

Green Planning Instruments and Strategies in BSR

Malmö 18 April 2012

Session 1, 11:00-12:30

- by Thomas Winther, Director Innogate ApS

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"Green growth is the means by which the current economy can make the **transition to a sustainable economy** while reducing pollution and greenhouse gas emissions, minimising waste and inefficient use of natural resources, maintaining biodiversity, and strengthening **energy security**" (Wikiprogress.org).

This presentation:



- Overview of on-going Green Growth initiatives in BSR
- Some words on cleantech clusters as driver for green growth
- A few words about sustainable tourism in the Nordic countries

Overview – Green Growth in BSR

The 31 initiatives presented provide only examples of green growth efforts at different level of cooperation, and of different types of activities and instruments:

=> non-exhaustive overview



Conference Paper

Green Growth in the Baltic Sea Region, Riga 5-6 May 2011

Green Growth initiatives in the BSR

by

Thomas Winther, Innogate ApS

for

Nordic Council of Ministers



Activities at all levels of cooperation

Global	Transnational	National	Local/Regional
UN - UNEP and COP	Europe 2020 Interreg Programmes	Denmark - Energy Strategy; Strategy for green growth; Policies for green transport and green business; and Danish Commission on Climate Change Policy	Oslo Renewable Energy and Environment Cluster
OECD - Green Growth Strategy	The European Innovation Platform for Eco-innovation		Finnish Cleantech Cluster
WWF - Climate Solver	The Environmental Technologies Action Plan (ETAP)	Finland - National Climate and Energy Strategy. Programmes under Tekes ; Sitra ; and Competence Clusters	Eastern Germany cleantech hotbed
Global Cleantech Cluster Association	The Lead Market Initiative for Europe EU Research Framework Prg. Nordic Globalisation Forum Nordic Energy Research Nordic Innovation Centre BSR business integration with Kaliningrad on energy efficiency Nordic Investment Bank Cleantech Scandinavia	Germany - Federal level: National Sustainability Strategy; Energy and Climate Protection Programme; and the Renewable Energy Sources Act. - Regional policies	Eco4Life
		Sweden - 68 initiatives under "Grön Drifkraft" / Green Growth policy	The Stockholm Environmental Technology Centre
		Russia - Federal level "Law on energy saving and increasing the energy efficiency" as part of Climate Doctrine - Regional polices that goes further (Kaliningrad)	Copenhagen Cleantech Cluster
			Kalundborg Industrial Symbiosis
			Sustainable Business Hub
			Baltic Solar
			Estonian Wind Power Cluster

A number of types of activities

"Policy-driven"	Cooperative / project based	"Business-driven"	Financing
UN - UNEP and COP	Interreg Programmes	Global Cleantech Cluster Association	Nordic Investment Bank
OECD - Green Growth Strategy	The European Innovation Platform for Eco-innovation	Oslo Renewable Energy and Environment Cluster	Cleantech Scandinavia
Europe 2020	EU Research Framework Prg.	Finnish Cleantech Cluster	(includes also for example Nordic Environment Finance Corporation and European Investment Bank – as well as numerous local/regional business incubation VC schemes)
The Environmental Technologies Action Plan (ETAP)	Nordic Energy Research	Copenhagen Cleantech Cluster	
The Lead Market Initiative for Europe	Nordic Innovation Centre	Kalundborg Industrial Symbiosis	
Nordic Globalisation Forum	BSR business integration with Kaliningrad on energy efficiency	Sustainable Business Hub	
National and regional policies	The Stockholm Environmental Technology Centre	Baltic Solar	
	Eco4Life	Estonian Wind Power	
		Eastern Germany – cleantech hotbed Cluster	
		WWF - Climate Solver	

And a number of instruments

Technology development	Demonstration/application	Trade and investments	Pooling Competence – Clustering
EU Research Framework Prg.	BSR business integration with Kaliningrad on energy efficiency	The Lead Market Initiative for Europe	Oslo Renewable Energy and Environment Cluster
Nordic Energy Research	Nordic Innovation Centre	OECD - Green Growth Strategy	Finnish Cleantech Cluster
The Stockholm Environmental Technology Centre	WWF - Climate Solver	Cleantech Scandinavia	Copenhagen Cleantech Cluster
The Environmental Technologies Action Plan (ETAP)	UN - UNEP <u>Interreg</u> Programmes The European Innovation Platform for Eco-innovation Nordic Investment Bank Eastern Germany – cleantech hotbed	(includes also regional and national export promotion and inward investment schemes – as well as finance institutions and schemes)	Kalundborg Industrial Symbiosis Sustainable Business Hub Baltic Solar Estonian Wind Power Eco4Life Global Cleantech Cluster Association

Cross-cutting: COP, Europe 2020, Nordic Globalisation Forum, National and regional policies

Green Growth co-operation opportunities in BSR?

Policies, strategies and instruments

- Utilizing peer green growth policy practices

Specialization, competitiveness and trade

- Opportunities for greater/smarter cleantech specialisation, and regional out-sourcing/offshoring?

Finance

- Opportunities for matching better ideas and capital at the BSR-Level

Cleantech clusters as driver for green growth

Clusters:

“Geographic concentrations of interconnected companies, specialized suppliers, service providers, firms in related industries, and associated institutions in particular fields that compete but also cooperate”.

ME. Porter, 1998

Benefits of Clusters and Cluster Initiatives

A concentration of related business activity tend to spur **competitiveness** through:

- Increased **productivity** (improved use of inputs, information, synergies, etc)
- More rapid **innovation** (cooperative research, business and policy synergies) -
- New **business formation** (sub-contracting, specialization, filling in niches etc.)

... all of which leading to job creation and economic growth.

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The key objective of a **cluster initiative** is to realize these cluster benefits more quickly, by organizing effort to **accelerate clustering**, than if a cluster was to Develop spontaneously.

Common features - cleantech clusters:

It is a **business-driven effort** where (competing) companies come together to collaborate with partners from knowledge institutions and government authorities with a view to **correct the inefficiencies** that restrain, innovation, value addition, productivity and competitiveness within the area of eco-efficient and sustainable products and services.

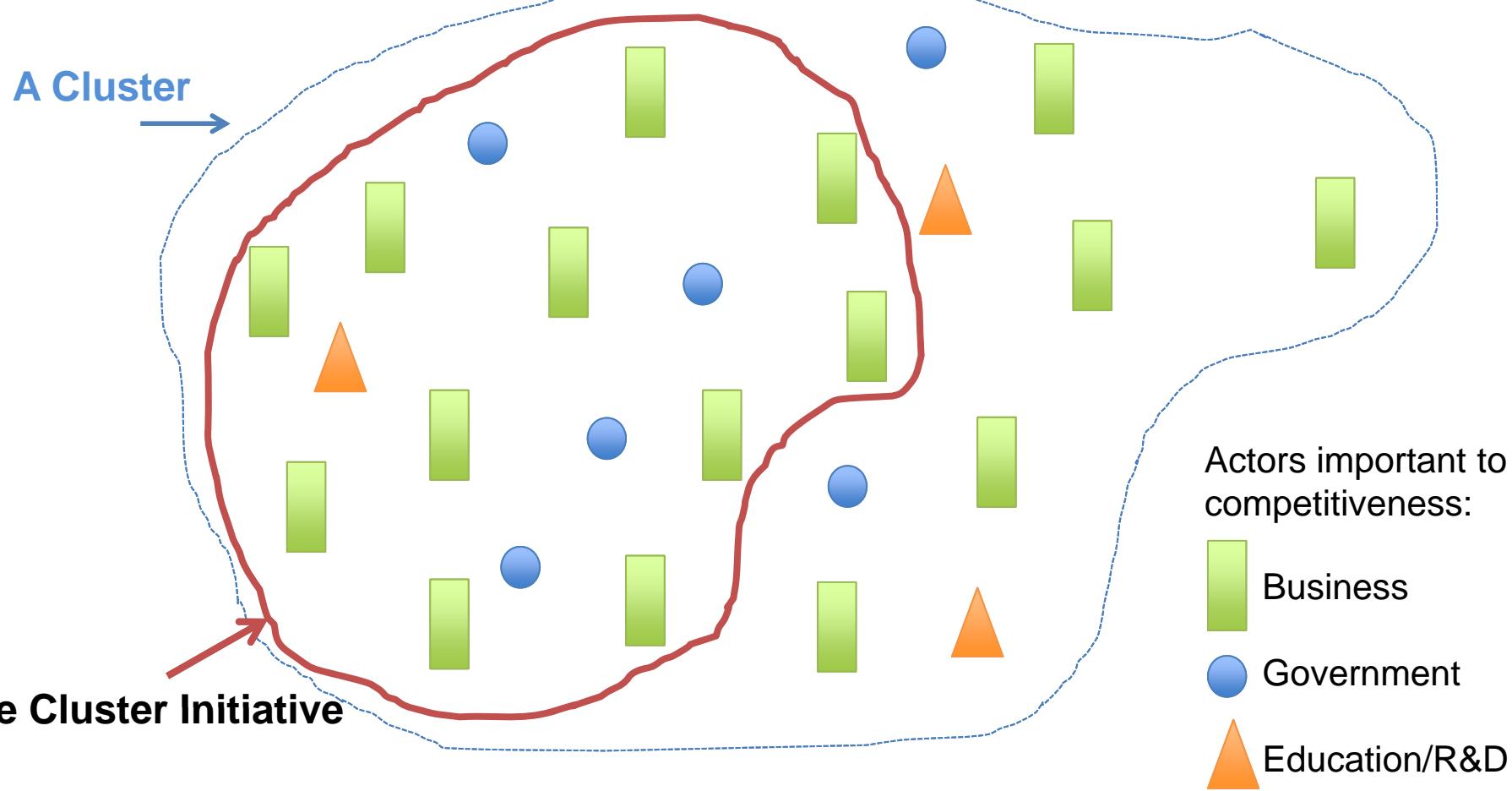
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In practice a Cleantech Cluster Initiative will include:

- A **structure** for cluster facilitation, management and funding
- A **strategy** detailing vision, mission, objectives – and activities, such as:
 - Networking activities for trust building, information exchange etc.
 - Encouraging business cooperation (improve value system, innovation, VC)
 - Intelligence and research (markets, trends, etc.)
 - Development of improved conditions/policies for business development
 - Training activities (personnel, standards/certification, etc.)
 - Branding and marketing activities (including fairs, website etc.)
 - Fundraising (Cluster Initiatives usually have many sources of co-financing)
 - C2C and B2B collaboration activities with national and international partners

The Cluster vs. the Cluster Initiative



A few words about sustainable tourism in the Nordic countries

Sustainable tourism – Nordic experiences?

Consider taking inspiration from study “Innovation Systems in Nordic Tourism” – surveying experiences and practices from 10 Nordic destinations:

- Beitostølen ski resort
- Opplev Oppdal Company
- Icehotel corporation
- Mountain Destination of Åre
- Siida Nature Initiative
- Santa Claus Village
- Roskilde Festival
- Sea Trout Funen
- Whale Watching in Iceland
- White Water Rafting in Iceland



Sustainable tourism – Nordic experiences?

The study recommends:

“

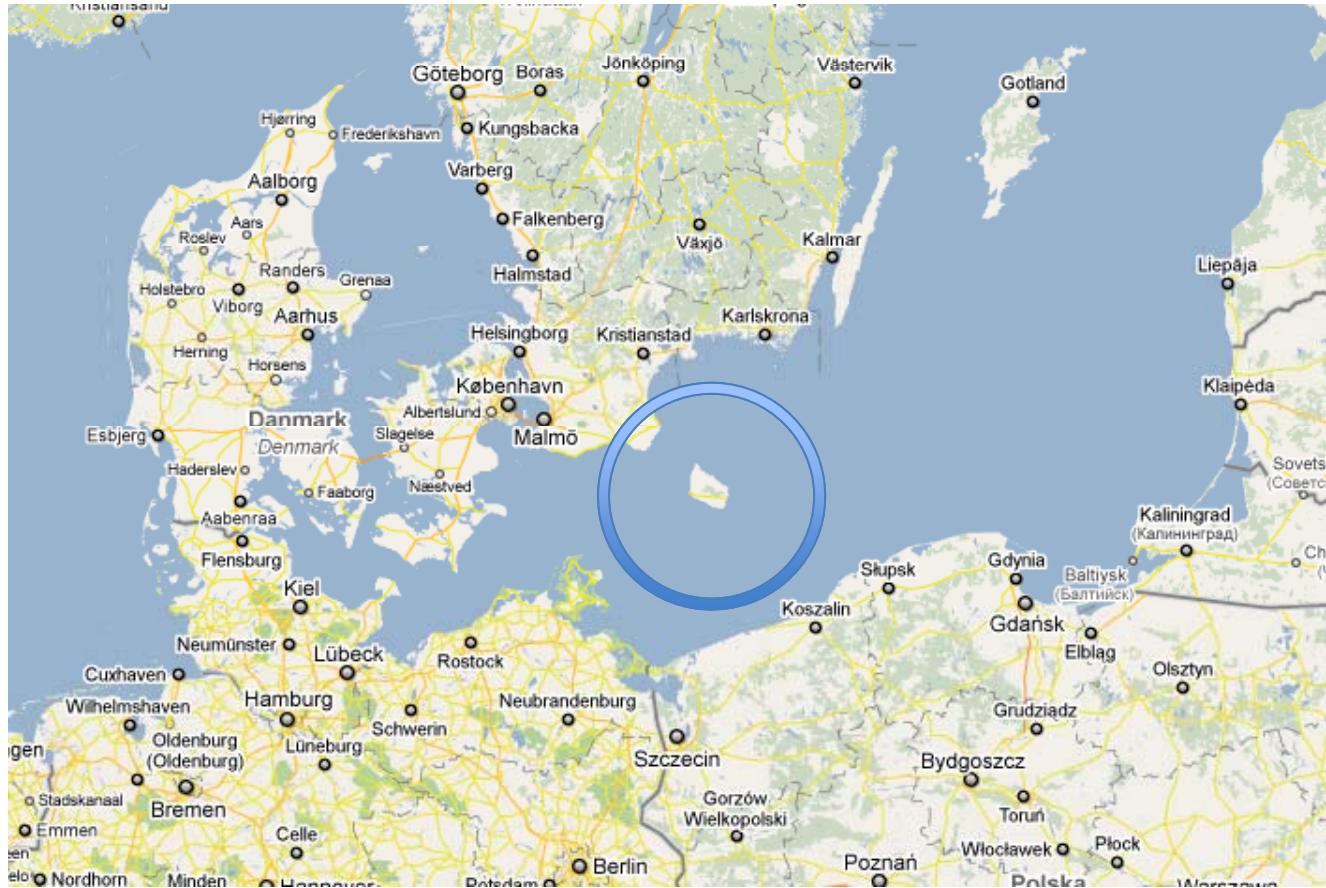
- Developing new knowledge inputs and knowledge acquisition methods for innovation – emphasis on customer-driven innovation across the Nordic countries.
- Developing innovation awareness and innovation competences particularly for SMEs, voluntary organisations and governmental bodies active in or on the fringes of tourism innovation systems.
- Moving beyond tradition – tackling seasonality, enhancing value and reconceptualising the Nordic natural and cultural conditions.
- Moving advanced scientific and technical knowledge into tourism through new linkages and technology booster mechanisms.
- Exchanging ideas and knowledge – promoting export of concepts, franchises, events, merchandising, etc.
- Facilitating and exploiting spill-over from the public sector and institutions – cross Nordic focus where the best of the welfare policies are recycled in a tourism context.
- Making funds and financing available for tourism, including EU-funds, R&D support, SME-seed money, venture capital etc.

“



Sustainable tourism – Nordic experiences?

Another Nordic example: This one more focusing on sustainable business tourism: “Bornholm – Bright Green Island”





BUILDING & CONSTR.



TOURISM



MECH. ENGINEERING



ARTS & CRAFT



FOOD



AGRICULTURE



ENERGY

Re-structuring future potential



Bornholm as "green" test laboratory

Bright Green Island:
CleanTech, technology,
energy, construction

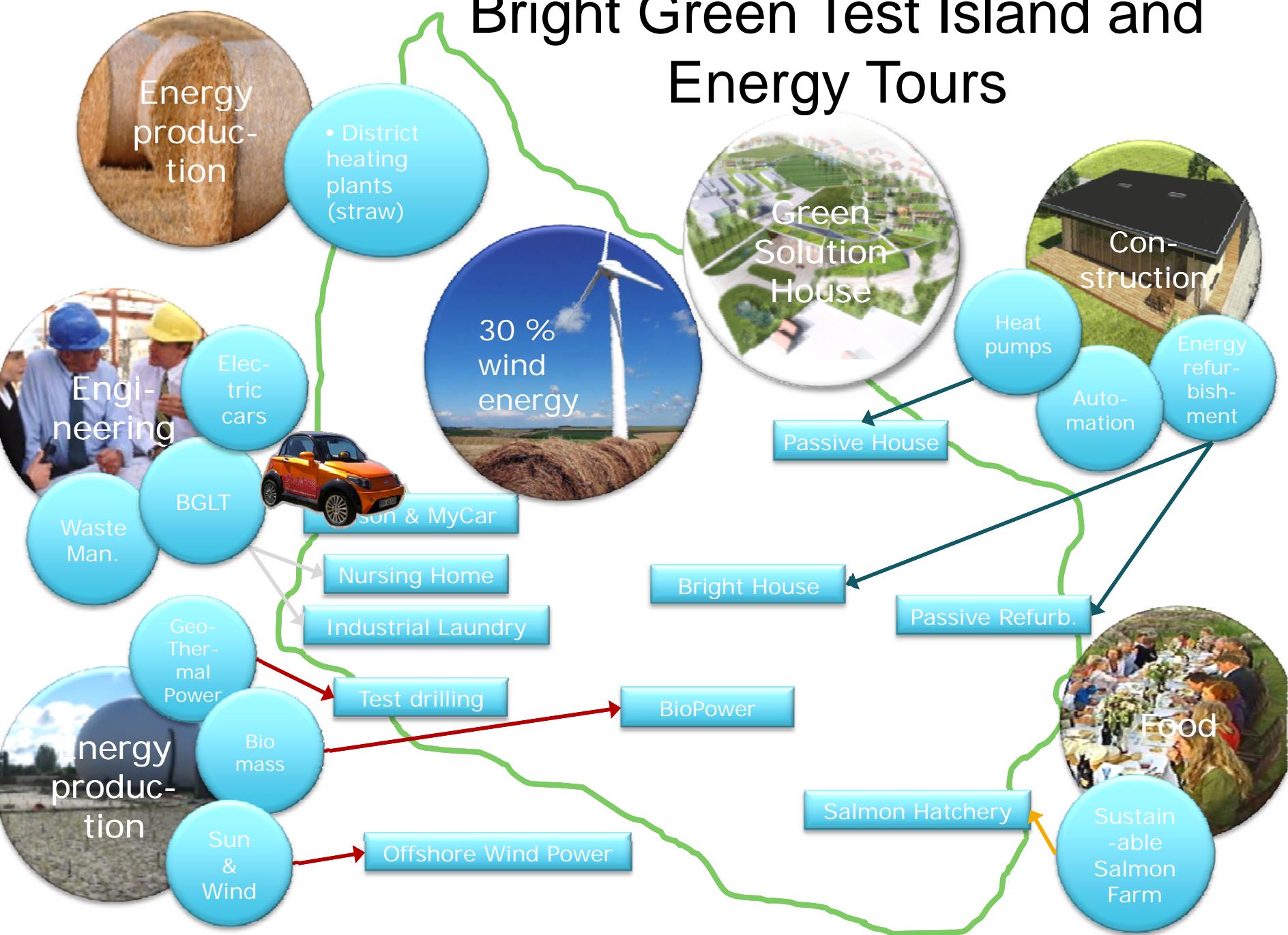
The Bornholm Kitchen

Gourmet Bornholm/ food
producers, farmers,
restaurants, chefs, canteens,
wholesalers, distributors,
retailers?

Adventure Zone Bornholm

enjoybornholm.dk:
nature, health, art, culture,
midle age og exercise?

Bright Green Test Island and Energy Tours



A final note...

Creating sustainable cities – ask yourself:

- How do clean technologies resolve issues faced by citizens on a day-to-day basis?
- What is the value – and not only in terms of economic value – for citizens of smart/sustainable cities?
- How to realize scope and scale – rather than optimising e.g. single infrastructures? How to move beyond pilots and “pockets of smartness”?
- New mechanism for delivering services (new operations), including to citizens, are needed – but which are the best? – and how should they be charged (new business models)?
- Administrative silos are challenging – and including the private sector (and CSO's for that matter) does not make it easier. How to effectively govern and coordinate multi-stakeholder collaboration for a greener future?

Thank you

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