



„GreenEcoNet Plattform“

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 - do they always know how?
 - Different sectors require different measures
 - Categorize by means of 5-10 questions
 - Objective: List of theoretically possible options

- Adress 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>

- Incentives
 - Idea depends heavily on companies' contributions
 - Offer a „marketing tool“

Difficulties

- How to handle the language barrier?
- Is a business case applicable in an undifferentiated manner?

Thank you for your attention!