

PRESOURCE Conference

Resource Efficiency in Central European SMEs: Opportunity or Challenge?

12 – 13 November 2014 - Berlin, Germany
Ludwig Erhard Haus, Fasanenstr. 85, 10623 Berlin

Day 1: Wednesday, 12 November

13:00 - 18:30

The policy agenda for promoting resource efficiency in SMEs of the manufacturing sector

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Tools and measures for unveiling resource efficiency potentials in industrial companies

At 18:30 we cordially invite you to join us for snacks and drinks during the reception and poster exhibition.

Policy agenda for promoting resource efficiency (RE) in SMEs of the manufacturing sector

The project PRESOURCE has engaged policy makers, intermediaries and multipliers in Central Europe in a Policy and Stakeholder Dialogue to foster a transnational integrated approach to RE and to facilitate a response to the EU Roadmap to a Resource Efficient Europe. The PRESOURCE conference will bring together these stakeholders and facilitate exchange on the milestones achieved thus far and the road still ahead to meeting the goals of the EU Roadmap.

Tools and measures for unveiling RE potentials in industrial companies

The EDIT Value tool developed within the PRESOURCE project enables SMEs to identify and exploit the potential for increasing RE in products and in the production process. In contrast to many other tools the EDIT Value tool is SME-driven and not tool-driven. During the PRESOURCE conference the tool will be introduced to interested intermediaries and experiences from several pilot SMEs will be presented.

Day 2: Thursday, 13 November

8:30 - 13:00

Innovative financial instruments for Eco-Innovation in SMEs

At 13:00 you are welcomed to join us for lunch and at 14:00 for a guided tour around the Ludwig Erhard Haus.

Innovative financial instruments for Eco-Innovation in SMEs

Against the background of declining public budgets and rising capital requirements e.g. through the Basel III regulations, an ordinary house bank credit for financing an investment is becoming more and more difficult for SMEs to obtain. At the PRESOURCE conference innovative financing instruments for RE will be introduced by the financial sector vanguard and core products of the PRESOURCE project in the fields of financing will be presented.

For registration please visit
www.presource.eu

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PRESOURCE Conference

The Policy Agenda for Promoting Resource Efficiency in Manufacturing and Tools and Measures for Unveiling Resource Efficiency Potentials in Industrial Companies

Agenda Day 1: Wednesday, 12 November 2014

13.00 - 14.00	Registration
14.00 - 14.10	Welcome <i>Dr. Evelyn Hagenah - Head of Department Sustainable Production & Products, Waste Management- UBA</i>
14.10 - 14:25	Introduction to the PRESOURCE Project <i>Dr. Daniel de Graaf - PRESOURCE Lead Partner - Section Environmental Product Management - UBA</i>
14.25 - 15:00	Political Framework: EU Resource Efficiency Policies <i>Peter Czaga - Policy Officer Eco-Innovation and Circular Economy Unit - European Commission - DG ENV</i>
15:00 - 15:40	Keynote Lecture: Material Flows and Resource Management in SMEs <i>Prof. Dr. Stefan Brinzeu - Head of Research Group Material Flows & Resource Mgmt. - Wuppertal Institute</i>
15:40 - 16:00	Coffee Break
16:00 - 16:30	Identifying Resource Efficiency Potentials with the PRESOURCE EDIT Value Tool <i>Vladimir Dobeš - Senior Consultant - Enviros</i> <i>Dr. Johannes Fresner - Managing Director - STENUM</i>
16:30 - 16:50	Experience from Piloting EDIT Value in Germany: Application in Two Metal-Processing SMEs <i>Philipp Grevenstette - Technische Universität Berlin</i>
16:50 - 17:10	Facing Resource Efficiency in Italian SMEs with the EDIT Value Tool <i>Giovanni Tosi - Consultant - COSMOB</i>
17:10 - 17:30	Experience from Piloting EDIT in Czech Republic <i>Andrea Bednarova - Managing Director - Envirocont</i>
17:30 - 17:50	Summary EDIT Value Pilot Phase <i>Conrad Dorer - Section Environmental Product Management - UBA</i>
17:50 - 18:00	PRESOURCE Competence Platform: resourceefficiencyatlas.eu - Conclusions <i>Carsten Beyer - Managing Director - s.Pro - sustainable projects</i>
18:00 - 18:30	Poster Session
18:30	Dinner
Moderator:	Carsten Beyer - Managing Director - s.Pro

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PRESOURCE Conference
**Innovative Financing Instruments
for Eco-Innovation in SMEs**

Agenda Day 2: Thursday, 13 November 2014

08:30 - 09:00	Registration and Coffee
09:00 - 09:15	Introductory Notes <i>Birgit Schwenk - Head of Division European and International Aspects of Resource Efficiency, Raw Material Policy - BMUB</i>
09:15 - 09:30	Innovative Financing Instruments for Eco-Innovation in SME <i>Prof. Dr. rer. pol. Thorsten Posselt - Director - Fraunhofer Center for Central and Eastern Europe</i>
09:30 - 09:50	Equity Financing Instruments for Small and Medium-Sized Businesses <i>Dr. Sunnfried Weber - Director - BayBG</i>
09:50 - 10:10	Leasing and Factoring in Germany and Central Europe <i>David Schröder - Regional Sales Manager - International Business Deutsche Leasing für Sparkassen & Mittelstand GmbH</i>
10:10 - 10.30	First Online Credit Marketplace for Medium-Sized Businesses in Germany <i>Dr. Matthias Knecht - Managing Director - Zencap</i>
10.30 - 11.00	Coffee Break
11.00 - 11.20	New Eco-Innovation Financing Mechanisms in Poland <i>Dr. Ewa Kochanska - President -Research and Innovation Centre Pro-Akademia</i>
11.20 - 11.40	First Crowdfunding-Platform for Energy Efficiency Projects <i>Patrick Mijns - Managing Director - Bettervest GmbH</i>
11.40 - 12.00	Crowdfunding of "Green" Projects in Austria <i>Dr. Conny Weber - Project Leader - 1000x1000</i>
12.00 - 12.20	Crowdfunding for Small and Medium-Sized Businesses <i>Dirk Littig - Managing Director - Bankless 24</i>
12.20 - 12.40	Outlook for SMEs - Relevance of Sustainability as Financing Indicators <i>Gerrit Mumm - Owner ∞ pli-bonigo</i>
12.40 - 13.00	Conclusion and Discussion
13:00	Lunch
14.00	Optional Guided Tour at Ludwig Erhard Haus <i>Stock Exchange Berlin</i>
Moderator:	Carsten Beyer - Managing Director - s.Pro

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About PRESOURCE

Policy background

The topic of resource efficiency (often quantified on a macroeconomic level as resource productivity) has become very relevant in politics and business. Evidence from past performance pointed to the need for EU response to go beyond existing policy action. Consequently the European Commission has 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 an 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.

Challenges and barriers

The EU12 countries (most Central European partner countries belong to the New Member States) have dramatically lower material productivity than the EU15 or the EU27 average (1057 USD/ton for EU12 compared to 2482 USD/ton for EU15 in 2009), as revealed recently by the European Environment Agency (<http://www.eea.europa.eu/publications/material-resources-and-waste-2014>). More alarming still, while material productivity in the EU15 increased constantly since 2000, 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 efficiency and, in a wider sense, resource efficiency in order to maintain or increase their competitiveness.

Two major barriers for exploiting the potential for resource efficiency in products and production processes can be identified:

1. Enterprises, especially SMEs, are not aware of their resource utilization, real costs of non-product outputs and the related (cost) reduction potential, nor of the means to improve it.
2. SMEs have problems financing necessary investments in eco-innovations in order to exploit the potential for increased resource efficiency.

What has PRESOURCE achieved?

1. Improved in-house capacity (managerial and technological): PRESOURCE has developed and piloted the EDIT Value tool, a need-driven holistic tool that identifies the most effective opportunities for improving resource efficiency in SMEs across all business levels.
2. Improved knowledge and mechanisms for risk sharing and financing eco-innovations in SMEs: PRESOURCE has developed an Investment Analysis Tool and a Financial Guide for SMEs in order to demonstrate the economic benefits of eco-innovations and to pinpoint the best options for financing them.
3. Improved framework conditions: PRESOURCE has developed and established 'resourceefficiencyatlas.eu', a resource efficiency platform and one-stop shop for policy makers, intermediaries and SMEs in Central Europe.

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Project duration

June 2012 – November 2014

Partners

Germany:
Federal Environment Agency



Federal Ministry for the
Environment,
Nature Conservation, Building
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

