

Transnational Workshop on Innovative Financing Instruments for Eco-Innovation in Central Europe Vienna, 9th of October 2014

The EU project PRESOURCE aims at increasing the resource productivity, especially in small and medium sized enterprises (SMEs) in the Central European countries by identifying opportunities for improving and financing investment in eco-innovation. PRESOURCE partners have gathered information on relevant actors, their respective activities and support mechanisms in the field of resource efficiency/eco-innovation.

Transnational PRESOURCE workshops facilitate the exchange of multipliers on efficient support mechanisms. The information will also be published online on the PRESOURCE competence platform, enabling intermediaries from public, private and scientific institutions to use this information in their daily work.

The 6th Transnational Workshop within the PRESOURCE project is devoted to “Innovative Financing Instruments for Eco-Innovation in Central Europe”. The objective of this workshop is to provide new insights into innovative financing schemes and to further discuss practicable indicators for capital providers to measure the economic added value of eco-innovative projects.

In practice, SMEs typically have problems in financing necessary investments in eco-innovations to exploit their potential of increasing resource efficiency. Against the background of declining public budgets and rising capital requirements e.g. in the course of the Basel III regulations, the Transnational Workshop will explicitly shed light on innovative financing instruments to promote alternative financing approaches. Public, private and scientific experts in the field of resource efficiency promotion in SMEs are invited to benefit from and to contribute to the workshop.

Within the workshop, different overviews on financing schemes both for start-ups and for established companies will be presented, together with innovative good practice examples. An interactive session will point out investment criteria, drivers and barriers of the political framework and enable more precisely how to foster innovative financing instruments for eco-innovation in Central Europe.

A second financing workshop with this particular focus will take place on 9 October 2014 in Vienna, Austria.

Moderator: Carsten Beyer
Managing Director, sustainable projects GmbH

TIME	TOPIC
9.15 -10.00	Registration and coffee
10.00 – 10.25	Welcome and Introductory Notes • Representative of Klima- und Energiefond Österreich, DI Theresia Vogel • Representative of Fraunhofer MOEZ, Dr. Robin Bürger • Moderator Carsten Beyer
10.25 – 10.50	1000x1000 Crowdbusiness GmbH, Graz, Austria Dr. Reinhard Willfort, Managing Director
10.50 – 11.15	Bayrische Beteiligungsgesellschaft BAYBG Munich, Germany Dr. Barbara Karch, Project Manager
11.15 – 11.40	ENVIROS, Prague, Czech Republic MT/ESCO - no cure, no pay financing scheme, Vladimir Dobes
11.40 – 12.00	Introduction Interactive Session Carsten Beyer
12.00 – 13.00	Lunch
13.00 – 14.30	Interactive Session “Eco-Investment Roundtables”
14.30 – 14.50	Summary of Interactive Session
14.50 – 15.00	Workshop summary Representative of Fraunhofer MOEZ, Dr. Robin Bürger and Moderator Carsten Beyer
15.00	Farewell, Coffee and Get Together

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.

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:

Schloss Schönbrunn Tagungszentrum
Apothekertrakt, Zugang Grünbergstraße
Meidlinger Tor, 1130 Wien
T: +43-1-811 13 358
F: +43-1-811 13 383
kontakt@schoenbrunn-tagungszentrum.at
<http://www.schoenbrunn-tagungszentrum.at/en.html>

How to get there:

Arriving by car

- **Coming from Vienna International Airport** take the A4 motorway heading towards Vienna, then continue on the southbound A23 (follow signs for Graz), then take the Altmannsdorf exit and follow the signs for "Schloss Schönbrunn"
- **Arriving on the A2 motorway** follow signs for the city centre, take the Altmannsdorf exit and follow the signs for "Schloss Schönbrunn"
- **Arriving on the A1 motorway** follow signs for the city centre which will take you directly to Schönbrunner Schloßstraße
- **Parking:** [APCOA Parkplatz Schönbrunn](#)

Arriving by train

- Journey time approximately 15 minutes from the **Westbahnhof** (western railway terminal)
Take the westbound tram line No. 58 and alight at Schönbrunn
- Journey time approximately 30 minutes from the **Station Meidling**
Take the northbound U6 (brown) underground line and alight at Längenfeldgasse, then change to the westbound U4 (green) underground line and alight at Schönbrunn, exit Grünbergstraße

[ÖBB \(Österreichische Bundesbahn\)](#)

Arriving by air

Journey time approximately 60 minutes from Vienna International Airport by public transport:

- **By metropolitan railway ("Schnellbahn")**
Take the S7 line to Wien Mitte, then change to the westbound U4 (green) underground line and alight at Schönbrunn, Exit Grünbergstraße
- **By airport bus**
At the Wien Mitte terminus change to the westbound U4 (green) underground line and alight at Schönbrunn, Exit Grünbergstraße
- **By city airport train**
At the Wien Mitte terminus change to the westbound U4 (green) underground line and alight at Schönbrunn, Exit Grünbergstraße

[Verkehrsbetriebe \(VOR\)](#)

[Airport Lines \(Postbus\)](#)

[City Airport Train \(CAT\)](#)



Hotels



WIEN SCHÖNBRUNN

Courtyard by Marriott Vienna Schoenbrunn
www.marriott.com

The Hotel Courtyard by Marriot Vienna Schoenbrunn has a special price agreement with the meeting venue "Schloss Schönbrunn Tagungszentrum". The hotel is located just 1 minute from the meeting venue.

Directions to Hotel: <http://www.marriott.com/hotels/maps/travel/viecy-courtyard-vienna-schoenbrunn>

Single standard room (double room for single use): EUR 89.00 (special price)
double standard room: EUR 105,- (special price)
(including buffet breakfast, 24 hours high speed Internet access per LAN or WLAN, 1 bottle mineral water)

all prices are per room per day

Please use for your reservation the password "Tagungszentrum" to get the special prices



Renaissance Wien Hotel
www.renaissancewien.at



Falkensteiner Hotel Wien Margareten
www.falkensteiner.com/en/hotel/margareten