



# PRESOURCE

PROMOTION OF RESOURCE EFFICIENCY  
IN SMES IN CENTRAL EUROPE

Whether driven by market requirements, environmental concerns or EU policies: Resource efficiency is one of the core topics in the next years for all Central European countries.

## PROJECT PARTNERS

- **Germany:**  
Federal Environment Agency |  
German 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 – Italian National Agency for New Technologies,  
Energy and Sustainable Economic Development
- **Hungary:**  
Corvinus University of Budapest

## PROJECT DURATION

June 2012 – November 2014

## PROJECT BUDGET

ERDF co-finance: 1.419.067,50 EUR  
Partners' contribution: 406.694,50 EUR  
Total project budget: 1.825.762,00 EUR

## LEAD PARTNER

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## THE POLICY BACKGROUND

The topic of resource efficiency or resource 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.

Resource Efficiency is one of the 7 Flagship Initiatives of the Europe 2020 Strategy. It is complemented by a EU Roadmap to a Resource Efficient Europe, which provides the strategic framework for future action and calls for an integrated approach across many policy areas at European, transnational and national levels.

## THE CHALLENGE

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 increased constantly since 2000, the productivity in the EU12 has remained static or even decreased!

This calls for immediate action in Central Europe. Thus 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 improve their competitiveness.

By doing so they could reduce at the same time their dependence on imports of increasingly scarce materials, minerals and fuels in order to be better prepared to cope with rising and volatile energy and commodity prices.

## TWO MAJOR BARRIERS

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 WE ARE DOING

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 potentials for increasing the resource efficiency of the production process and products – for the benefit of economy and 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 investment decisions.
3. Improved framework conditions: We want to enable policy makers, intermediaries and multipliers in CE to respond to the EU Roadmap.

## OUR OUTPUTS

1. The “EDIT Value” tool (Eco-innovation Diagnosis and Implementation Tool for Increasing the Enterprise Value) enables SMEs to increase their resource efficiency and thus to increase their competitiveness.
2. A Financial Guideline and a Cost Benefit Analysis translate the added value of resource efficiency into the “speak” of the financial sector and make the competitive advantages of investments in RE-technologies visible.
3. A Competence Platform provides policy makers and other stakeholders with data, information and good practice examples on resource efficiency in Central Europe and incorporates the results of a transnational policy and stakeholder dialogue.

## Our understanding of resource efficiency:

Natural resources provide the energy and raw material for living. And mankind is constantly overexploiting the ecological capacities of our earth. Thus there are many potential areas of intervening against the overconsumption of resources in our daily life. But there is no “one-size-fits-all approach”. In this wide field the PRESOURCE partners from 6 Central European countries decided to focus on a narrow but important subarea: SMEs from the manufacturing sector. In this context we understand resource efficiency as:

**Reducing the use and the costs of energy, material and water in the production process and product life cycle.**