



„Saving resources means saving money“
(Annual Report European Commission, 2011)

PRESOURCE – EU PROJECT TO PROMOTE RESOURCE EFFICIENCY IN SMALL AND MEDIUM ENTERPRISES

Background

Policy makers and the general public have recognized the relevance of the topic of resource efficiency, particularly for small and medium enterprises (SMEs). Against this background, the European Commission ascribed special importance to the subject within the context of the Europe 2020 strategy, as one of a total of seven flagship initiatives. Considering the significantly lower material productivity in Central and Eastern Europe compared to Western European countries, there is a particular need for action in this area: when it comes to Central and Eastern European SMEs, improvements in the area of resource efficiency are essential for them to gain lasting competitive advantages for themselves. The aim of the EU project PRESOURCE is to support these companies in specifically implementing resource efficiency measures. PRESOURCE is funded by the EU's

Central Europe Programme and comprises a consortium of eight partners from six Central and Eastern European countries.

Project

Fraunhofer MOEZ is coordinating the Innovation Funding work package within the context of PRESOURCE. The focus here is on identifying financial players with appropriate instruments in the area of innovation funding, along with drivers and barriers in implementing resource efficiency measures in SMEs. Furthermore, the institute is working with the project partners on an innovative method of economically evaluating the costs and benefits of investment decisions. The findings are being summarized in the form of a virtual guide (“Financing Guide”) for public and private investors.

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