

Eco-industries in the alpine space: interview of Mr. Yves GUYON, CCI Lyon



Mr Yves Guyon,
General Manager of CCI Lyon

copyright CCI Lyon



Index

Aspect: inside the project	2
Focus on Aspect partners:	2
- Eco-industry in Switzerland (ADNV)	
- Eco-industry in Germany (Baum)	
Upcoming events	3
Europe & Environment	3
News Energy	3
Partners and coordinators	4

What is at stake in the promotion of eco-companies in the Alpine Space?

Eco-companies are a vital link between economic development and environmental protection. They generate products and services which increase the wealth of territories and create employment, while at the same time, they participate in preventing or alleviating impacts on environment.

What do the partners bring to the project?

The partnership is very broad (9 partners from 6 different countries) and complementary, with partners from public and

private organizations, with activities ranging from consulting and business support to regional development agencies. Some partners bring technical expertise or actual experience in one type of activity, others bring a special approach to problems such as business development, environmental technologies or spatial planning policies.

How does the project help eco-companies?

Eco-companies are very often very small enterprises and for the most part they serve local markets, either with public authorities or with private companies as customers. The project aims to assist

them in developing tools for better innovation and promotion of their activities. It will also facilitate cooperation projects via a large-scale database of cooperation opportunities and by matchmaking events.

What long term effect can be expected?

Awareness among the public at large and spatial planning or public policy authorities of the eco-companies' characteristics. Generally speaking, it will heighten their visibility for both their customers and the public authorities who regulate environmental activities.

Lead partner, CCI Lyon – France

For more than 300 years, the Chamber of Commerce and Industry of Lyon has been serving its companies, from creation to development and transmission. It promotes the excellence of the territory and of its companies: 3 clusters (among them the one on Environment and Chemistry) have recently been selected by the national authorities in Lyon area. Lyon CCI's fields of expertise serve a local economy with 55800

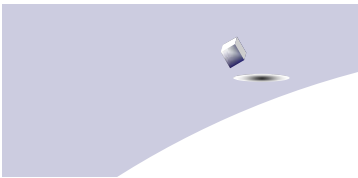
businesses and 405000 employees. It has also played an active part in promoting eco-companies for over 10 years. One of the first steps was to



Copyright Jean-Jacques Raynal/CCI de Lyon

create a database including the over 750 companies in the field operating in the Lyon area, and to assist the

creation of the Association for the Promotion of Lyon Eco-companies (APPEL). Our environmental specialists act as moderators of one of the task forces for a national scheme of eco-company promotion (PEXE) and are involved in the main clusters related to this theme in the Rhone-Alps region.



Aspect: inside the project

Inserted in the framework of Interreg IIIB Alpine Space programme, the project aims to bridge the gap between economic development and environmental protection by promoting eco-companies in its area, most of which are SMEs with high growth rates. The Alps are a very sensitive area in terms of environment. Stimulating economic growth via SMEs, which are the first purveyor of employment, is a key issue for the competitiveness of the area. Therefore, eco-industries need to be supported by institutions, as agreed by all Aspect part-

ners, to foster their activities, find new partners and increase their visibility. Eco-companies are important players in the competitiveness of regions considering that their GDP grows usually 2 to 3 points of higher than their economy in general. However, being mostly SMEs, and some very small, they are hindered in their growth by their lack of visibility, their difficulties with innovation and their slight knowledge of new markets. The aim of Aspect is to overcome these structural challenges by facilitating the exchanges between Alpine Space SMEs and clus-

ters, by **transnational research projects, benchmarking, sectorial promotion**. This will enable support organizations and public authorities to better integrate these SMEs in sustainable economic and spatial planning. As an experimental stimulation on a concentrated European "laboratory", Aspect's main objective is to make eco-companies more competitive, thus driving economic growth in the Alpine Space while enhancing spatial planning within and between alpine territories on key economic sectors for sustainable development.

Focus on Aspect partners

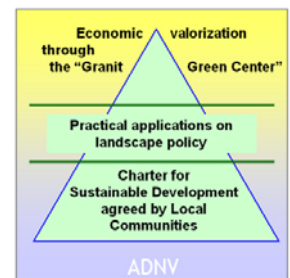
Eco-industry in Switzerland (ADNV)

ADNV's basis of development strategy is the quality of life and the protection of environment

ADNV is a regional association of communes in the French-speaking part of Switzerland dedicated to the promotion of local economic development. It can rely on the traditionally high-level industrial know-how of the local companies, and supports public-private partnerships (PPP) in cooperation with Granit and local institutions such as EPF-L (Swiss Federal Institute of Science and Technology) and the University of Applied Science

of Yverdon-les-Bains. ADNV has made the quality of life and the protection of the environment the basis of its development strategy, as inscribed in its Charter. "Green development", can indeed boost local economic development and tourism, and be a decisive attraction for executives and enterprises in search of a good location for setting up. ADNV contributes as well to international networks and events like SESEC (Swiss Environmental Solutions for Emerging Countries) taking

place annually at the Olympic Museum of Lausanne, with a new focus on international cooperation and sustainable development through the creation of "Granit Green Centers".



Eco-industry in Germany (BAUM)

In Bavaria there is a high level of environmental competence and Schwaben is one of the strongest Bavarian regions environmental technology

More than 2000 companies in Bavaria are renowned for their high level of environmental competence. Schwaben is one of the strongest Bavarian regions in terms of environmental technology. Renowned institutions are based there like the [Bavarian Competence Center for the Environment](#) as an interface between environmental companies and institutions, and the [Bavarian Institute of Applied Environmental Research and Technology](#). [eza!](#) is a regional

supporter for renewable energy and environmental technology. [B.A.U.M.](#) is doing sustainability consulting for regional and



entrepreneurial development. It concentrates on establishing regional clusters of businesses, scientific institutions, public

authorities and non governmental organizations. B.A.U.M. Consult GmbH is member of [B.A.U.M. e.V.](#) and [INEM](#). For the ASPECT project B.A.U.M. will concentrate on companies in Schwaben and closely cooperate with the CoC's, KUMAS and eza!.

Upcoming events

ENTSORGA-ENTECO Cologne (Germany) 24-27 October

International Trade Fair for Waste Management and Environmental Technology. As a global environment fair, EntSORGA Enteco will demonstrate the extreme depth and wide range of the innovation and further developments in all fields of environmental protection. Within the exhibition, the Innovation Relay Centre Network is organising a Europe-wide [brokerage event](#) thus presenting a unique opportunity for companies and research institutes to establish cross-border contacts and find business partners.
<http://www.entsorga-enteco.com>

ECOMONDO Rimini (Italy) 8-11 November

10th International Trade Fair on Material & Energy Recovery and Sustainable Development
6 expo sections: waste, water, energy, air, risks & safety, institutions.

Ecomondo is also an opportunity for technical and scientific updating under the banner of innovation. The program of events and conferences will be extremely varied, satisfying the growing need for knowledge and networking. Free entrance for visitors – applications before November 8th.
<http://www.ecomondo.it>

SESEC V Lausanne, (Switzerland) 21-23 November

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 ADNV (Yverdon-les-Bains, Switzerland) will present

the ASPECT project during the third day titled "Local development and green cooperation networks".
<http://www.sesec.org/>

SESEC Committee Chairman - Dr Alain Jenny
Tel. +41 21 318 75 22
alain.jenny@sesec.org

POLLUTEC Lyon (France) 28 November - 1 December 22nd International Exhibition of Environmental Equipment, Technologies and Services

The key global meeting for environment professionals, Pollutec brings together 2,400 exhibitors, 65000 industrialists, local authority managers and specifiers for 4 days of outstanding business opportunities.
<http://www.pollutec.com>

FORAGRI EXPO Gonzaga (Italy) 19-21 January

Foragri Expo is dedicated to the companies that operate in the renewable energy production sector, with particular attention to those companies that have as core-business the agricultural production and the animal farms. The general topics faced in this international fair concern solar energy, bio-gases and bio-masses. This year, a workshop will be organized on biogas and the energetic use of pure vegetal oil. A public meeting will be held on the topic 'Renewable energies policies in Italy – European Perspective'. Exhibition spaces are still available.
<http://www.provincia.mantova.it/foragri/progetto.htm>

Europe & environment

European Union environmental policy is currently defined by the Sixth Community Environment Action Programme (6th EAP), which was adopted by the European Parliament and Council in 2002 and runs until 2012, and which requires the European Commission to prepare Thematic Strategies covering seven areas:

- ▶ Air Pollution
- ▶ Prevention and Recycling of Waste
- ▶ Protection and Conservation of the Marine Environment
- ▶ Sustainable Use of Resources
- ▶ Urban Environment
- ▶ Soil
- ▶ Sustainable Use of Pesticides

The first five thematic

strategies were already adopted in 2005-06, while the others are in the process of being finalised.

Furthermore, for a number of years, growing environmental concerns have led the European institutions to look into the links between sustainable development and economic, industrial and commercial competitiveness. Those two concepts were combined in the environmental technologies action plan for the European Union (ETAP), launched in 2004, the chief objective of which was to promote synergies between environment and industry by developing environmental technologies.

For further information:

http://ec.europa.eu/environment/index_en.htm

News Energy

Intelligent Energy – Europe' (IEE) is a main means of converting EU policy for smart energy use and more renewable into action on the ground, addressing today's energy challenges and promoting business opportunities and new technologies. IEE supports European projects, one-off events and the setting up of local/regional energy agencies with a total budget of €250 million, covering up to 50% of the costs. The programme currently supports more than 200 international projects, 30 local/regional energy management agencies, and almost 40 European events in the areas of

- ▶ new and renewable energy sources
- ▶ energy efficiency, notably in buildings and industry
- ▶ energy aspects of transport

▶ co-operation with developing countries
A new call for proposals has been published in May 2006 - a great funding opportunity for European projects, events and the creation of new local/regional energy agencies. The 2006 call for proposals - the last under the current IEE programme - has been published. European organisations can apply for financial support for their projects before 31 October 2006. Approximately € 50 million will be made available to co-finance up to 50% of the project costs. Organisations from EU Member States, Romania, Bulgaria, Croatia, Iceland, Norway and Liechtenstein can apply. Since 2005, the programme is implemented by the new Intelligent Energy Executive Agency (IEEA).

For further information:

http://ec.europa.eu/energy/intelligent/index_en.html

ASPECT Partners

LEAD PARTNER

CCI de Lyon - France
(Marc Magaud / Claire Delsuc) Tel.: +33 4 72405728 / 5692
magaud@lyon.cci.fr ; delsuc@lyon.cci.fr; www.lyon.cci.fr
A public organization promoting the excellence of its territory

Association pour le Développement du Nord Vaudois - Switzerland
(Jean-Marc Buchillier) Tel.: +41 24 4255521
contact@adnv.ch; www.adnv.ch
Association for the Development of Yverdon-les-Bains Region, Switzerland

BAUM Consult GmbH - Germany
(Ludwig Karg) Tel.: +49 89 189350
l.karg@baumgroup.de ; www.baumgroup.de
Consultancy on sustainable development for enterprises, municipalities and regions

Bayern Innovativ - Gesellschaft für Innovation und Wissenstransfer mbH - Germany
(Eva Halsch) Tel.: +49 911 20671158 / 185
halsch@bayern-innovativ.de ; www.bayern-innovativ.de
Public held company for the development of cooperation networks across 10 different technologies and branches

Centro Estero Camere Commercio Piemontesi - Italy
(Rosanna Viola) Tel.: +39 011 6700685
Rosanna.viola@ceccp.org ; www.centroestero.org
Non-profit organization creating international economic relations for the SMEs of Piemonte and Valle d'Aosta regions

Clusterland OÖ GmbH / Netzwerk Umwelttechnik - Austria (Inge Hiebl)
Tel.: +43 732 798105181
inge.hofer@clusterland.at; www.netzwerk-umwelttechnik.at
A hub for technology suppliers, know-how bearers and technology users

ÖGUT - Österreichische Gesellschaft für Umwelt und Technik - Austria
(Nathalia Kisliakova) Tel.: +43 1 315639315
Nathalia-kisliakova@oegut.at; www.oegut.at
Austrian Society for Environment and Technology, non-party platform for environment, business and administration

Provincia di Mantova - Italy
(Rossella Marocchi) Tel. : +39 0376 401855
sei2@provincia.mantova.it ; www.provincia.mantova.it
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) Tel.: +386 4 2817230
bogo.filipic@bsc-kranj.si ; www.bsc-kranj.si
A support institution for entrepreneurial and socio-economic development of Gorenjska region

Partners of Aspect project



www.aspect-project.eu

Aspect News is issued every six months and features information on eco-industries in the alpine space area

Editorial office: Centro Estero Camere Commercio Piemontesi
Editorial team: Rosanna Viola, Luciana Dequal, Tiziana Addato
Editorial coordinators: Francesca Corsini, Francesca Tessitore