GreenEcoNet

A best-practice platform to support SMEs transition towards a green economy

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Key SME Barriers and Enablers

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Key Inhibiting and Enabling Factors

- Financial / Economic
- Technical
- Informational
- Market

**Note:** Development and adoption of green solutions may refer to:

- Development and adoption of clean technologies
- Implementation of cost-effective energy and resource efficiency investments
- Implementation of Environmental Management Systems and sustainability practices
Key Inhibiting and Enabling Factors

- **Economic / financial factors**
  - Availability of financing
  - Levelized costs of the new technologies
  - Investment risks and ability to insure against them

Effective evaluation.

- Adoption of a specific technology is more attractive if it leads to clear benefits.
- Data and tools to quantify the expected performance of clean technologies
Key Inhibiting and Enabling Factors

- **Technical factors**
  - Availability of in-plant expertise/capability
  - Access to external technical support

- **Informational factors**
  - Access to information
    - Availability of clean alternatives (technologies or practices)
    - Information on “how to implement”
    - Technical data and demonstrated track record
Key Inhibiting and Enabling Factors

- **Market factors**
  - Support from the upstream supply chain. There may be need for the company to evaluate its supplier options, if it should face a lack of suppliers’ or partners’ interest or support.
  - Existence of a market for the technology and geographical limitations.
    - It can be challenging to find the right markets for cleaner technologies.
    - Clean technology SMEs are often isolated by geography or the day-to-day demands of their work.
The GreenEcoNet Platform contribution

The GreenEcoNet Platform will...

- Present green solutions categorized under a detailed and multi-faceted categorization scheme (including costs and benefits), which have been successfully implemented in SMEs.

- Establish a continuously updated collection of best business practice and/or technology adoption case studies, decision support tools and relevant policy measures.

Lessen the risk of an SME when searching and evaluating green solutions to adopt
The GreenEcoNet Platform will...

- Help SMEs to promote their business activities and create networks, value chains and other cross-sector relationships with other SMEs.
- Facilitate knowledge sharing across the many facets of Green Economy from diverse regions and sectors.
- Allow discussions on the uploaded case studies, hence engaging experts and non-experts on the subject of the Green Economy.
SME benefits from participating in the GreenEcoNet platform

SMEs will benefit from participating in the GreenEcoNet platform, through:

- Gaining access to information on successfully implemented green practices and technologies.
- Sharing experiences and expertise.
- Finding complementarities (complement their resources, R&D, production, etc.) and creating partnerships.
Thank you very much for your attention!

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