

Ecologic Institute  
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# **SUSTAINABLE RAW MATERIAL USE AND A GREEN ECONOMY - BUSINESS PERSPECTIVES FROM PROJECT EXCHANGE**

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**Ecologic Institute**

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## GreenEcoNet – brief project intro

- ▶ A best practice platform to support the transition towards a green economy
- ▶ 6 partners from 5 countries
- ▶ Project duration: 3 years
- ▶ Goal: **Develop an exchange network of best practices involving the “best in class” private enterprises, the academic research institutions, business networks and the wider business community, with a special focus on SMEs.**



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## GreenEcoNet – barriers for SMEs

- ▶ SMEs mainly come across barriers in the following four categories:
  - Financial/economic (e.g. cost of new technologies)
  - Technical (e.g. in-plant expertise)
  - Informational (e.g. information on implementation)
  - Market (e.g. geographical limitations)
- ▶ Other barriers brought up by stakeholders last week:
  - Language
  - Time
  - Regulation



## GreenEcoNet – solutions offered

- ▶ Online platform
  - Best practice database
  - FAQ
  - SME profiles
  - Reverse marketplace
- ▶ Offline platform
  - Network of SMEs
  - Conferences and workshops
  - Pool of Experts



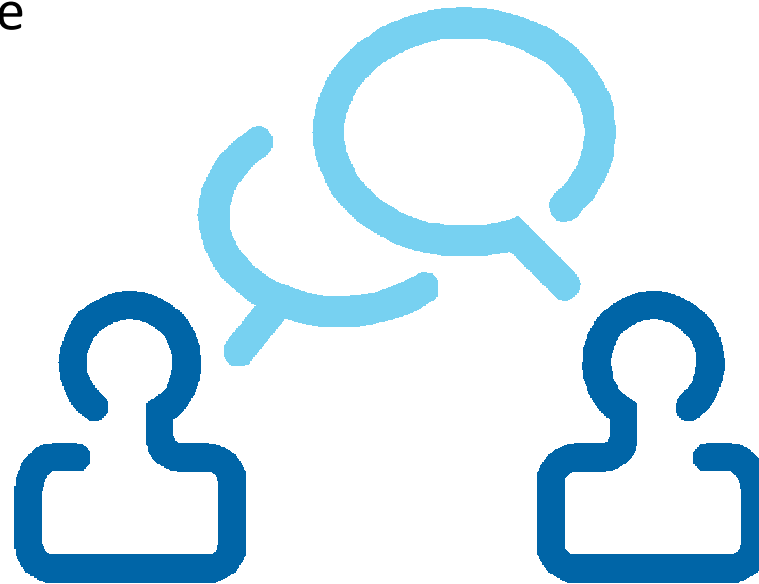
## GreenEcoNet – opportunities for SMEs

- ▶ SMEs can get the following from the GREENECONET platform
  - Gaining access to information on successfully implemented green practices and technologies
  - Sharing experiences and expertise
  - Finding complementarities (for resources, R&D, production, etc.) and creating partnerships
  - Find customers or suppliers
  - Self promotion



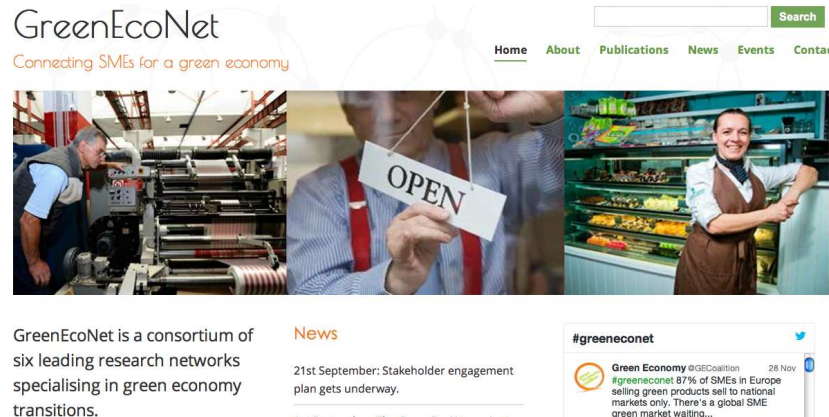
## GreenEcoNet – feedback from stakeholders

- ▶ Innovation lab last week in Brussels
- ▶ Stakeholders were very positive about the platform
- ▶ Received constructive criticism
  - Make the platform different from other platforms
  - Importance of language
  - Dissemination
  - Create ownership



# GreenEcoNet – how to get involved

- ▶ Participation at events (next slide)
- ▶ Involvement in the Pool of Experts
- ▶ Use of the platform starting in May 2014
- ▶ Join the conversation on Twitter! #GreenEcoNet
- ▶ Project website: <http://www.greeneconet.eu/>



## GreenEcoNet – next events

- ▶ Platform 1.0 launch in Brussels in May 2014
- ▶ Conference in Berlin in Fall 2014
  - Special focus on different regions of Europe
  - Great interest in central and Eastern Europe
- ▶ Funding is sometimes available for participants



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# THANK YOU VERY MUCH!

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