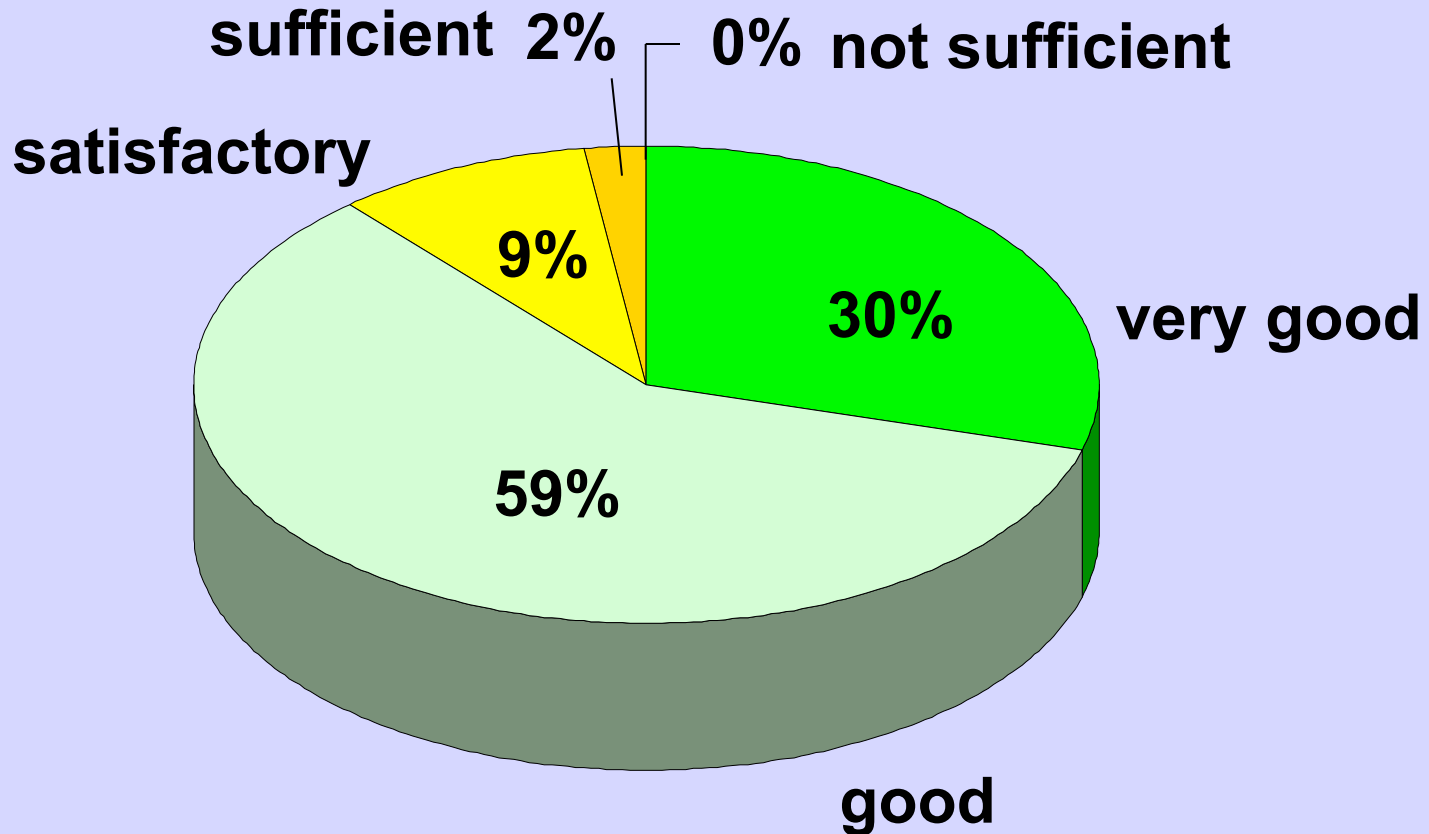
■ Programme Management



Evaluation: Return on Investment



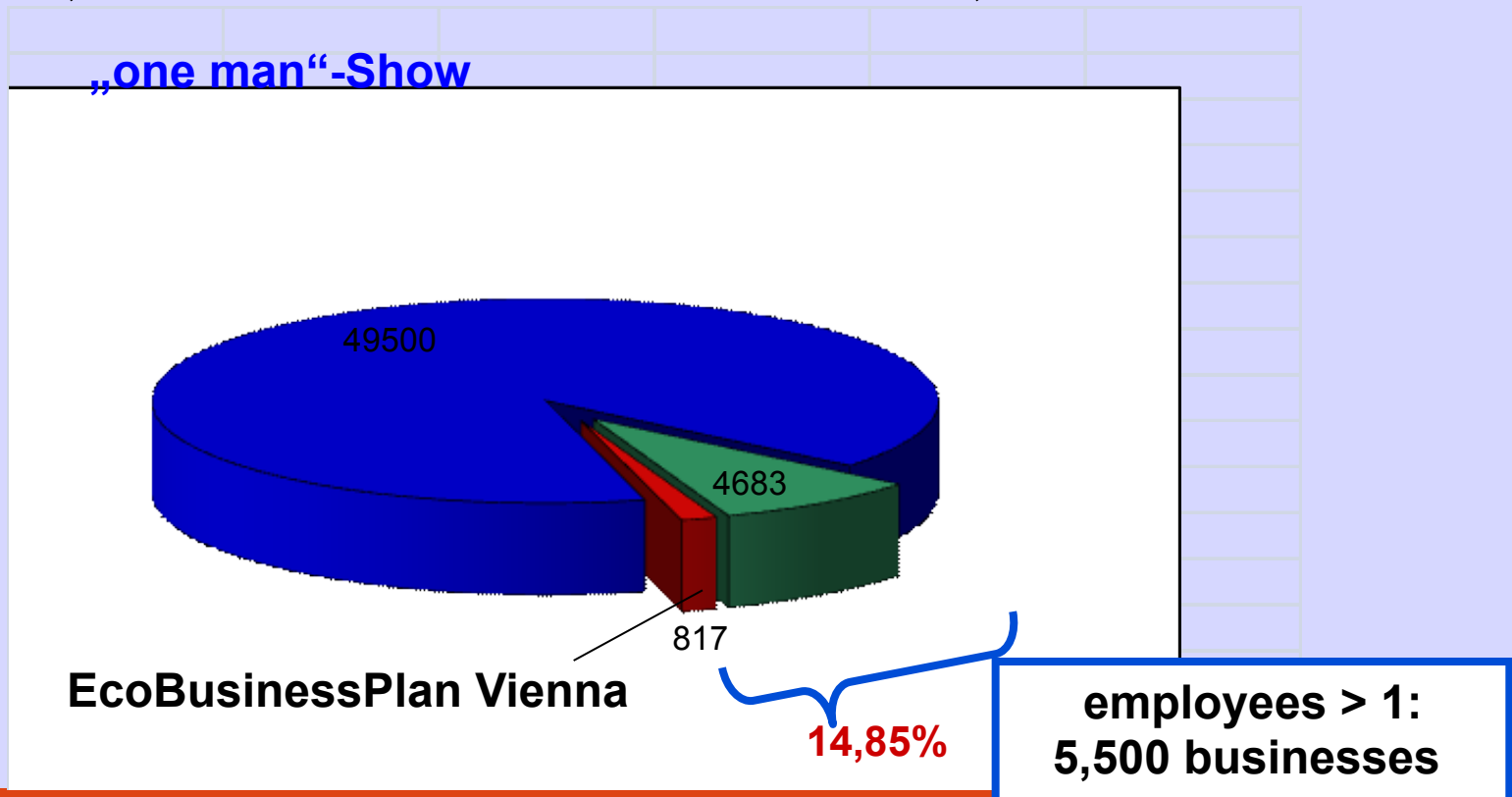
Evaluation: Valuation of Companies



Number of Businesses

EcoBusinessPlan Vienna (1998-2009)

85,000 Viennese Businesses → 55,000 active



EcoBusinessPlan Vienna

www.oekobusinessplan.wien.at
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naturlich
wien



City of + Vienna
Vienna is special.

Number of Businesses

EcoBusinessPlan Vienna (1998-2010)

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

The Company's Benefit

**Publicity,
Better Image**

Cost Effectiveness

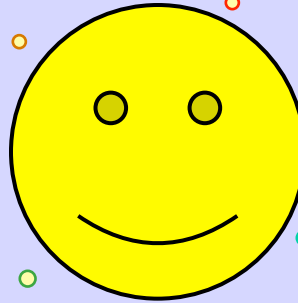
Legal Compliance

**Improving
Relationship
to Authorities**

**Exchange of
Knowledge**

**Competitive
Advantage**

**Improvement of
Work Process**



Dissemination of Results

- Győr (Hungary)
- Durres (Albania)
- Chennai (India) + Athens (Greece)
- Adriatic Region
- Cork (Ireland)
- UNIDO - India
- Nagoya (Japan)



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

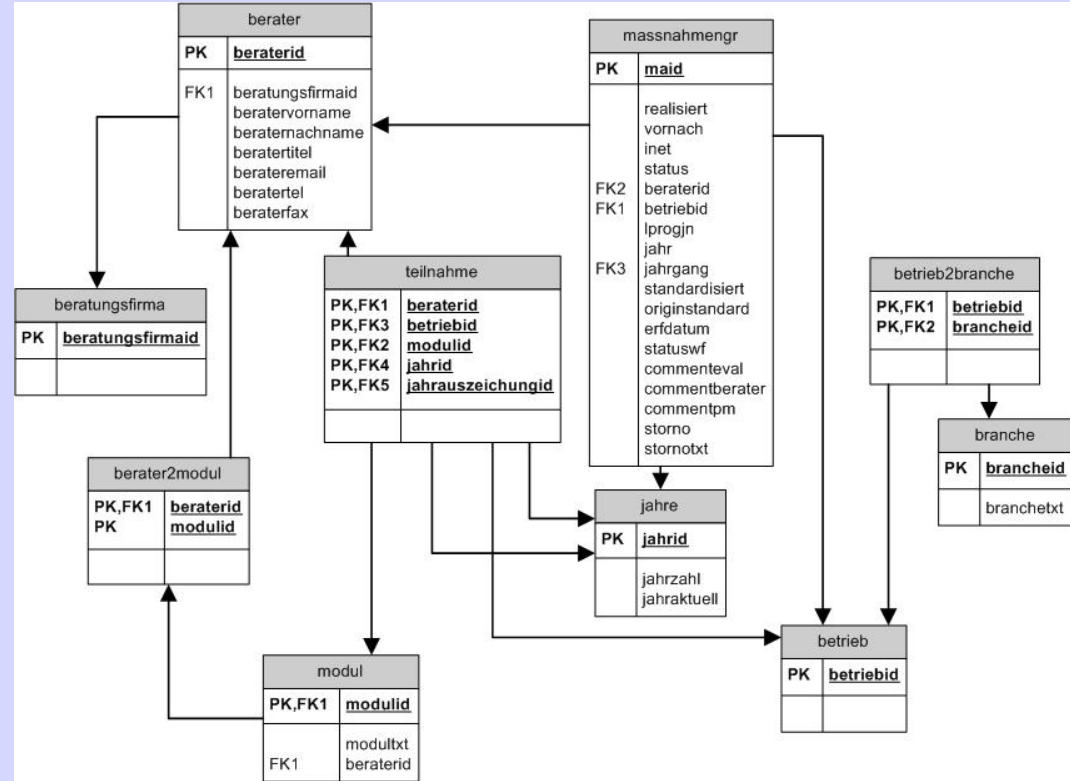




**Besides all that we
hope we will never
forget:**

EcoBusiness Data Base

- 740 Businesses:
more than 10,000
environmental projects
- Web site: Text fields
- Hidden data fields -
analysis, results will be
treated anonymously



EcoBusinessPlan Data-Base

