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## New programme INTERREG IVB Alpine Space

The 2007-2013 Alpine Space Programme (in the framework of the European Territorial Cooperation objective) was launched in June 2007 in Austria, during a 2-day conference where around 400 people participated.

The 3 priorities of the programme priorities are:

- competitiveness and attractiveness of the Alpine Space;
- accessibility and connectivity;
- environment and risk prevention.

Participating organisations had the opportunity to present the activities they intend to implement and to find new potential partners. It was also the opportunity to present running operations on a “project fair”, where ASPECT was represented by Lyon CCI and by Provincia di Mantova.

Indeed, the 1<sup>st</sup> call for proposal should be launched in December 2007, following a 2-step procedure (expression of interest and then application form). The selected projects should be starting by mid-2008.

All the presentations displayed during the conference are available on the Alpine Space website:

<http://www.alpinespace.org>



## Focus on Aspect partners Eco-industry in Piemonte - Italy

### EcoIndustry in Piemonte-Italy



### EcoIndustry in Austria

Piemonte counts about 500 eco-companies, 80% of which are small sized. The reduced dimension of Piedmontese eco-industries is not apparently felt as negative. In fact, in the last years their turnover has grown by 7% and this figure is only partial as it does not take into account growth rate of public owned eco-companies (which indeed represent about 13% of the total amount). A sharp quantification of their turnover growth rate is quite difficult as their market was, until a few years ago, locally limited. Eco-Industries in Piemonte (especially recent ones) are ready to start relations with bigger companies,

also foreign ones, possibly by joining international groups and networks. 25% eco-industries have already started technology joint-ventures or agreements with counterparts all over Europe. Fairs and exhibition keep on being the means for meeting new prospects.

Despite what happened in the past, new generations of eco-entrepreneurs are more available to assess non-European markets and emerging countries. This is a positive feature, but could represent a threat because of the low production costs in some of these countries. The Piedmontese ecoindustries are particularly active in the following countries: Eastern Europe, Germany, Northern

Africa, Senegal, South America, United Arab Emirates. About 20% of the Piedmontese eco-industries involved in renewable energies are specialised in **biogas** issues, and 45% in **photovoltaic technologies**. About 55% are active in **eco-efficiency and prevention**.

This means that, generally speaking, ecoindustries in Piemonte actively work in this field. Though, a high number of companies are still involved in "end-of-pipe technologies", in the classical sense.

**Source: SWOT analysis of ecoindustry in Piemonte.**  
Edited by CEIPIEMONTE

## Eco-industry in Austria

The turnover of the Austrian Eco-industry is continually increasing and amounted to 3.8 billion Euros in 2003. This represents 1.7 % of the GDP and provides about 17.200 jobs. The export rate is about 66 % and the most important export region is the former EU-15, followed by the Central and Eastern European countries.

With a share of 48 % "renewable energies and energy efficiency" represent the most important sector within the Austrian Eco-industry. Second important sector is water and waste management. A clear trend can be identified in switching from "end of pipe-technologies" to integrated "cleaner production technologies".



A brochure entitled "Success Story Eco-Industry in Austria" (ÖGUT) is available at [http://www.oegut.at/downloads/pdf/brochuere\\_umwelttechnik.pdf](http://www.oegut.at/downloads/pdf/brochuere_umwelttechnik.pdf) the website <http://www.umwelttechnik.at> provides information about the sector.

Edited by Österreichische Gesellschaft für Umwelt und Technik - ÖGUT.

## SWOT Analysis for the ALPINE SPACE in the environmental sector

### ALPINE SPACE SWOT analysis

In the framework of the ASPECT project a study has been carried out by each partner over its own region, among eco-industries. The aim was to make a the state of the art of the environmental sector, find weak points and strong ones, as well as threats and opportunities for companies. The following regions were involved:

- Rhône-Alpes
- Slovenia
- Piemonte
- Mantua
- Bavaria
- Austria
- Switzerland

In many topics the regional SWOT analyses show similar results, as within the Alpine Space the geographically, historically and economically framework is comparable. These similarities have been figured out at the size and structure of the companies, at the development of the domestic market in the traditional sectors water /waste water, solid waste and air protection and at the shift from end-of-pipe technologies to cleaner production technologies.

Clear distinctions exist at the topic "export markets by regions", where the specific alpine regions show different focuses on their export target markets. Within the Alpine Space the domestic market as well as the energy policies have different approaches. On the other hand, there are similarities among companies of the Alpine Space which can be used to study joint strategies also for participating in international projects by creating consortia.

Differences among the alpine regions give an opportunity to complete each others' strengths and therefore overcome the existing weaknesses. This could be during temporary cooperation at the project acquisition as well as creating consortia to offer complex projects as "turn key projects" or "Build-Operate-Transfer models.

The SWOT-analysis is structured in 8 thematic topics, for each topic a mini-SWOT analysis has been created.

The topics are:

- Structure of the Eco-Industries
- Domestic market for Eco-Industries

- Export market for Eco-Industries in general
- Export market for Eco-Industries by export regions
- production technologies"
- Investments of Eco-Industries in R&D
- Future market climate protection and energy
- Innovative financing and utilisation models

This SWOT analysis has been edited by ÖGUT and CLUSTERLAND, the two Austrian ASPECT partners, by putting together the results of the regional SWOT analyses prepared by each partner on its own region.

The complete results of this SWOT analysis will soon be available on the ASPECT website:  
<http://www.aspect-project.eu>

## FORAGRI EXPO 2008: the summarizing ASPECT event

### FORAGRI EXPO 2008

The ASPECT project offers eco-companies of the Alpine Space a special cooperation opportunity in the framework of the Foragri Expo event (Gonzaga, 18<sup>th</sup>-20<sup>th</sup> January 2008). An exhibition space will be dedicated to ASPECT, where selected eco-companies can hold contacts and business meetings. Companies coming from the European Regions of the Alpine Space, will have a language support to enhance international contacts and will be registered in a special database (<http://www.aspect-project.eu>) where they will have the possibility of advertising to find new partners and foster cooperation at the European level. During the event, the Aspect staff will be available for information about the project and for

offering a support to companies. During the event a seminar will be held: "Funding and Financing for Eco-companies, train the trainers session", focused on how to access funds and financing opportunities at a European, national and regional level. Moreover, the conference "Promotion of eco-companies" will resume the activities of the ASPECT project with special attention to the case studies considered as Best-Practice, as successful examples for eco-companies.

**For further information:**

<http://www.foragriexpo.it>

## Coming up events

### **ECO-COMPANIES IN THE ALPINE SPACE Strengths and Strategies for the future Kempten (Bavaria, Germany) 29<sup>th</sup> November 2007**

Transboundary contacts and exchange of experience among networks and eco-companies from the Alpine Space Bayern Innovativ GmbH and B.A.U.M Consult München, with the cooperation of Eza!, the CCI Augsburg/Schwaben, KUMAS and the Environmental Cluster in Bavaria, organise the regional conference "Eco-companies in the Alpine Space" within the framework of the EU-Project ASPECT.

The conference will focus on the following topics:

- Strengths – Strategies – Opportunities for the Eco-companies
- Overlooking the border: best practices from other Alpine Space regions
- Better support to eco-companies in the Alpine Space

**For further information:**

[http://www.bayern-innovativ.de/umweltfirmen\\_alpenraum07](http://www.bayern-innovativ.de/umweltfirmen_alpenraum07)

### **FORAGRI EXPO 2008 Gonzaga (Italy) 18<sup>th</sup>-20<sup>th</sup> January 2008**

In 2008 Foragri Expo (Fair for Renewable Energy in Agriculture) will be acknowledged as National Fair. This edition (the fifth) will take place in the new trade show complex of Parco Fiera Millennaria in Gonzaga (MN), collaterally to the 15<sup>th</sup> edition of Bovimac.

The A.G.I.R.E. office, in cooperation with the Province of Mantova and other skilled partners, organizes meetings, conferences and seminars focused on:

- The Ecological house
- Solar panels
- Incentives to bio-construction and to the use of renewable energies

**For further information:**

<http://www.foragriexpo.it>

### **SESEC VI Lausanne (Switzerland) 30<sup>th</sup> October—1<sup>st</sup> November 2007**

This year "Swiss Environmental Solutions for Emerging Countries" is under the theme of: "Global Development of the quality of life at the Local Level". During 3 days of symposium, participants will share their experience in solving environmental problems and in creating added value, quality of life and jobs out of it. Mr. Jean-Marc Buchillier, General Manager of ADN (Yverdon-les Bains, Switzerland) will present the ASPECT project during the third day entitled "Local development and green cooperation networks".

#### **Special ASPECT event during SESEC VI: Sesec VI Olympic Museum Lausanne, Switzerland**

This year, Swiss environmental Solution for Emerging countries" will focus on "International networking for promoting sustainable development at local and regional level". Aspect alpine network of regions and the international Federation of Green Region will present their achievements and best practices recommendations. For the sixth consecutive year, practical cases of demand of environmental solutions will be matched with **consortia/ groups** of suppliers meeting the requirements presented by a local collectivity in order to create projects and markets.

**For further information:**

**SESEC Committee Chairman - Dr Alain Jenny**  
Tel. +41 21 318 75 22 [alain.jenny@sesec.org](mailto:alain.jenny@sesec.org)  
<http://www.sesec.org/>

### **ECOMONDO Rimini (Italy) 7<sup>th</sup>-10<sup>th</sup> November 2007**

The widest range of technical opportunities, systems, equipment and services for solving specific problems related to environment. An extraordinary event for networking on innovations and the potential on this ever-expanding sector, with the highest investment ad profit forecast over the next ten years.

Ecomondo is the only reference trade fair in Italy able to attract the attention of all key players committed to environmental issues. In fact, the 9th edition closed with an extraordinary success: 900 companies from 20 countries, 45,146 specialist trade members, 113 seminars, events and corporate workshops, with approximately 1,090 writers and speakers

**For further information:** <http://www.ecomondo.com>

### **POLLUTEC HORIZONS Paris (France) 27<sup>th</sup>– 30<sup>th</sup> November 2007**

Over the 4 days of Pollutec Horizons in Paris, more than 40,000 decision makers and specifiers from industry and local authorities will come to learn about and exchange information on the environmental and economic challenges of today and tomorrow, to discover innovations for the prevention and treatment of pollution and to implement the solutions for the future being presented by 1,400 Environment and Sustainable Development professionals and experts.

**For further information:** <http://www.pollutec.com>

## SESEC VI— Swiss Environmental Solutions for Emerging Countries (Lausanne, October 30th—November 1st)



The SESEC symposium, an event specialized in organizing environmental events, will take place for the 6<sup>th</sup> time from October 30<sup>th</sup> to November 1<sup>st</sup>, 2007. On October 30<sup>th</sup> the **ASPECT** network will be presented through contributions split in 3 categories:

- a presentation of the Aspect regions and of their assets in terms of aid to development to environmental companies in their region;
- a presentation of the achievements of the collective work carried out in the Alpine regions by the members of

- a promotion of inter-company consortiums stemming from **ASPECT** regions organized to collectively take part in European projects, or to collectively respond to calls for bids from public communities that are too global for a single company.

“Match-making” programs will be organized on the basis of the interest expressed in preliminary subscriptions and sent in advance to the address below. Two “model” consortiums will be presented: one on the sharing of technologies and products in the fast-growing

market of “ecobuilding”; the other one on biorefineries”.

**Further information: Dr. Alain Jenny (Chairman of SESEC Committee—Swiss Environmental Solutions for Emerging Countries)**

Tel. +41 213187510  
contact@sesecc.org  
<http://www.sesecc.org>

## POLLUTEC HORIZONS (Paris Nord-Villepinte, November 27th—30th 2007)

Pollutec Horizons, the future solutions event for environmental and economic challenges, will welcome nearly 1,500 exhibitors and 40,000 visitors to an area of 50 000 m<sup>2</sup> from 27<sup>th</sup> to 30<sup>th</sup> November this year.

As a key player in the international environment market, Pollutec Horizons is reflecting the changes in it by offering a response to all those professionals confronted by new environmental challenges. The show will present a comprehensive panorama of solutions to such key ecological challenges as the treatment of pollution, making the most of resources, fighting climate change, reducing the impact of pollution on health and working towards sustainable development. Further to the classic topics, new ones will be treated this year: water saving, recycling and exploitation of materials, photocatalysis, combating

greenhouse gases, renewables, economical building, sustainable building, natural risks, health and the environment, ethical buying, protection of natural environments, urban mobility. Pollutec Horizons will also serve as the venue for the first Buy&Care, the new ethical buying show that aims to bring buyers from the public and private sector together with the suppliers of products and services carrying eco-labels or that meet the criteria for ethical products. This year, the organizers of Pollutec Horizons are demonstrating their desire to highlight international expertise still further by working in conjunction with several new developments. Nearly a third of exhibitors originate from abroad and they will be present both with individual stands and in the national pavilions: Austria, Belgium (Wallonia), Canada, Germany

(North Rhine Westphalia and Bavaria), Hungary, Japan, Luxembourg, the United Kingdom and the United States, have already been announced.

**For further information:**  
<http://www.pollutec.com>

**SESEC VI and  
POLLUTEC  
HORIZONS two  
unmissable  
events for  
environmental  
companies**

[www.aspect-project.eu](http://www.aspect-project.eu)

#### Lead Partner

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*Association for the Development of Yverdon-les-Bains Region, Switzerland*

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*Consultancy on sustainable development for enterprises, municipalities and regions*

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<http://www.bayern-innovativ.de>

*Public held company for the development of cooperation networks across 10 different technologies and branches*

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*Non-profit organization creating international economic relations for the SMEs of Piemonte and Valle d'Aosta regions*

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*A hub for technology suppliers, know-how bearers and technology users*

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*Local public authority for the promotion and the development of the area (south-east part of the Lombardy Region)*

**Regionalna razvojna agencija Gorenjske, BSC Poslovno podporni center d.o.o. Kranj – Slovenia** (Bogo Filipič)

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*A support institution for entrepreneurial and socio-economic development of Gorenjska region*



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