



# Green Win-Win for SMEs

**Eva Revilla**

**European Commission**

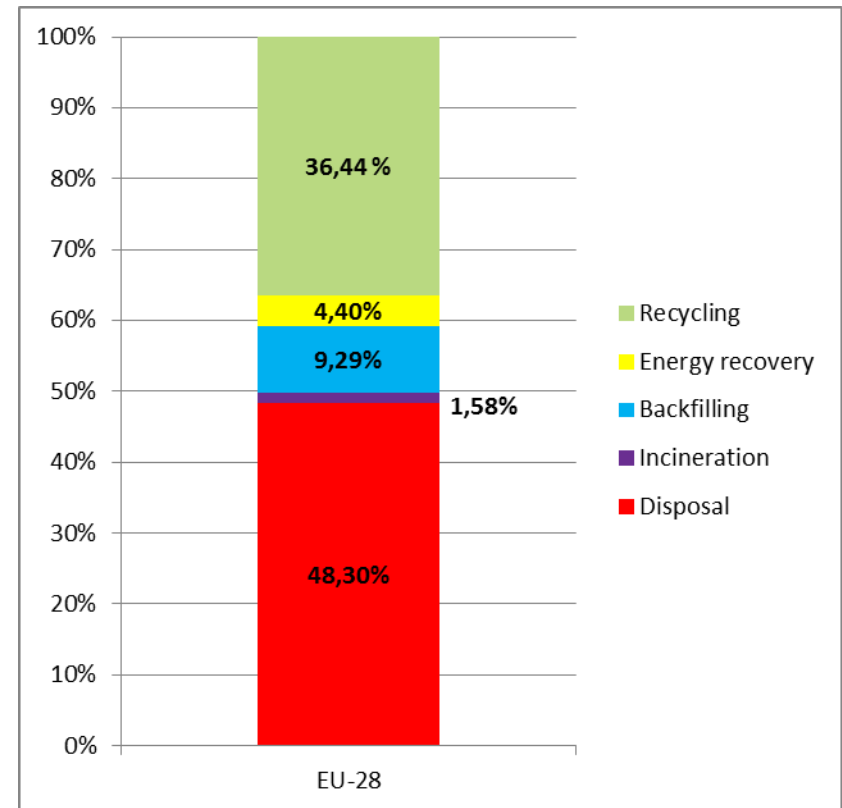
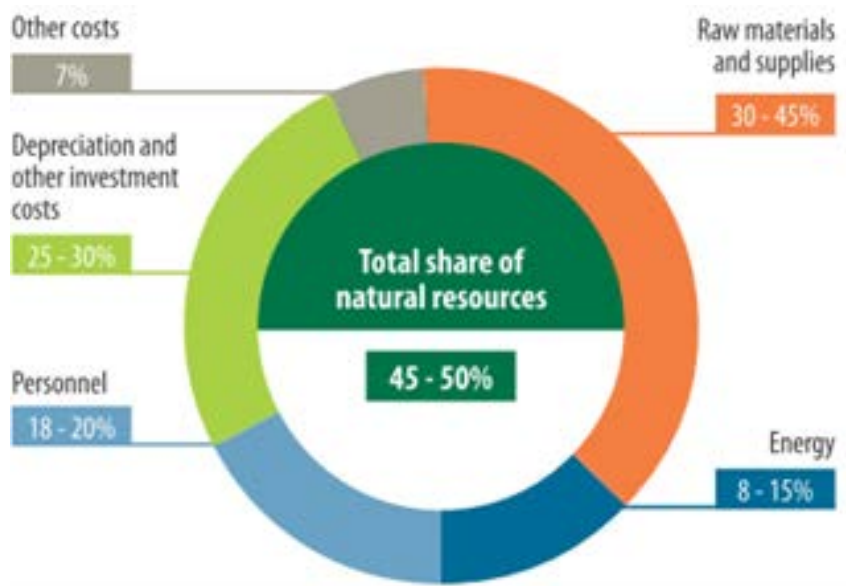
**DG for Internal Market, Industry, Entrepreneurship and SMEs**

**Unit GROW F2 – Clusters, Social Economy and Entrepreneurship**

# The facts

## A waste of valuable resources

Cost structure for European manufacturing SMEs



Source: Eurostat, Waste treatment 2012  
 % that each value contributes to the total



## SMEs: The picture today

### **Eurobarometer on 'SMEs, resource efficiency and green markets'**

[http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item\\_id=8573](http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8573)

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# Green Action Plan for SMEs

# Outline of the Green Action Plan

Greening SMEs

Green  
entrepreneurship

Greener value  
chains

Access to  
markets





# The Green Win-Win

## How to make it happen in practice?

- **The context:** Systemic eco-innovation: Green Action Plan (framework) + regulation
- **The actors:** Best intermediaries, e.g. cluster organisations
- **The smart use of limited money**
- **Learning from mistakes**

## Useful links

*Green Action Plan for SMEs*

[http://ec.europa.eu/growth/smes/business-friendly-environment/green-action-plan/index\\_en.htm](http://ec.europa.eu/growth/smes/business-friendly-environment/green-action-plan/index_en.htm)

[Call for tenders: European Resource Efficiency Excellence Centre \(closing date 22/02/2016\)](https://etendering.ted.europa.eu/cft/cft-display.html?cftId=1215)

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