

# **D.T2.2.1 Webinar**

## **2<sup>nd</sup> Webinar**

### **SME Green Transition as part of the bioeconomisation process**

**CLUSTERO**  
03/ 2022

## Project Information

Project Title: GoDanuBio - 'Participative Ecosystems for fostering the revitalization of rural-urban cooperation through governing Danube Circular Bioeconomy'

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2				

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## **1. Introduction**

On March 8<sup>th</sup>, 2022, the second webinar entitled “SME Green Transition as part of the bioeconomisation process” was held within the GoDanuBio project. The event took place in Bucharest, being organized online through the zoom platform. The event was organised by Romanian Cluster Association (CLUSTERO).

The webinar was attended by a total number of 39 representatives: project partners and external experts.

## **2. Objective**

The second webinar was dedicated to methods and tools to foster the green transition of SMEs as part of the bio-economization process at regional level.

The discussions were focused on the existing selected examples in the Danube macro-region. The webinar will enable quick feedback on the Integration Plan by the project partners as well as externals.

## **3. Methods and tools to support the green transition of SMEs**

The following tools to support the green transition of SMEs were presented during the webinar:

- 3.1 Greening Self-Assessment Tool for SMEs by ODIMM (MD) (external)
- 3.2 Green Champions Programme by IFKA (HU)
- 3.3 Eco Innovation audits by CNPCD (RO) (external)

### **3.1 Greening Self-Assessment Tool for SMEs**

The “Greening Self-Assessment Tool for SMEs” was presented by Igor Afteniuc from the Organization for Small and Medium Enterprises Sector Development (ODIMM), Republic of Moldova.

The National Greening Program for SMEs is implemented in the Republic of Moldova with the purpose to promote, support, and develop the capacity of SMEs to adopt practices of greening the processes of production and provision of services. The program targets three key areas: energy and resource efficiency, circular economy, and eco-innovation.

The program provides an integrated approach to support SMEs in introducing greening practices in two forms, non-financial and financial, respectively:

- Training and mentoring in the field of greening SMEs to identify and adopt concrete actions for greening the processes of production and provision of services that will be contracted directly by ODIMM.
- Non-reimbursable financial support in the form of a "grant" for:
  - implementation of business greening action plans
  - implementation of ISO / EMAS standards, EU eco-labelling

The SME Greening Program has three components:

1. Development of information tools and infrastructure for implementing the provisions of the Program
2. Providing support to SMEs
  - Training and education in the field of greening SMEs
  - Financial support for the implementation of greening actions

Project co-funded by the European Union Funds (ERDF and IPA)

### 3. Investment and impact monitoring

The Greening Self-Assessment Tool was developed by ODIMM with financial support of the Organisation for Economic Co-operation and Development in close consultation with Clean Technology Centre from Ireland who provided recommendations and shared their experience on similar tool.

This Greening Self-Assessment Tool is a questionnaire which has the purpose to conduct an overall analysis of the level of resource efficiency in the company.

This tool provides a scoring for interested SMEs on 4 fields of greening in frame of the enterprise:

- Water management
- Waste management
- Energy efficiency
- Greening management system

Following this evaluation, a SME will get a score that assumes the degree of business greening. The SME will receive the recommendations of experts in the field of greening by email. These recommendations will refer to possible actions which can be implemented within the SME as efficient use of resources, increase of production potential, development of competitiveness on the markets, and optimization of costs of production.

The importance of The Greening Self-Assessment Tool is very significant because according to the score obtained, the most polluted aspects can be determined within the company.

In this context, the area with the lowest scoring becomes a priority to implement greening actions in frame of the Greening SMEs Program.

The webinar participants were interested in the following indicators such as: the number of the SMEs which used this Greening Self-Assessment Tool-around 300 SMEs; what percentage of them participated in training (90%), and how many of them received funding (50%).

#### 3.2 Green Champions Programme

The “Green Champions Programme” was presented by Bence Janek, from IFKA, Hungary. It aims to strengthen companies’ energy-efficiency improvements, ensuring water efficiency, promoting electromobility, producing raw materials from secondary sources, and manufacturing finished products that replace single-use and other plastic products.

The Green National Champions program has been implemented since 2020:

- First Phase (2020): one call € 20,9 million
- Second Phase (2020-2021): two calls € 20 million, € 8,57 million
- Third Phase (2021-2022): one call, € 85,7 million

The Green National Champions program sets its strategic goals according to a three-point goal system:

- a. Economic and industrial development goals
  - Targeted and comprehensive development of the domestic green industry
  - Facilitating the production of currently imported products by Hungarian companies (import substitution)

- Strengthening the development capacity, innovation, and digital performance of SMEs.
- b. Social goals
  - Creating a green manufacturer and service catalogue for home and business users that can be used related to the Home Creation Program
  - Making sustainable and environmentally friendly products competitive
  - Promoting clean technologies and industrial ecology
- c. Environmental goals
  - Reducing emissions, increasing energy efficiency and recycling & reuse of (industrial) waste and by-products
  - Achieving the goals set out in the Climate and Nature Protection Action Plan.

Topics of the Green National Champions Program are:

- Manufacturers contribution to energy efficient building related developments
- Manufacturers contribution to water use efficiency developments
- Electromobility related companies
- Companies that use/produce secondary raw materials
- Manufacturers producing SUP and other plastic substitutes.

The program is open to enterprises with at least three employees and that have at least one full year of closed business and minimum 3 employees. A further criterion is that the applicant company must have a net turnover of at least HUF 30 million (86 000 euro) according to the annual account of its last approved and closed full financial year preceding the submission of its application for aid

There is a pre-qualification process for the Green National Champions Program.

The companies must provide information regarding business assessment, certifications, and development concept.

IFKA issued the prequalification certificate to the company, which gives it the right to apply for the given call. The Ministry of Innovation and Technology and the Ministry of Finance are the managing authorities of the program. The long-term goal of the Green National Champions Program is green manufacturers and service catalogue. This Green Catalogue is a database and platform that provides a wide range of information on Hungarian companies operating in the green economy. It is a reliable source for partner selection for business (B2B) and end-user consumers (B2C) who want to implement green developments (next step: green public procurement).

The participants asked about qualification process of company: which part is made by experts and by IFKA? – the prequalification is made by IFKA. What is the period of pre- qualification process? -6 weeks. Another question was related to the topics /priorities of the Green National Champions Program: are these priorities related to the S3 strategy? The topics / priority of the Green National Champions Program is set in the Climate and Nature Protection Action Plan.

### 3.3 Eco Innovation audits

Eco Innovation audits was presented by Aida Szilagyi, from the National Centre for Sustainable Production and Consumption, Romania.

The mission of the National Centre for Sustainable Production and Consumption is to contribute to the development of Sustainable Consumption and Production patterns by supporting private and public sectors to increase resource efficiency and environmental performance.



Its objectives are focused on creating awareness, education, information, advise and change. The eco- innovation audits are made using Resource Efficient and Cleaner Production (RECP) methodology. The RECP methodology has been developed by the United Nations Industrial Development Organization (UNIDO) and the United Nations Environment Program (UNEP) in collaboration with several prestigious universities in Europe to provide industry with a practical and effective tool to move towards sustainable production patterns.

The RECP methodology is addressing SMEs and it is applied in the following steps:

- **Initial evaluation**  
Identifying and assessing the company's current resource consumption (energy, water, materials, and chemicals), waste and pollution generation and general management practices. Establishing the company's environmental profile.
- **Understanding the inefficiency**  
A RECP program addresses step-by-step: processes inefficiency / areas of improvement, focusing on those aspects with high potential for improvement
- **Cause analysis**  
By using specific methods and tools, NCSPC experts together with the company's team perform a root causes analysis by applying standard "cause categories" to the identified issues and understand their potential impact on process efficiency and waste generation.
- **Identification and evaluation of improvement options**  
At this stage, the RECP team identifies the various ways to eliminate inefficiencies and improve process, equipment, and activities. Proposed improvement options are analysed using cost-benefit criteria and the most feasible options are selected for implementation
- **Options implementation**  
Once selected, the improvement options are transformed into specific measures and actions and the action plan is generated.

It was emphasized that there is no financing program for eco- innovation audits of SMEs in Romania, and it is important to educate and support SMEs to adopt the eco-innovation business models.

#### 4. Conclusions

Different methods and instruments to foster the green transition of SMEs as part of the bio-economization process were presented and discussed during the webinar. All these instruments could be transferred to the partners of GoDanuBio project. In this respect, financing schemes for SMEs could increase their opportunity to adopt new business models, which incorporate "bioeconomy,, or "circular economy" dimensions.

An interesting information was about EREK-The European Resource Efficiency Knowledge Centre that helps European companies, especially SMEs to save energy, materials, and water costs. EREK provides tools, information and business opportunities that show the new and better ways to be resource efficient and benefit from circular economy business models which turn waste into an asset. EREK also supports national, regional, and local organizations across Europe that work with SMEs to improve their environmental performance, helping them to become more resource efficient. The ZW&CE Diagnosis Tool is another useful self-assessment tool for companies, in particular SMEs that helps them to investigate opportunities for circular economy and zero waste solutions in their specific context.

## 5. Annexes

### 5.1 Agenda of webinar

#### 2nd Webinar

##### SME Green Transition as part of the bioeconomisation process

<https://us06web.zoom.us/j/82290791787?pwd=ck5DQjBtUmNXUEJRRk5LeW1nODBSUT09>

*Scope:* The webinars are thought of as ½ day event with participation of project partners and regional stakeholders. The webinars will enable quick feedback on the Integration Plan by PPs as well as externals.

The aim of the 2<sup>nd</sup> webinar is to discuss on methods and instruments to foster the green transition of SMEs as part of the bio-economisation process at regional level.

The discussion will be centred around existing selected examples in the participating regions

The participants to the 2<sup>nd</sup> webinar represent a) project partners; b) externals invited by project partners

Programme		
09:45	Zoom open	
10:00	Welcome address	Sergi Costa, BIOPRO BW Daniel Cosnita, CLUSTERO
Presentation of available instruments		
10:15	Greening Self-Assessment Tool for SMEs (MD)	Ion Lica, ODIMM
10:35	Green Champions Programme (HU)	Bence Janek, IFKA
10:55	Eco Innovation audits (RO)	Aida Szilagyi, CNPCD
11:30	Coffee Break	
	Ways of fostering Green Transition in SMEs, moderated discussion	
11:45	Moderated discussion	Moderation by Daniel Cosnita
12:30	End of webinar	



## 5.2 Attendees

ERDF / IPA/AP	Organisation	Country	Project Partner
LP	BIOPRO	DE	Sergi Costa Katrin Stökle
PP2	Poly4Eml	SI	Mateja Novak Martina Vilhar Maja Berden Zrimec
PP3	CLUSTERO	RO	Daniel Cosnita Gabriela Pirvu Dulgheru Ana Christina Leucuta
PP4	IFKA	HU	Bence Janek
PP5	BRAIT	BG	Teodora Atanasova
PP6	MIZS	SI	Peter Kumer Eniko Csoma
PP7	BEC	SK	Dominika Pančáková
PP8	MEEBE	RO	Bianca Rodica Adam Daniel Bucur Andreea Radu Ada Toader
PP9	NCA	CZ	Pavla Bruskova Lenka Podjuklova Jiri Herinek
PP10	BSMEPA	BG	Rositsa Pesheva Magdalena Madzhurova Vladimir Minev
PP11	CWC	HR	Ana Dijan
PP12	MEEC	HR	Helia Kovačević Grčić Nirvana Kapitan Butković Biljana Kovac
PP14	Biz-Up	AT	Kristina Eder Wolkerstorfer Gabriele Alois Froschauer
PP18	ISC	DE	Joachim Glatz-Reichenbach
IPA PP1	ALMA MONS	RS	Zorica Marić Milica Vračarić
	National Centre for Sustainable Production and Consumption (NCSPC)	RO	Aida Szilagyi
	Organization for Small and Medium Enterprises Sector Development (ODIMM)	MD	Igor Afteniuc Oxana Paladiciuc
	SC Arhipelago SRL	RO	Marius Alexa

## 5.3 Pictures

