



# Central Europe on the path to Resource Efficiency?

## BERLIN Conference 13–14 October 2011

### Aim

Since 2009, ACT CLEAN partners from politics, business and science have cooperated to support Small and Medium Enterprises (SMEs) throughout Central Europe to implement eco-efficient production processes. ACT CLEAN promotes environmental technologies and management systems by connecting demand and supply: it provides SMEs with technological and managerial know-how and facilitates the marketing of already existing solutions across national borders. Special attention is paid to increasing resource efficiency in SMEs for the benefit of both the environment and SMEs. This will help enterprises throughout Central European countries to tap the full potential of resource efficiency.

The **Berlin Conference “Act Clean. Central Europe on the path to Resource Efficiency?”** wants to highlight Central European framework conditions for environmental innovations and environmental technologies using the example of resource efficiency in production processes – through the lens of policy-makers, intermediaries, Cleaner Production Centers and businesses. Participants will come from ministries, business associations and research institutes from Central Europe.

As hosts, the Federal Ministry for the Environment (BMU) and the German Federal Environment Agency (UBA) cordially invite all interested enterprises, business associations, chambers, multipliers and public authorities to the conference.

On October 13th an evening reception will be organized for participants at the GIZ Representative Office.

**Thursday**  
13th October  
02:00–05:00 pm

2.00-2.30: Welcome and Introduction to ACT CLEAN  
> Dr. Horst Pohle, UBA, ACT CLEAN lead partner

### **I Driving Resource Efficiency – the political agenda**

2.30-3.00: Resource efficiency in Austria

> Christopher Manstein, Federal Ministry of Agriculture, Forestry, Environment and Water Management Austria, division sustainable development and environmental subsidisation policy

3.00-3.20: Resource efficiency policies and challenges in Central Europe – conclusions from country reports submitted to EEA

> N.N.

Coffee Break

4.00-4.15: ProgRes – the German Programme for Resource Efficiency  
> Birgit Schwenk, BMU Head of Unit General and Fundamental Aspects of Ecological Resource Efficiency

### **II Enabling Resource Efficiency – support structures and instruments part 1**

4.15-4.45: Support structures and instruments for SME in Central Europe – conclusions from ACT CLEAN transnational agenda –

> Dr. Robin Bürger, Fraunhofer MOEZ

4.45-5.00: Feedback and discussions

5:00-07:00 pm

**Dinner Reception for partners and guests** with poster exhibition of ACT CLEAN outputs and presentation of short films on resource efficiency

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**Friday**  
14th October  
09:30–03:00 pm

## I Introductory Remarks

9.30-9.40

- > Rolf Bräuer, BMU Head of Unit Environment and Technology, Ecological Rehabilitation and Development in Eastern Germany

## II Enabling Resource Efficiency – support structures and instruments part 2

Support structures for resource efficiency in SME production processes – examples from Central European countries

9.40-10.00: Voluntary approaches and resource efficiency in Czech Republic

- > Pavel Růžička, Ministry of Environment of Czech Republic

10.00-10.20: Regional Environmental Technology Clusters

- > Markus Manz, Umwelttechnik Cluster Oberösterreich, Austria

10.20-10.40: VDI-ZRE Center for Resource Efficiency – hands on support for businesses in Germany > Dr Martin Vogt, VDI-ZRE, Germany

Coffee Break

11.00-1.00: Role of Cleaner Production Centres in promoting resource efficiency – mechanisms and barriers to reach SME (Podium Discussion)

- > Petra Schwager (Cleaner Production Programme UNIDO)
- > Pavel Růžička (Czech Ministry of Environment Czech Republic)
- > Dörthe Kunellis (Federal Ministry of Agriculture, Forestry, Environment and Water Management Austria -tbc)
- > Regine Maass, (UBA Germany)
- > Dr. Gyula Zilahy, (National Cleaner Production Center Hungary)
- > Lorenzina Falchieri, Grifo snc, Italy

Moderation: Dr. Horst Pohle, UBA

Lunch

## III Producing Resource Efficient – business perspective

1.45-2.00: How ACT CLEAN contributed to resource efficiency – a snapshot of ACT CLEAN network and activities > Regine Maass, UBA

2.00-2.15: Investing and Financing in environmental technologies – e.g. view from private investor

- > Dr Alex Domin, WHEB Partners Limited, Germany

2.15-2.30: Innovative business models for efficient resource consumption – the case of chemical leasing

- > Dr. Reinhard Joas, BiPRO GmbH, Germany

2.30-2.45: Diagnosis Tool – results

- > Vladimir Dobes, Enviros, Czech Republic

2.45-3.00: Environmental Technology Transfer in Poland

- > Emanuela Pawliczek, Instytut Ciekkiej Syntezy Organicznej “Blachownia”, Poland

- End of Official Programme -

5.00-6.00: Visit to Bundestag in the Reichstag Building in Berlin

- > 90 min. guided tour; max. 25 persons

Optional

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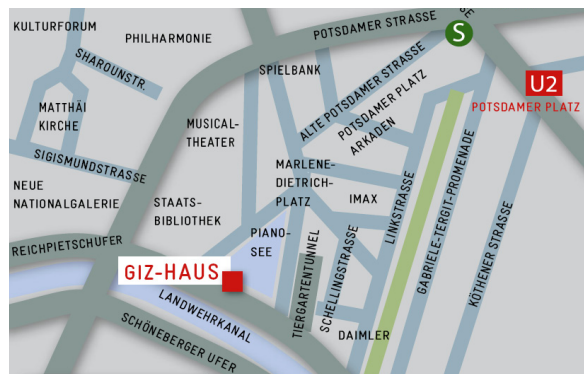
## Registration

### Participation is free of charge.

Please register via our online portal:  
**www.act-clean.eu** until October 7th.  
Alternatively you can also send us your registration by E-mail.

## Conference Venue

Atrium at Representation Office of Gesellschaft für Internationale Zusammenarbeit (GIZ)  
Reichpietschufer 20 (near Potsdamer Platz), 10785 Berlin  
Telefon: +49 30 28550 2379, giz-berlin@giz.de



## Language

English and German translation will be provided.

## Visit to the German Bundestag

After the official end of the conference, there is the opportunity for a maximum of 25 participants to visit the Bundestag in a 90 min guided tour. If you are interested please immediately inform us when registering for the conference (tickets are provided on a basis first comes first serves). For security reasons participants visiting the Bundestag will be asked to provide personal data.

## Accommodation

On the online portal: **www.act-clean.eu** you will find hotel options with special rates for participants. Please mention "ACT CLEAN" when contacting the hotel. Please note that expenses for travel and accommodation have to be covered by participants themselves.

## Contact

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