



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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- **Factors affecting green growth among SMEs**
- **What will the GreenEcoNet platform contribute?**
- **Expected SME benefits from participating in the GreenEcoNet platform**

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 contribution

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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