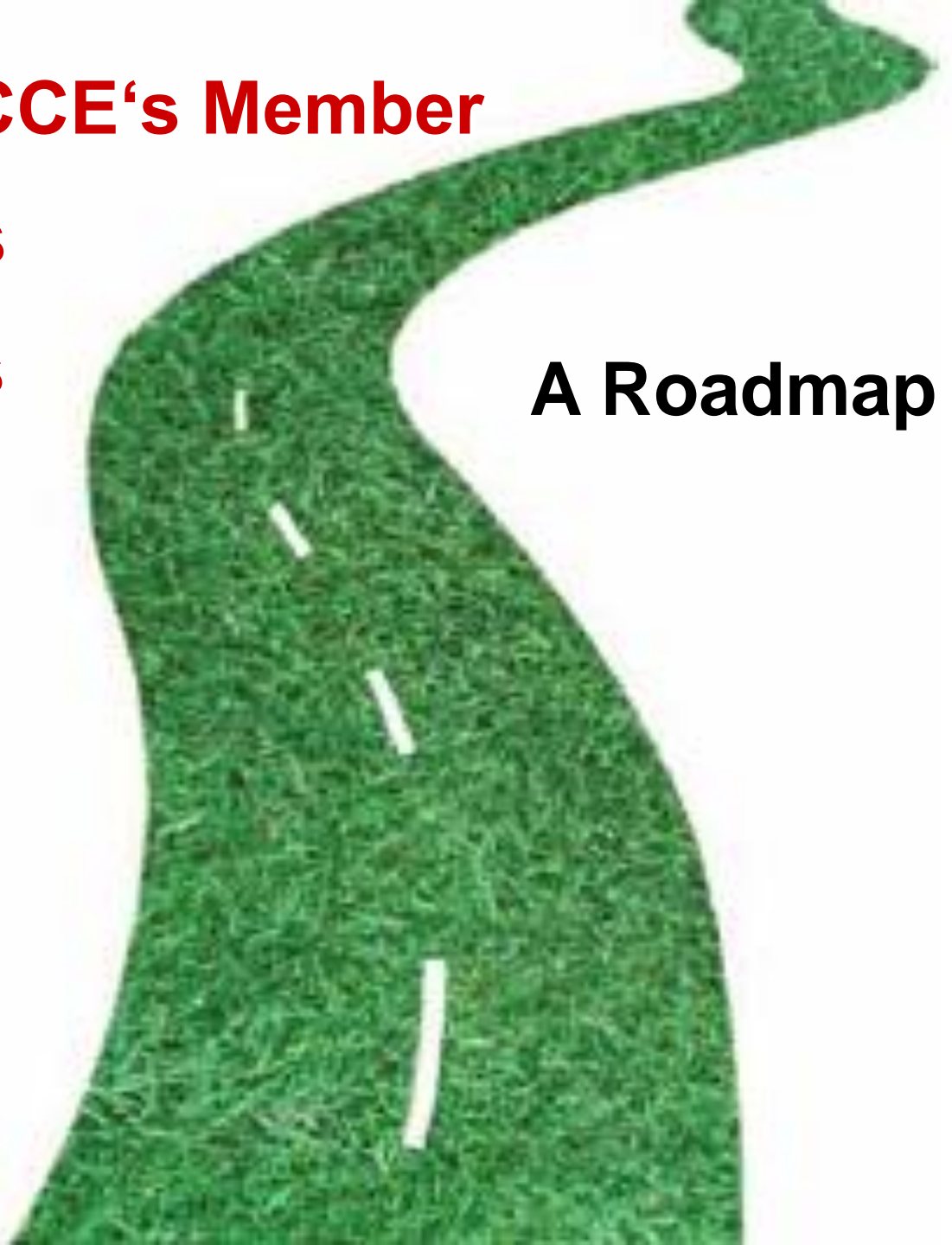


**Supporting UBCCE's Member
Associations as
Green Business
Promoters**

A Roadmap

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What does Green Business mean?

Green Business

Business promotion in green markets

- Products and services that serve preventing environmental and/or social stress or reduce resource consumption
- Products and services that serve rehabilitating environmental damages

Green adjustment of production and products

- Production processes that are not or less harmful to the environment and provide decent work conditions
- Products, product concepts and services that are not harmful for users and environmentally and socially sound throughout their lifespan (“from the cradle to the grave”)

Driving Forces for Green Business – Basic Motivation and Incentive Schemes

- People strive for reward and avoid penalty
- Incentives are **signals** that guide people's behaviour
- They lead actions to a **specific direction** / away from a specific direction
- They trigger **dynamics of action**:
 - **accelerate** (e.g. subsidies, tax or price reduction, improved availability, good public image, good examples, supporting structure, competitions/awards)
 - **stop or slow down** (e.g. enforced prohibitions, raise in taxes or prices, reduced availability, bad public image)



Driving Forces for Green Business – **Policy Instruments**

I. Regulatory Instruments

1. Norms and Standards
2. Environmental Liability
3. Environmental Control and Enforcement

II. Economic Instruments

1. Environmental Taxes
2. Fees and User-Charges
3. Certificate Trading
4. Environmental Financing
5. Green Public Procurement
6. Subsidies

III. Research & Educational Instruments

1. Research and Development
2. Education and Training

IV. Cooperation Instruments

1. Technology Transfer
2. Voluntary Agreements

V. Informational Instruments

1. Eco-labelling
2. Sustainability Reporting
3. Information Centres
4. Consumer Advice Services
5. Environmental Quality Targets and Environmental Monitoring

Bottlenecks and Strategies for Solution

Lack of market transparency and marketing know-how



- Analyse market opportunities for domestic companies
- Develop & implement business support strategies (incl. marketing)

Lack of qualified staff



- Communicate qualification needs to the government
- Set up private technology & training centres / establish green business parks

Lack of technology and / or management capacities



- Allocate existing support to companies
- Set-up technology transfer centres / green business incubators

Lack of access to (venture) capital



- Advocate for support from the government / donor (banks)

Green Market Growth Potentials

- **Sectors with particular growth potentials are those where**
 - cost reduction (by efficiency improvements) can be achieved and/or
 - the demand is highly sensitive to maintenance / follow-up costs and/or
 - the demand is highly sensitive to environmental and/or social concerns and /or
 - the government sets specific incentives

Promising Green Markets

- Renewable energy
- Energy, water and material efficiency
- Waste management / recycling
- Green buildings
- Organic farming
- Sustainable tourism



Becoming a Green Company

➤ **Greening one's company covers an overall environmental management approach, including:**

- Using (raw) materials efficiently
- Using energy and water efficiently
- Using renewable energy
- Reducing or avoiding pollution (air, water, soil)
- Improving working conditions
- Upgrading the current management system by implementing environmental and social concerns

Main Fields for a Company's Green Business Strategy

Market standards

Corporate
Social
Responsibility

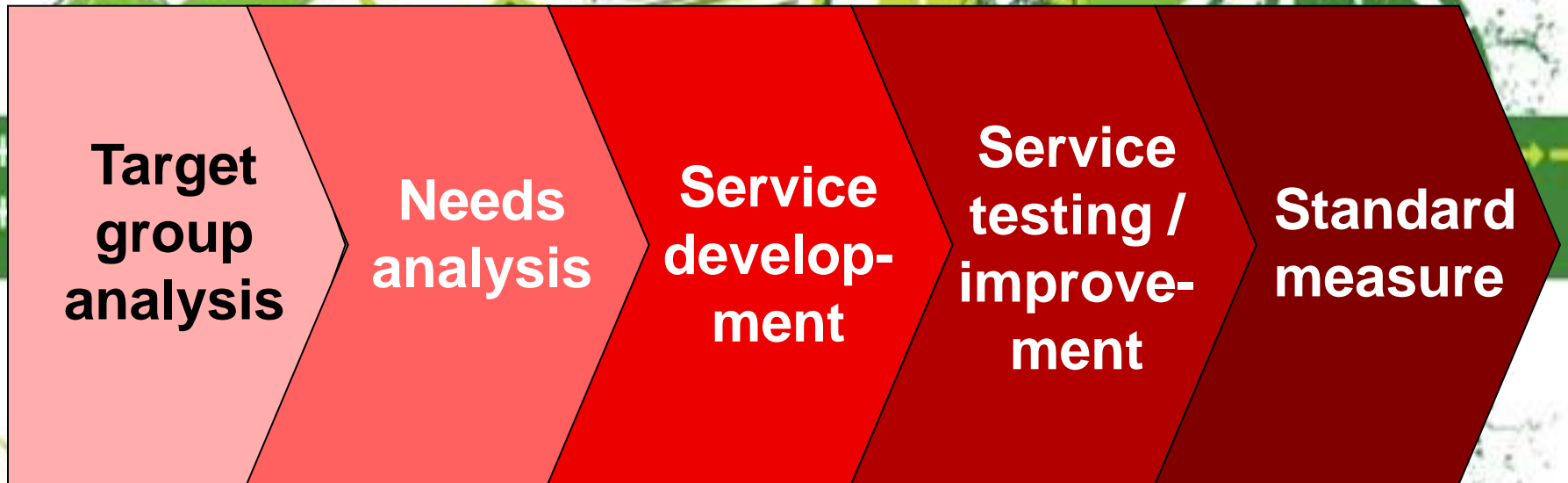
COMPANY

Legal constraints

Costs



Development of Support Services



Fields for business support services for Green Economy Promotion



Elements of a Service Package for Companies (not exhaustive)

- Awareness campaigns
- Information services to increase market transparency
- Individual counselling services
- Training services for different target groups
- Match-making services
- Facilitation for Technology Transfer
- Financial support services
- Bench marking (sector, country, region, international bench marks)
- Blended learning modules
- Conferences (national, regional)
- Pilot / demonstration projects
- Fairs, exhibitions and product presentations
- Fact sheets and guides / manuals
- Helpdesk / Hotline
- Network of local/regional experts
- Application and calculation tools with integrated expertise
- Self-audit / self-estimation tools

Financing Green Business Promotion Services

Type of Services	Source of Finance
Activities that serve the entire group of companies and are like pure public goods (e.g. advocacy, awareness)	Association's budget (member fees, projects)
Activities that become more expensive with more users and the users can be excluded (e.g. seminars)	User fees, non-members pay more (incentive to become a member)
Activities that do not become more expensive with more users, and the users can be excluded	If a large number of users increases the service quality: offer the service to other users free of charge in relevant fields
Activities and costs that can be fully attributed to single users	User pays (fees cover the costs)

Make or Buy

Services should be bought in that require...

- ... **particular expertise** either in establishing the service or in producing it continuously (e.g. IT platform, technical consulting services, laboratory services, awareness campaigns)
- ... **specific investments** (e.g. rooms, technical equipment for seminars)
- ... a **spatial network** in order to provide specific services all over the country (e.g. individual consulting)

Conclusion

The roadmap should focus on these fields:

- Strengthening the business associations as Green Business promoters, as:
 - **advocators** for enhancing the Green Business framework for their members
 - **services providers** to support their members in Green(ing) Business
- Developing supporting structures for companies to be provided by the business associations
- Enhancing / establishing a Green Business promotion network among the UBCCE member associations and establishing links to external networks

Teşekkür ederim !

Thank you !

