

Partner meeting in Bologna

18-19/09/2014

DISCUSSION OF RESULTS FROM EDIT VALUE PILOTING

Partners discussed results and experience from pilot phase of EDIT Value application in enterprises at “5th transnational partner workshop on the EDIT VALUE Tool (WP3)” that took place within the 6th PRESOURCE Internal Partner Meeting in Bologna, 18th September 2014.

First, participants provided their comments on general approach and methodology; then discussion was structured following particular methodological steps of EDIT Value.

General comments / methodology

- Within initial steps, analysis of management systems would be worth including. (ENVIROS will develop a draft.)
- Connections between single steps should be better described; questions are sometimes repetitive. However, if enough detailed analyses are performed in steps 1.1 to 1.5, repetition can be avoided (it can be solved by “switching off” the aspects in software version).
- On the other hand, it was pointed out that by “switching off” the aspects, important potentials can be omitted, and that it is worth going through all aspects in form 1.6. There are not only questions in the form but also inspiring hints.
- The Tool should show better how the single analyses are linked and related to Resource Efficiency. (Some enterprises asked why they should perform Stakeholder analysis when the focus is on Resource Efficiency.)
- Language issue is very important (national language necessary to be used).
- There should exist both guide for intermediaries (more detailed description) and 1 or 2-page description for enterprises (what is required from them, what will be the result). (ENVIROS will develop a draft to be also published at PRESOURCE website.)

Marketing / attracting enterprises

- Mostly enterprises, in which consultants had already worked, were participating. The opposite situation was in Germany where new enterprises were contacted through facilitator and associations. The same applies to one Italian enterprise.
- The fact that EDIT Value implementation was offered for free played often an important role. There might be a problem to sell the Tool commercially in future. On the other hand, reputation, reference and sector-specific approaches could work.
- Companies sometimes had a problem to dedicate their time and/or staff to the project.

1.1 Stakeholders

- There was no problem in application of this form.

1.2 Processes

- Some consultants faced a problem of disclosure of information, esp. financial numbers. Companies are afraid that the data could be misused by the consultant and/or made publicly available in case of EU-funded projects.
- It was proposed that in such cases, Input-output analysis could be “secret tool” used by an enterprise after consultant’s explanation how to use it. Company then gives consultant only a few important data/results.

- Input-output analysis can be problematic to be applied when an enterprise produces a wide range of products (problem of allocation) or when there is a lot of inputs. On the other hand, it was pointed out that some items can be aggregated.
- Usually, there is much less than 20 inputs. It was agreed to rename “Top 20” on “Top 10”.
- It should be better explained how to handle revenues from sale of waste, waste heat, etc.

1.3 Walk through

- Points that a consultant should always look at should be defined.

1.4 Life cycle

- The life cycle analysis was often done quickly or even skipped.
- It provides very good and comprehensive overview; it is a good basis for product-related questions in form 1.6.
- Soil emissions and noise could be added.
- I should be defined what are boundaries between different life cycle phases. (ENEA will provide explanation.)

1.5 Potential

- It does not need to be a specific step; rather annex of the Guide.

1.6 All aspects

- Explanation of answers 1 .. 4 is very helpful and provides interesting tips.
- Enterprises were sometimes confused by the terminology used; simplification would be valuable. On the other hand, the form is intended primarily for consultant who should “translate” it into enterprise language.
- In some cases, it can be done in 90 minutes.
- Soil emissions and noise could be added in relation to Life cycle analyses.

2.1 Applications

(discussion on 2.1b list of applications)

- The list of applications is not homogeneous; it is “a bunch of stuff”.
- Several applications are available only in English, which makes their practical use harder for SMEs.
- The list includes also some commercial tools while others are not mentioned; we promote only a few concrete commercial solutions. It should be explained in the Guide that it is only a list of examples.
- A community of intermediaries could provide additional tools that they use.

2.2. Priorities + 2.3 Feasibility

- More detailed description of feasibility study (or even examples) would be valuable. (ENVIROS will develop a template.)

3.1 Action plan

- It is a good way how to organize outputs of the whole analysis.
- There was no problem in application of this step.

3.2 Final company meeting

- Presentation of final results and feedback from an enterprise is very important. It is worth inviting top-management representative(s).
- It is advisable to use PowerPoint presentation and then proceed to an interactive discussion.

Future application of EDIT Value

- Additional national trainings for consultants would be helpful.
 - The Tool could provide automated analyses and reports (on-line or Word template); evaluation and reporting are time-consuming and labour-intensive.
 - (National) club(s) of trained consultants could be established, and EDIT Value national contact points created.
 - It is advisable that enterprises go through the Tool regularly (annually) by themselves. Some piloted enterprises already noticed they will do so.
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The following points were not discussed during the partner meeting; however, they were mentioned in presentations (at the workshop) or are written on posters. They will be also included into the report.

General comments / methodology

- EDIT Value proved to be successful tool for both screening audit and detailed analysis of an enterprise.
- It is a complex and time-efficient tool.
- External assistance is necessary for implementation; an enterprise would not be able to apply the Tool by itself.
- Active interaction between enterprises and consultant is necessary.
- The process of implementation depends very much on concrete consultant.
- Involvement of top management is crucial for the Tool implementation with good results.

Marketing / attracting enterprises

- When there is not experience from previous work with an enterprise, it takes a long time to build a trust and get data.

1.1 Stakeholders

- Stakeholder analysis was very much appreciated by enterprises.

1.2 Processes

- Potential for Resource Efficiency in processes was found also in well-managed, high-quality enterprises.
- Collection of data is sometimes very time-consuming.

1.3 Walk through

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1.4 Life cycle

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1.5 Potential

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1.6 All aspects

- It emerged to be the most important part of the Tool.

2.1 Applications

- Applications for product innovation and marketing could be added.
- Transition between analyses and applications should be better methodically described.
- Providing suggestions for specific technology upgrades would require more in-depth analysis.

2.2. Priorities + 2.3 Feasibility

- Feasibility study has to include also “integrated impact” – i.e. improvement in one aspect/phase cannot lead to worse situation in another aspect/phase.

3.1 Action plan

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3.2 Final company meeting

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Future application of EDIT Value

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