



# Growing a Sustainable EU Economy through SMEs: Boosting jobs, growth and entrepreneurship

Austrian perspective

# Why SMEs are truly the backbone of Austria's economy

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- 99,6% of Austrian companies are SMEs
- SMEs employ 1.7 mn people (~65%)
  - SMEs train 65.000 apprentices
- SMEs account for 57% of the Austrian GDP
- In 2012 SMEs invested 15.4 bn Euro (~56%)

# „Green“ businesses in Austria (narrow sense)


- Develop, produce and sell environmental technology to become „greener“ in a wider sense
  - Waste prevention and treatment
  - Sustainable water management
  - Sustainable energy (comprises energy efficiency)
  - Clean air technologies
  - Soil protection
  
- Continuous and above-average growth since 1990
  - Even during the crisis
  
- In 2012
  - 390 business organizations (90% SMEs)
  - 8.2 bn Euro turnover
  - 28.600 employees

# How „green“ is the Austrian business sector?

- Umbrella indicator
  - Environmental performance index (Universities of Yale and Columbia)
  - Sustainability ranking (Zürcher Kantonalbank)
  - Sustainability contest (WKÖ)
  - Ecological footprint (WWF)
- Germany in the lead
- Sweden and Austria share the silver medal

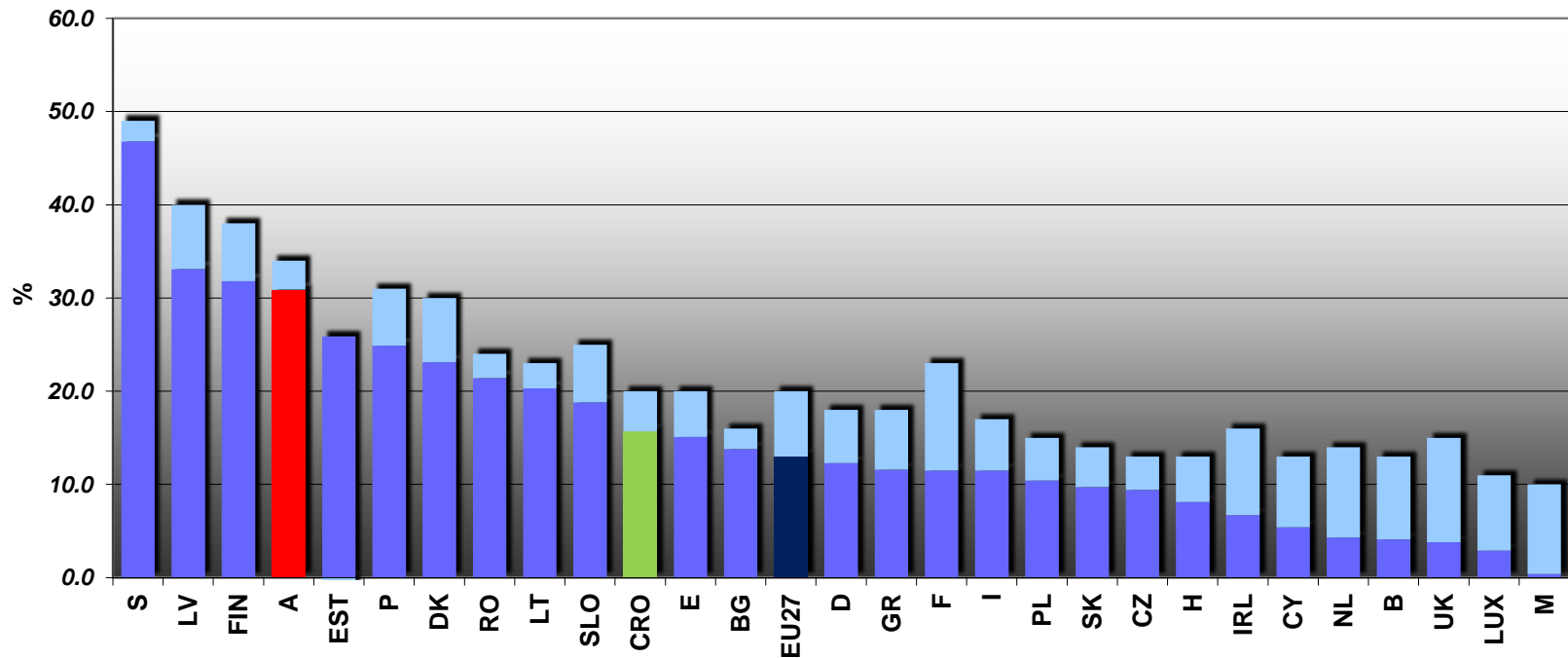
	Durchschnittliche Platzierung im Rankingvergleich	TOP 5 Platzierungen				Abweichung zwischen der besten und der schlechtesten Einzelplatzierung im Rankingvergleich
		EPI 2014	ZKB 2013	WKÖ 2013	LPR 2012	
1 (D)	5,5	3	4			6 (Plätze)
2 (S)	7,25		1	3		18
2 (A)	7,25	5	5	1		17
4 (I)	8		3	5		13
5 (UK)	8,25	2				10
6 (P)	8,5					5
7 (E)	9	4				9
8 (DK)	11,5			2		23
9 (LV)	12,5		4		5	18
10 (CZ)	12,75	2				15
10 (NL)	12,75					15
12 (SK)	13					6
13 (GR)	13,5					7
14 (PL)	14			4		21
15 (EST)	14,25					15
16 (H)	14,5			3		19
16 (RO)	14,5			1		24
18 (F)	15,5					6
19 (SLO)	15,75					10
20 (IRL)	16					12
20 (LUX)	16	1				24
22 (BG)	16,5				2	22
22 (LT)	16,5					17
24 (FIN)	19,25					12
24 (B)	19,75					10

\* EPI 2014 Environmental Performance Index (EPI) 2014, Yale & Columbia University  
 ZKB 2013 Nachhaltigkeitsranking für Staaten 2013, Zürcher Kantonalbank (ZKB)  
 WKÖ 2013 Nachhaltigkeitscontest 2013, Wirtschaftskammer Österreich (WKÖ)  
 LPR 2012 Der Ökologische Fußabdruck, Living Planet Report 2012, WWF  
 (Daten Global Footprint Network)

  
WIRTSCHAFTSKAMMER ÖSTERREICH

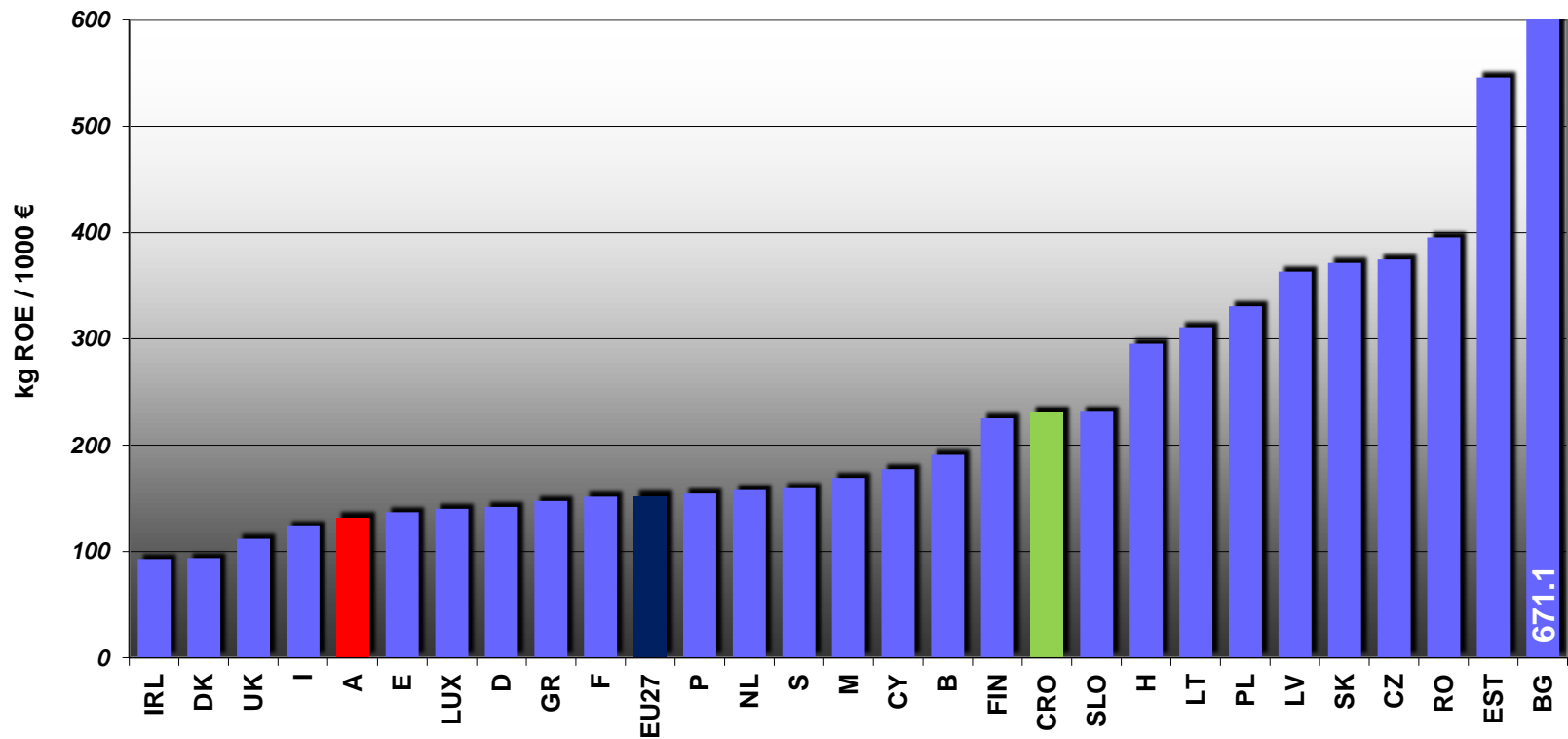
# How „green“ is the Austrian business sector?

## Renewables' share in national gross energy consumption



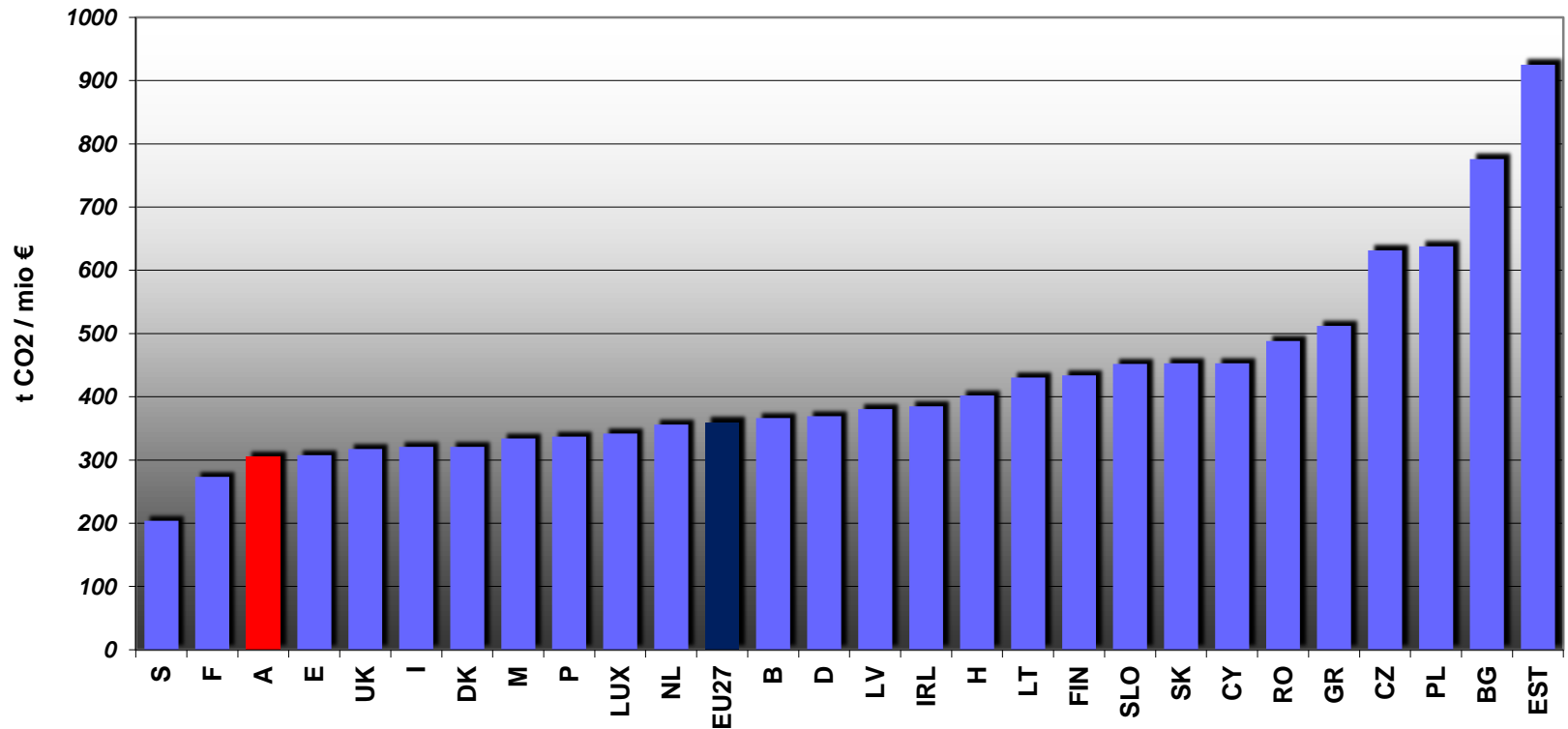
# How „green“ is the Austrian business sector?

**Energy intensity of businesses**  
gross national consumption of energy/GDP



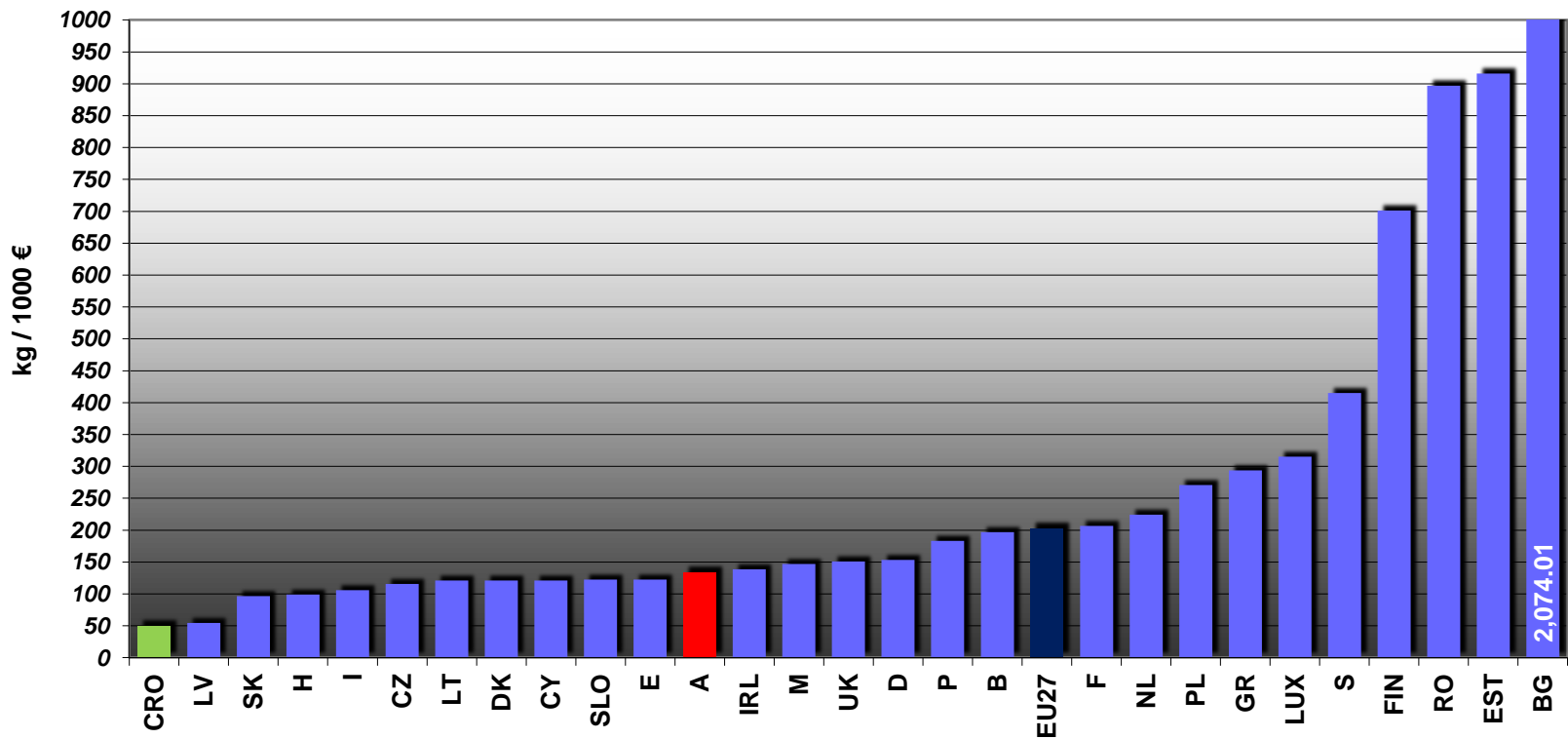
# How „green“ is the Austrian business sector?

## Greenhouse gas emissions per mn Euro GDP



# How „green“ is the Austrian business sector?

Waste volume per 1000 Euro GDP





# Prerequisites for becoming „green“

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- Knowledge of the potential to become greener and where exactly this potential lies
- Knowledge of the potential gains of a concrete measure
- Investment in green technologies must be economically sensible (cost vs. benefit)
  - Saves resources
  - Upgrades brand image

# Support measures I

- Knowledge:
  - EUREM
    - WKÖ trains Energy Managers
    - At the moment 556 Energy Managers in Austria
    - Last year their advice saved 953.000 MWh (=38 mn Euro)
  
  - SME cheques for energy efficiency
    - 2 cheques per year (each one worth 675 Euro)
    - Initial consultation on energy efficiency
    - Advice on implementing energy efficiency measures

# Support measures II

## ■ Financial support:

### ■ „UFI-Funds“

- Provided by the Ministry of Environment
- Co-finance eco-friendly projects (Ø co-financing rate: 16.2%)
- February 2015: 475 environmental projects approved (investment volume: 198 mn Euro - subsidy: 24.6 mn Euro)

### ■ Austrian Climate and Energy Fund

- Jointly established by the Ministry of Environment and the Ministry of Transport, Innovation and Technology
- Supports projects that lead to a reduction of greenhouse gas emissions (Austrian climate strategy)
- Last 8 years: 934 million Euro distributed; 130 calls launched; 76.000 projects subsidized

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Thank you for your attention!