„GreenEcoNet Platform“

An opinion provided by the Austrian Economic Chamber
„Green economy“ in Austria

- OECD environmental performance review - Austria

  - „Environmental goods and services are now a bigger driver of Austria‘s economy than traditionally strong sectors but environmental performance could be improved“

- General attitude towards the „green idea“
  - Being green is en vogue
  - Potential for improvement
GreenEcoNet - Functions

- Inform about greening potential
  - Companies want to become greener but don‘t know how
  - Different sectors require different measures
    - Categorize by means of 5-10 questions
  - Objective: List of theoretically possible options

- Address a particular problem
  - Online forum (companies/researchers/public sector)
  - Resolved cases - „FAQ-catalogue“
Relevant business problems

■ Examples

- Are there any energy savings potentials in my company?
- How do I handle the bureaucratic work that is connected to greening measures (e.g. PV panel on the company’s roof)?
- Are there any subsidies the EU/my home country/region pays to support my greening efforts?
- Is there any partner (out of the private or the public sector) that might help me to realize my greening ambitions?
Matchmaking platform & incentives

- Good experience with the platform „B2match“
  - [http://www.b2match.eu/r2b2013](http://www.b2match.eu/r2b2013)

- Incentives
  - Idea depends heavily on companies‘ contributions
  - Offer a „marketing tool“
Geht’s der Wirtschaft gut, geht’s uns allen gut.
Difficulties

- How to handle the language barrier?

- Is a business case applicable in an undifferentiated manner?
Thank you for your attention!