

Herri-baltzua  
Sociedad Pública del

**EUSKO JAURLARITZA**  
**GOBIERNO VASCO**

INGURUMEN ETA LURRALDE  
POLITIKA SAILA  
DEPARTAMENTO DE MEDIO AMBIENTE  
Y POLÍTICA TERRITORIAL

# Resource Efficiency in Business: Experiences from EU Member States

2.nd European Ressource Forum

Ander Elgorriaga, Ihobe

Berlin, 11.th November 2014

## BASQUE COUNTRY

Population: 2,1 MM inhab.  
Surface: one third Hessen

#### Basque Brands:

- Iberdrola
- Gamesa
- Cie Automotive
- Fagor
- Orona



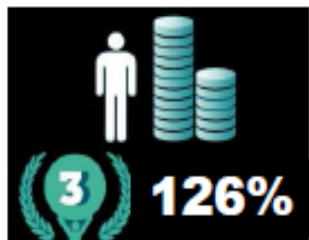
#### Value Chains :

- Renewables
- Smart Grids
- Automotive
- Train
- B2B Machinery and equipment

**> 90% of Taxes  
collected and self  
managed**



# BASQUE COUNTRY



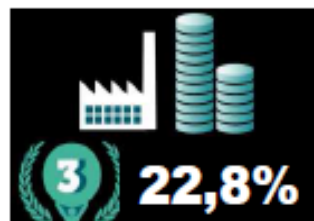
### Per capita income (GDP)

Third ranked country in the EU (EU average 100%)



### Science and technology graduates.

43% of young people have a university degree. (EU average: 24%)



### Industrial GDP

Manufacturing Heritage (EU average 19,3%)



### Productivity per Employee

Second ranked country in the EU for productivity per employee (EU av. 100%)

**BASQUE COUNTRY**





## Quality in Tourism

Second ranked destination for Quality in Tourism certifications, after Andalusia



## 25 Michelin Stars in 2013

The greatest concentration of Michelin stars in the world. Basque Culinary Center



## 1,000,000 Annual Visitors to the Guggenheim Museum in 2012

World's top-ranked cultural infrastructure for self-financing



## 82 years: High quality health care.

The country with the longest life expectancy in the EU



## Density of natural spaces

A country with 53% of its surface area covered in trees. (EU average: 37.8%)



## The country of the Basque language

A unique language with no known connection to any other language

# BASQUE COUNTRY



# “Environmental Agency to implement Green Policies in Industry”



Market Instruments



Knowledge



Networking

**BASQUE COUNTRY**

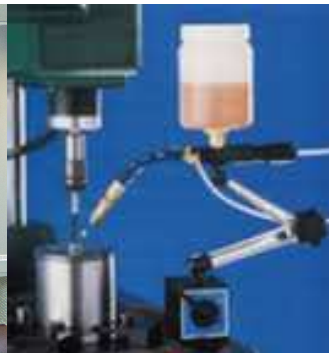


## Market Instruments

## Cleantech Tax Deduction

- 84 Clean Innovative Technologies, periodically reviewed
- 30% of Tax Deduction
- Up to 33 million €/year
- European similar Instruments Coordination with UK (ETL-WTL), Netherlands (MIA-VAMIL) and Flanders (Ecologiepremium)

300 MM €/year with 1: 16 induced investment







# Knowledge

# Ecodesign

- > 2% of GDP, Ecodesigned Products with 5% more profit
- 150 companies ecodesigning
- 3 public € per CO2 ton reduced

- .....
- More than 200 Ecodesign Engineers **Skilled** in Projects
  - Ecodesign Management **ISO 14.006** Standard “made in Basque Country” with 75 industries certified





basque ecodesign center



european network  
of ecodesign centres

# BASQUE ECO DESIGN MEETING

# 2014

Euskalduna Jauregia



Herré-Baltus

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POLITIKA SAIA

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Y POLÍTICA TERRITORIO







# Ecoefficiency Programme 2014

- 1.200 RE actions implemented in 500 industries
- 35 multipliers reaches 70% of industry
- 7% wastes recycled - 1,2 % CHGs reduced – 0,03% TMR improved

***“BUT still 1,3% GDP of  
calculated potential  
RE savings”***



# 3 x Learnings



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# Learning 1: Competitor as Green driver<sup>11</sup>



- **Fast action**
- **High Cost-effectiveness**
- **International cooperation needed**
- **Lack of information and understanding by SME**

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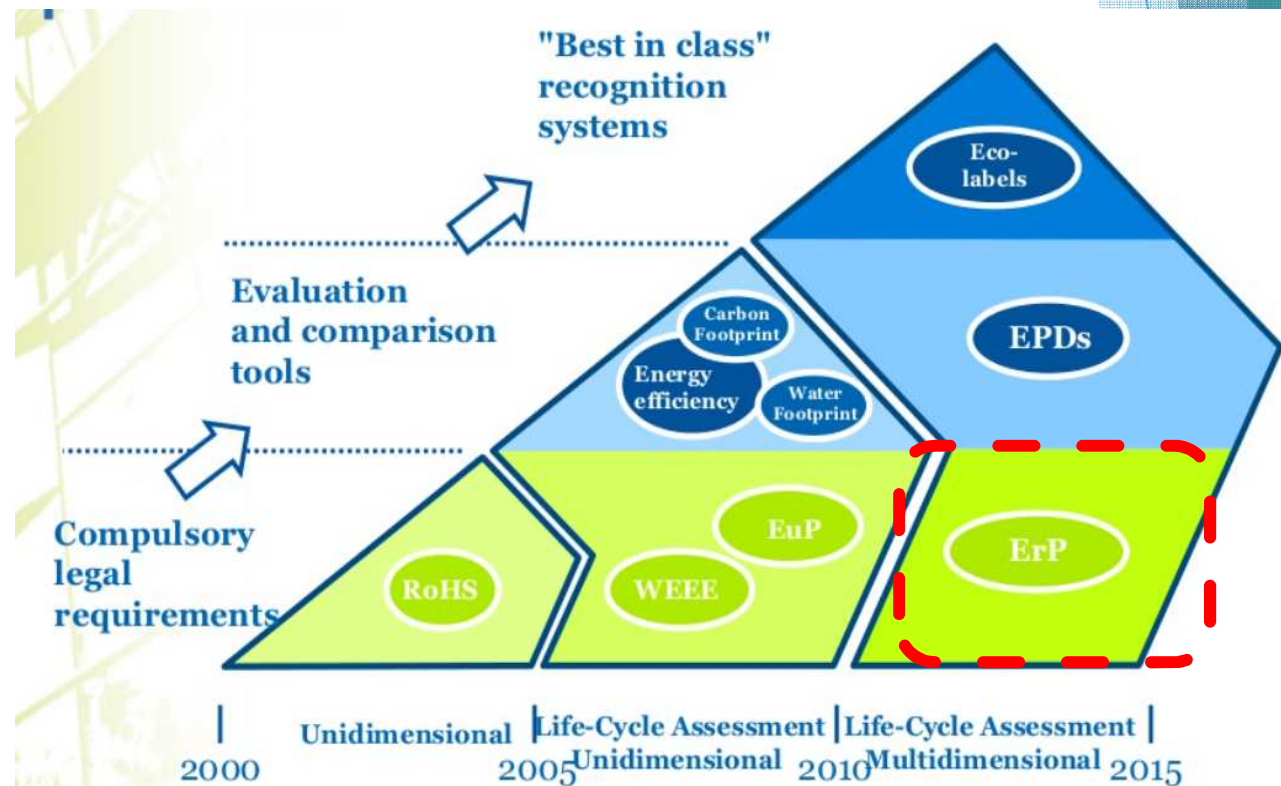
# Learning 2: The allied Legislation

## IPPC Permits

- high potential to Foster Ressource Efficiency on Circular Economy, CleanTech and Product Footprint
- Industry dialogue based

## ErP Comply

- Market Surveillance
- Supporting Top Runners



# Learning 3: The Power of Greening Value Chains

13

- Cost Effective Public Private Partnership ➡ Knowledge

- Customer as TOP DRIVER

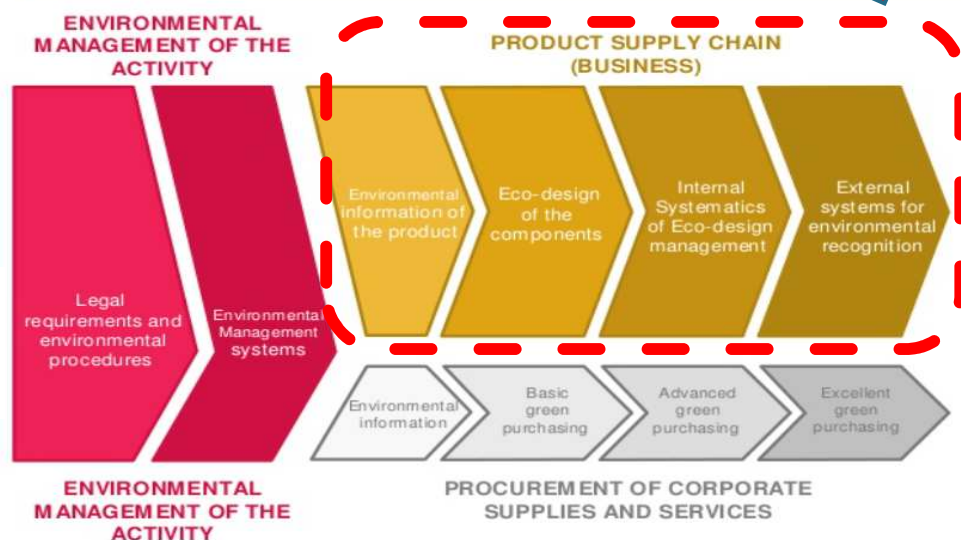
- Greening Value Chains: CORE BUSINESS IS PRIORITY

- Automotive, Renewables, Retail, Manufacturing

 **basque ecodesign center**

- 3 years of Partnership with 8 Basque Multinationals
- 250 suppliers of value chains to be greened on components & products

## Stages in Green Supply Chain Managements Model:



# Your suppliers

velatia



FAGOR



Orona



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# Our costumers



RWE



e-on



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**DANKE THANK YOU**  
**ESKERRIKASKO**

**BASQUE COUNTRY**