

INTERREG IVC Project 'RECOMMEND'

1st Working Summit

Report

26th – 27th June 2012
Ceske Budejuvice
Czech Republic

1. Purpose of the 1st Working Summit

- **Finalisation of Phase 1:** Analysis of existing “regional eco-management and eco-innovation support schemes”
 - Presentation of identified schemes and good practices with thematic experts for eco-management and eco-innovation
 - Discussion of identified schemes and good practices
- **Kick off of Phase 2:** Regional stakeholders and policy makers will be invited to thematic talks to share and develop ideas with the PPs.
 - The PP will identify useful instruments with regard to regional target groups.
 - Organisation of Thematic Talks with regional stakeholder

2. Programme and Presentations

26th June

2.1. Welcome

Jan Jares the RECOMMEND project manager from the host partner Ekoport o.s. welcomed all the partners and opened the RECOMMEND 1st Working Summit.

He also presented the economical and environmental specialities of the Region South Bohemia. With the presentation of a SWOT analysis he emphasised the Concentration of R&D branches and qualified teams (especially in biological and environmental fields) which can have a very positive impact on the RECOMMEND project.

- *For more information please consult the presentation: [RECOMMEND_South_Bohemia_introduction_ver1](#)*

2.2. INTRODUCTION by the MODERATOR

Benjamin Kuscher, the moderator and the overall RECOMMEND project manager highlighted the purpose and the procedure of the first day of the 1st Working Summit

The main aspect will be the analysis of the transferability of several good practices.

- Good Practices in regional eco-management and eco-innovation
 - Good Practice Screening
 - Good Practice examples
- Transfer of good practices in regional eco-management and eco-innovation
 - The partners will identify following aspects of the good practices in 3 Working groups
 - **Transferability**
 - **Implementability**
 - **Practicability** – Thematic Talks

- *For more information please consult the presentation: [1 Introduction by the moderator](#)*

Good Practices in Regional Eco-Management and Eco-Innovation

2.3. Screening of Good Practices in Regional Eco-Management and Eco-Innovation Support Schemes

Astrid Severin from **Greenovate! Europe** presented the results of the study on good practices of Eco-Management and Eco-Innovation Support Schemes.

First it was necessary to define the two main terms of the Study

1. **Eco-management** – enabling organisations to assess, manage and continuously improve their environmental performance (EMAS, ISO 14001, ...)
2. **Eco-innovation** – fostering innovations that reduce the use of natural resources and decrease the release of harmful substances across the whole life-cycle (Eco-innovation Observatory)

Then she described what was done for the development of the study.

- Created a questionnaire template for collection of at least one example of eco-management or eco-innovation from each participating region;
- Used the template to gather a another 5 international good practice examples;
- Analysed the collected information to produce a report and recommendations.

The consultants collected 9 good practices from project partners and 6 from other European regions

Good Practice

1. Copenhagen Cleantech Cluster (Denmark)
2. EnviroCluster (United Kingdom)
3. Green Investment Scheme (Estonia)
4. GreenConServe Innovation Vouchers (Norway)
5. Innovation Vouchers (Czech Republic)
6. EffTech (Finland)
7. Investors in the Environment (United Kingdom)
8. ITACA Protocol (Italy)
9. Long Term Agreements (Netherlands)
10. National Innovation Fund (Bulgaria)
11. Ökomanagement Niederösterreich (Austria)
12. Regional Operation Programme (Poland)
13. REMake Green Innovation Vouchers (Germany)
14. SBToolCZ (Czech Republic)
15. Welsh Recycled Content Grant Scheme (United Kingdom)

Greenovate! Europe was able to group this practices in following categories:

- Cluster Initiatives
- Funding schemes (Voucher / grants)
- Accreditation/certification schemes
- Voluntary commitment

In the recommendation section Astrid Severing highlighted that each partner region should undergo a comprehensive gap analysis to map all the existing eco-innovation and eco-management policy instruments in place and that it is necessary to analyse and adapt each aspect of a good policy practice to your regional context before implementing it in your region.

- ***For more information please consult the presentation: RECOMMEND study presentation26062012***

Good Practice Examples

2.4. Innovation vouchers and SBToolCZ in Czech Republic

Luboš Nobilis and **Jan Jareš**, **Ekoport o.s.** presented two good practice examples from Czech Republic.

The Innovation Voucher is a tool for removing barriers for cooperation between R&D and industry. Currently this instrument has no thematic focus, but within the RECOMMEND project Ekoport wants to develop the thematic voucher for South Bohemia.

In the presentation they explicitly mentioned different possibilities how to set up voucher schemes and they highlighted cross border vouchers as they were used between Czech Republic and Austria.

- *For more information please consult the publication:
Green service innovation vouchers under following link:*

http://www.europe-innova.eu/c/document_library/get_file?folderId=132985&name=DLFE-12612.pdf

The Ekoport partner further presented the National tool for building quality certification (SBToolCZ) which is a Czech national certification tool for design and assessment for sustainable buildings. This certificate is used by investors as marketing tool and to increase the value of the buildings. Since it is a national certificate it is better known at the local market but misses comparability to international labels.

- *For more information please consult the presentation:
RECOMMEND_Ekoport_ver_final*

2.5. Investors in the Environment (IiE)

Binal Cadiou and **Nadia Gryś** from **Opportunity Peterborough** developed a short movie about the Investors in the Environment initiative in Greater Peterborough. It is a not for profit environmental accreditation scheme. It is designed to help the business sector save money and reduce their impact on the environment. It provides help, support, promotion and networking to get business started and ensure you get recognition for their green efforts.

Investors in the Environment is seen as the 'Green Hub' for businesses as we have a range of services as part of the business membership:

- Accreditation (subject to meeting the Investors in the Environment criteria)
- Green Events and Seminars
- Resource Library (containing tools such as Smart meters and Thermal imaging Cameras)
- Promotion through our media avenues, at our awards ceremony, on our website and through our newsletters
- Networking through our members, pledges, events and Green Directory
- Any business, whether on Bronze, Silver or Green Level get all of these services

In the discussion the partners from Lower Austria (Ökomanagement) emphasised the similarity of the support schemes and impressed the interest to learn more from each other.

- *For more information please consult the website:
<http://www.iie.uk.com/>*

2.6. National Innovation Fund - Bulgaria (Varna)

Marianna Ivanova from UBBSLA explained the purpose and priorities of the national innovation fund. Direct objective of the fund is to promote the implementation of scientific and research and development projects and projects for technical feasibility with the aim of acquiring new or improved products, processes or services. It aims at achieving a new and significant scientific or technological achievement leading to additional benefits for society - contribution to the environment (energy saving and non-renewable resources, reduce emissions, etc.) increase the safety of working environment and quality workplaces, occupational safety and improving the health status of population, etc..

| number of project application | contracts signed | Total amount of approved projects /EUR/ | the total budget of the Fund for the period 2009 – 2013 /EUR/ |
|-------------------------------|------------------|---|---|
| 788 | 319 | 50 million | 142 million |

- **For more information please consult the presentation: RECOMMEND_UBBSLA**

2.7. Working Groups

Discussion of good practice to be transferred to different target groups in the participating regions

The RECOMMEND Partners were divided in three working groups. Each group scrutinised and discussed the good practice study according to following topics:

Working Topic 1; Which good practices or aspects are transferable?

Working Topic 2: Which good practices or aspects can be implemented in your region?

Working Topic 3: How will we organise the THEMATIC TALKS in the specific regions?

Each RECOMMEND partner also developed individual To Do plans how to organise the activities until the next Working Summit.

The main purpose of the working group session was

- To discuss the good practice screening
- To specify the transferability of individual cases
- To identify the implementability in specific regions
- To describe the practical arrangements to start the activity

The results can be summarised in following way.

Working Topic 1:

Good practices to be transferred to the RECOMMEND partner regions:

| Name of Instrument | Type of instrument | Points |
|---|--------------------|--------|
| Ökomanagement Niederösterreich Eco-Management Vouchers - Austria (Niederösterreich) | Eco-Management | 7 |
| National Innovation Fund - Bulgaria (Varna) | Eco-Innovation | 0 |
| SBToolCZ - Czech Republic (Central Bohemia) | Eco-Management | 5 |
| Innovation Vouchers Czech Republic (Central Bohemia) | Eco-Innovation | 4 |
| Green Investment Scheme - Estonia (Tartu) | Eco-Innovation | 1 |
| ITACA Protocol - Italy (Ascoli Piceno) | Eco-Management | 1 |
| Regional Operational Programme - Poland (Kujawsko-Pomorskie) | Eco-Innovation | 0 |
| EnviroCluster - United Kingdom (East of England) | Eco-Innovation | 8 |
| Investors in the Environment - United Kingdom (East of England) | Eco-Management | 4 |
| Copenhagen Cleantech Cluster - Denmark (Copenhagen) | Eco-Management | 4 |
| EffTech - Finland | Eco-Innovation | 2 |
| REMake Green Innovation Vouchers - Germany | Eco-Management | 7 |
| Long Term Agreements - Netherlands | Eco-Innovation | 1 |
| GreenConServe Service Innovation Voucher - Norway | Eco-Innovation | 7 |
| Welsh Recycled Content Grant Scheme - United Kingdom (Wales) | Eco-Management | 1 |

Conclusions:

Clusters and vouchers scored very high and also SBToolCZ and Investors in the Environment were of interest

The partners pointed out that they had chosen the schemes because they are clear and simple; they focus on the region and its economic capacity and are able to motivate companies to participate

In terms of additional information that would be needed, the following points have been made:

- 1) Funding: how much did it cost to set up the scheme?
- 2) Clusters: how to start-up and structure a cluster?
- 3) Results: what are the expected outputs and impact? Do you have feedback from the companies? Evaluation studies?
- 4) Skills: What skills are needed to operate the scheme?
- 5) Risks: What risks are involved in setting up and implementing a scheme?
- 6) Government support: How much support will be needed from the local / regional government?

With regard to innovation vouchers, the following questions were raised:

- 1) How can a voucher scheme be financed by the Structural Funds?
- 2) What are the criteria for vouchers?
- 3) What application procedure can be used?
- 4) What local conditions are required?
- 5) How to attract SMEs to participate in the voucher scheme?

Working Topic 2: Which good practices or aspects can be implemented in your region?

Under this working Topic each working group underwent a preliminary gap analysis which support schemes for eco-management and/or eco-innovation is missing in their respective region. This of course directly leads to the good practices which are interesting to implement.

This gap analysis will be repeated together with regional stakeholders in the respective regions.

After this exercise each project partner selected three good practices which would be of interest to be implemented in its own region.

| Name of Instrument | Type of instrument | Partners with interest in this good practice |
|--|--------------------|--|
| Ökomanagement Niederösterreich Eco-Management Vouchers - Austria (Niederösterreich) | Eco-Management | Opportunity Peterborough Ascoli Picena Tartu |
| National Innovation Fund - Bulgaria (Varna) | Eco-Innovation | |
| SBToolCZ - Czech Republic (Central Bohemia) | Eco-Management | UBBSLA |
| Innovation Vouchers Czech Republic (Central Bohemia) | Eco-Innovation | Ptuj Kujawsko-Pomorskie Tartu |
| Green Investment Scheme - Estonia (Tartu) | Eco-Innovation | UBBSLA Kujawsko-Pomorskie Opportunity Peterborough Ptuj |
| ITACA Protocol - Italy (Ascoli Piceno) | Eco-Management | |
| Regional Operational Programme - Poland (Kujawsko-Pomorskie) | Eco-Innovation | |
| EnviroCluster - United Kingdom (East of England) | Eco-Innovation | UBBSLA Ascoli Picena |
| Investors in the Environment - United Kingdom (East of England) | Eco-Management | Tartu Lower Austria Ptuj |
| Copenhagen Cleantech Cluster - Denmark (Copenhagen) | Eco-Management | Opportunity Peterborough UK CEED |
| EffTech - Finland | Eco-Innovation | UK CEED |
| REMake Green Innovation Vouchers - Germany | Eco-Management | Tartu UBBSLA Kujawsko-Pomorskie Ascoli Picena |
| Long Term Agreements - Netherlands | Eco-Innovation | Lower Austria UK CEED |
| GreenConServe Service Innovation Voucher - Norway | Eco-Innovation | Tartu Lower Austria Ascoli Picena |
| Welsh Recycled Content Grant Scheme - United Kingdom (Wales) | Eco-Management | Kujawsko-Pomorskie |

Working Topic 3: How will we organise the THEMATIC TALKS in the specific regions?

Under this working Topic each individual partner developed a TO DO plan how he/she will discuss with all the relevant regional stakeholder the RECOMMEND ideas and good practices to be implemented in the respective region.

Purpose of the Thematic Talks:

- Presentation of the project RECOMMEND and first project findings to the regional stakeholder
- Discussion with stakeholder which good practice on eco-management and/or eco-innovation could be interesting for the respective region.
- Early inclusion of relevant stakeholders
- Identification of stakeholders who are interested to participate in the development of the Regional Implementation Plan
- Early specification of regional project activities together with the respective stakeholder

The main tasks for each partner will be:

| MONTH 2012 | TO Dos |
|------------|---|
| July | Gap analysis: Which support schemes for eco-management and/or eco-innovation is missing |
| August | Design and organisation of Thematic Talks |
| September | Thematic Talks |
| October | Thematic Talks |
| November | Summary of Thematic Talks |
| December | 2nd Working Summit |

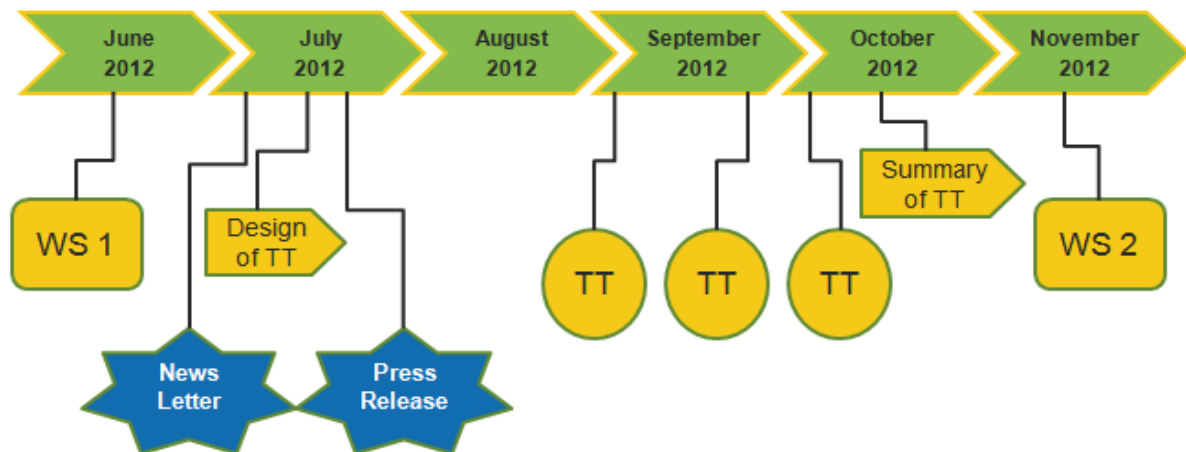
- **For more information please consult the working topic documents:**
 - o **1 Template Working topic Which good practices or aspects are transferable**
 - o **2 Template Working topic Which good practices or aspects can be implemented in the your region**
 - o **3 Template Working topic Organisation Thematic talks**

27th June

2.8. Project Work Plan

The second day of the working summit was reserved to organise the activities until the second working summit. The main activities of the project will be the following points.

- Dissemination of Newsletter
 - Dissemination List
 - Translation if necessary
- Design of Thematic Talks / TT
 - Gap Analysis
 - Content / Structure / Target Group
- Thematic Talks / TT
- Summary of Thematic Talks
 - Template comes from LP
 - Definition of Priority for each region/partner



- **For more information please consult the presentation: 3 Project Work Plan Phase 2**

2.9. Commitment session

Each Partner shortly specified the activities until the 2nd Working Summit and answered following 5 questions.

- How many regional or national stakeholders will you include in the Thematic Talks?
- Have you already decided on the design of the TTs?
 - Open Space Meeting
 - Face to Face meetings
 - Seminar
 - Workshops
- Have you already decided on a good practice/ aspect which you will discuss/present at the Thematic Talks?
- Will you contact the other RECOMMEND partner who delivered the good practice for more information?
- When will you deliver the summary of the TTs?

- **For more information please consult the presentation: 4 Commitment Session**

2.10. Project Communication

Ingrid Rozhon, once more highlighted the main purpose, activities and challenges for the project communication.

- Target of our communication:
 - Raising **regional** and **europa-wide** awareness on the need of eco-innovation & eco-management
 - **Providing** enterprises and public authorities **information** on instruments and funding schemes for new ecological measures in the business sector
 - **Promoting** RECOMMEND and each partner

The main outputs of the project communication will be:

| WHAT | AMOUNT |
|--|--------|
| Press releases | 6 |
| press articles | 20 |
| brochure | 1 |
| copies of brochure disseminated | 3000 |
| newsletter | 6 |
| copies of newsletter disseminated (electronically) | 6000 |
| dissemination events organised | 9 |
| participation in other events | 6 |

- *For more information please consult the presentation: **RECOMMEND Presentation COMMUNICATION***