



GreenEcoNet Annual Conference

Ice-Breakers

impulse.brussels – Green Tech BU

2014-06-25



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Who we are



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**Innovation
Sectors**




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What we do



Collective, individual and international missions

Target: Starters, SME's, spin-off, spin-out

- a network and a cluster
- events (R&D, markets, technologies, etc.)
- newsletters
- individual business supports (business plan , subsidies, strategy, etc.)
- Individual environmental supports (legislation, permit, etc.)
- 3 European Regional Development Fund Projects
- National Contact Point & Enterprise Europe Network

Comments

Earlier: selling a product or a service which face an environmental need/issue

Now: improving the sustainable impact on the entire business model

- design, delivery, accessibility, marketing, price policies, externalities...

- ✓ **Transition** on every aspect in every sector
- ✓ Social & environmental entrepreneurs are the **first adopters**

GreenEcoNet platform: value-added service

- An answer to the new vision of economy and the development of new business models
- To boost the exchange of best practises → help the emergence of social entrepreneurship
- To centralize tools, methods and existing products and services – a library of information
- To stimulate the collaboration between organizations within Europe
- To improve the outputs dissemination from European projects
- User friendly

Food for thoughts

1. Early adopters should be economic **facilitators** to entrepreneurship and medium & big companies
2. **The pooling** of existing tools and initiatives, not a new tool
3. **Develop a right way to find the right information** (selection by sectors, a personalized newsletter...)

Thank you

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