

# DigiENTAiD

Digital First Aid Kit ENTrepreneur's for  
recovering from COVID-19 pandemic

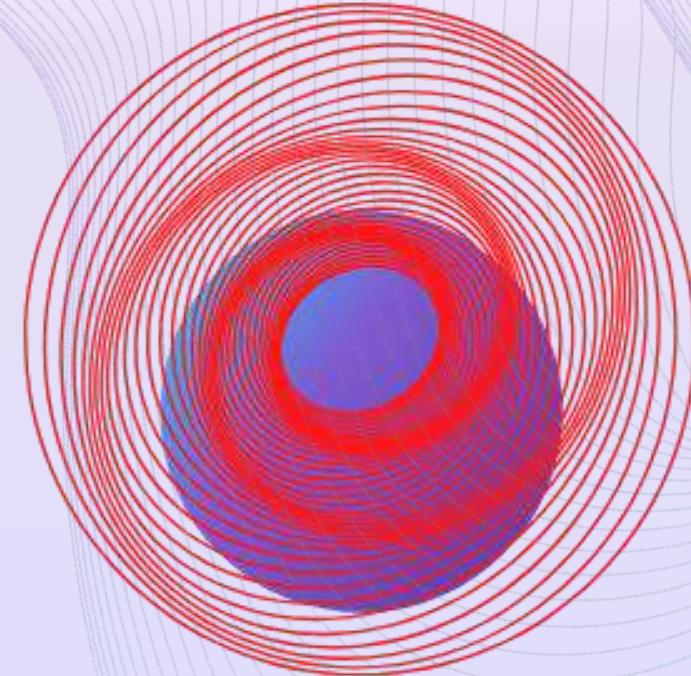
## CONSULTANT TRAINING TOOLKIT-TEMPLATE CHAPTER 6 - PART B

# DigiENTAiD

CONSULTANT TRAINING TOOLKIT

CHAPTER 6 – PART B

*Digital and Green*



# DigiENTAiD

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**DERMOL**  
digital business solutions

**isob** Institut für  
sozialwissenschaftliche  
Beratung GmbH

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## 1. The Current policy of the EU for SMEs and the European Landscape

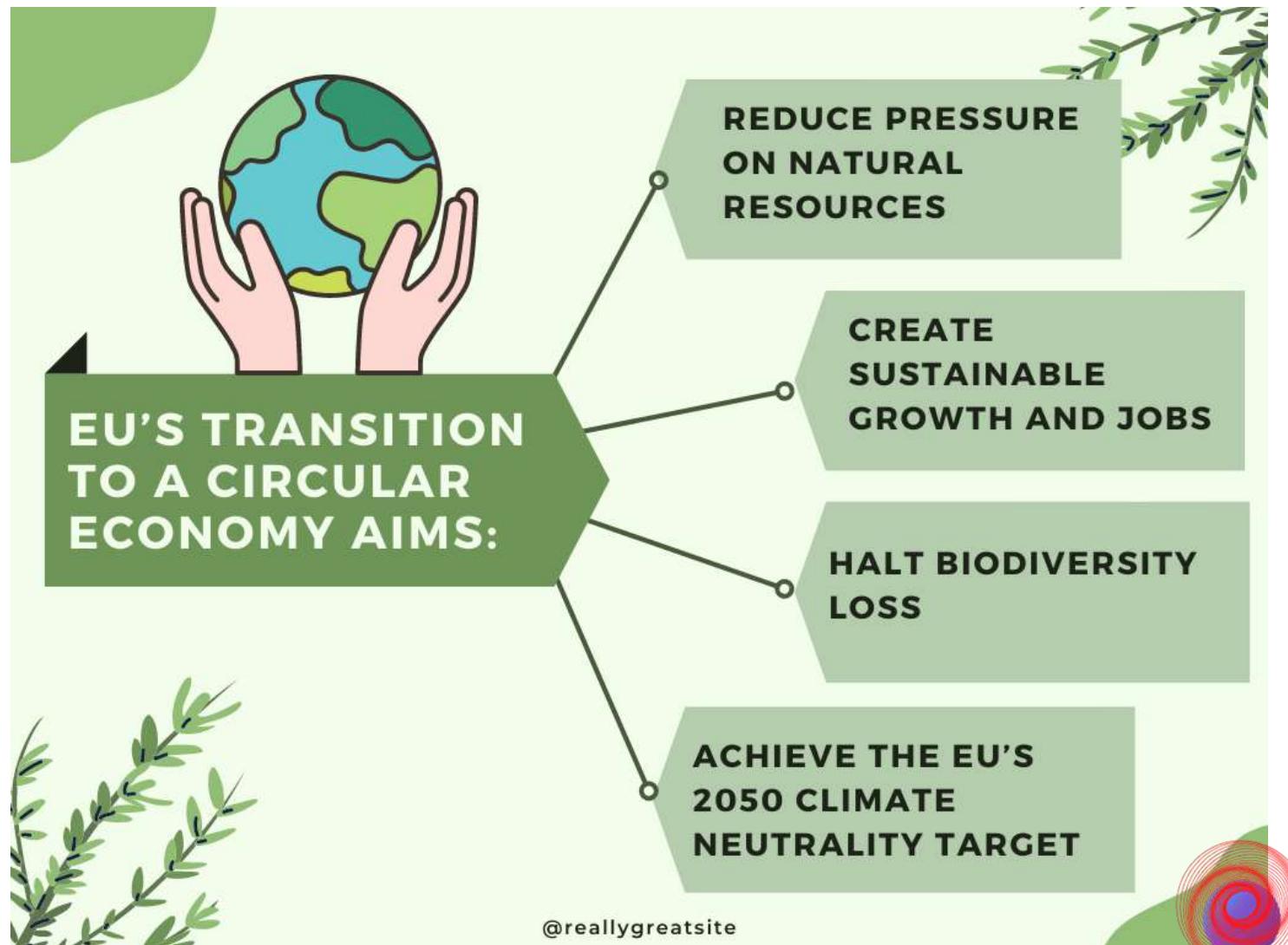


CIRCULAR ECONOMY  
INFOGRAPHIC

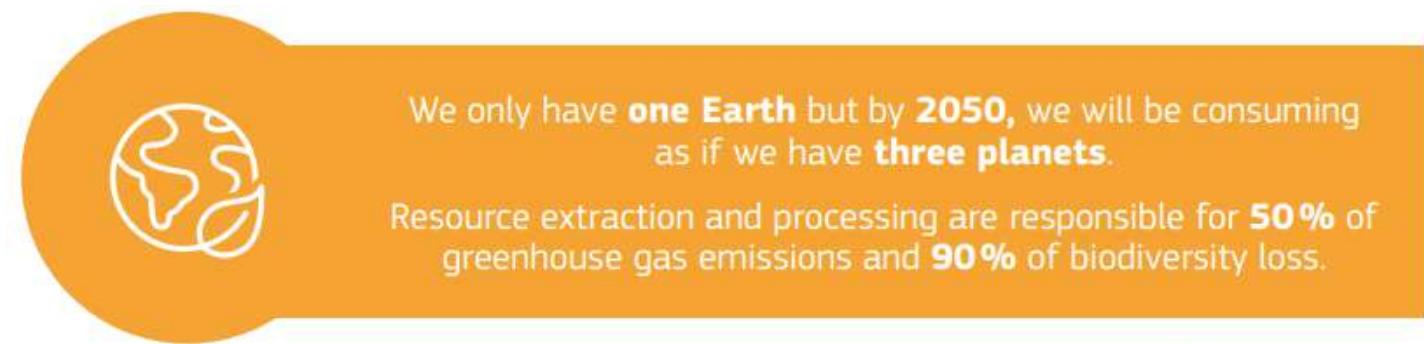
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## 1. The Current policy of the EU for SMEs and the European Landscape

The EU aims to transition to a circular economy to make Europe cleaner and more competitive<sup>1,2,3</sup>.



## 1. The Current policy of the EU for SMEs and the European Landscape

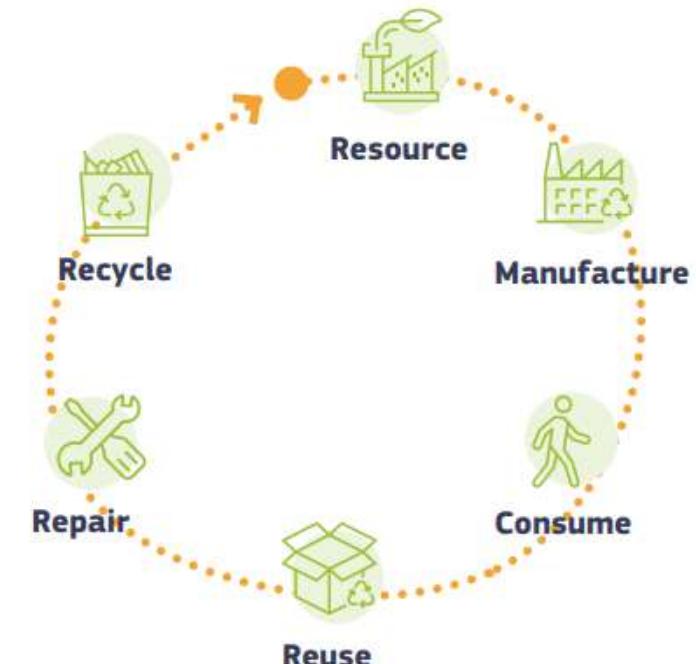


### ... for resilient growth

A more circular economy could create at least **1 million new jobs**.

It would create **local jobs at all skills levels**, opportunities for social integration and a higher gross domestic product in all EU Member States.

- ▶ Circular supply chains and repair and reuse of products, for example, sustain local jobs and can keep value in the EU economy.



Adapted from: Investing in the circular economy. Blueprint for a green recovery- EU:  
<https://data.europa.eu/doi/10.2779/562432>

## 1. The Current policy of the EU for SMEs and the European Landscape



To accelerate the EU's transition to a circular economy, the European Commission adopted the [new circular economy action plan](#) in March 2020.

### Objectives:

The circular economy will help us decouple economic growth from resource use, protecting Europe's natural resources while boosting sustainable growth. It will help the European Union to strive to reduce its consumption footprint and double its circular material use rate in the coming decade.

### The circular economy will:

- enable a healthier planet and reduce pollution
- reduce pressure on natural resources such as water and land use
- reduce emissions to help the EU become the first climate-neutral continent
- create new business opportunities and local quality jobs
- enable more resilient value chains<sup>2, 4, 5</sup>



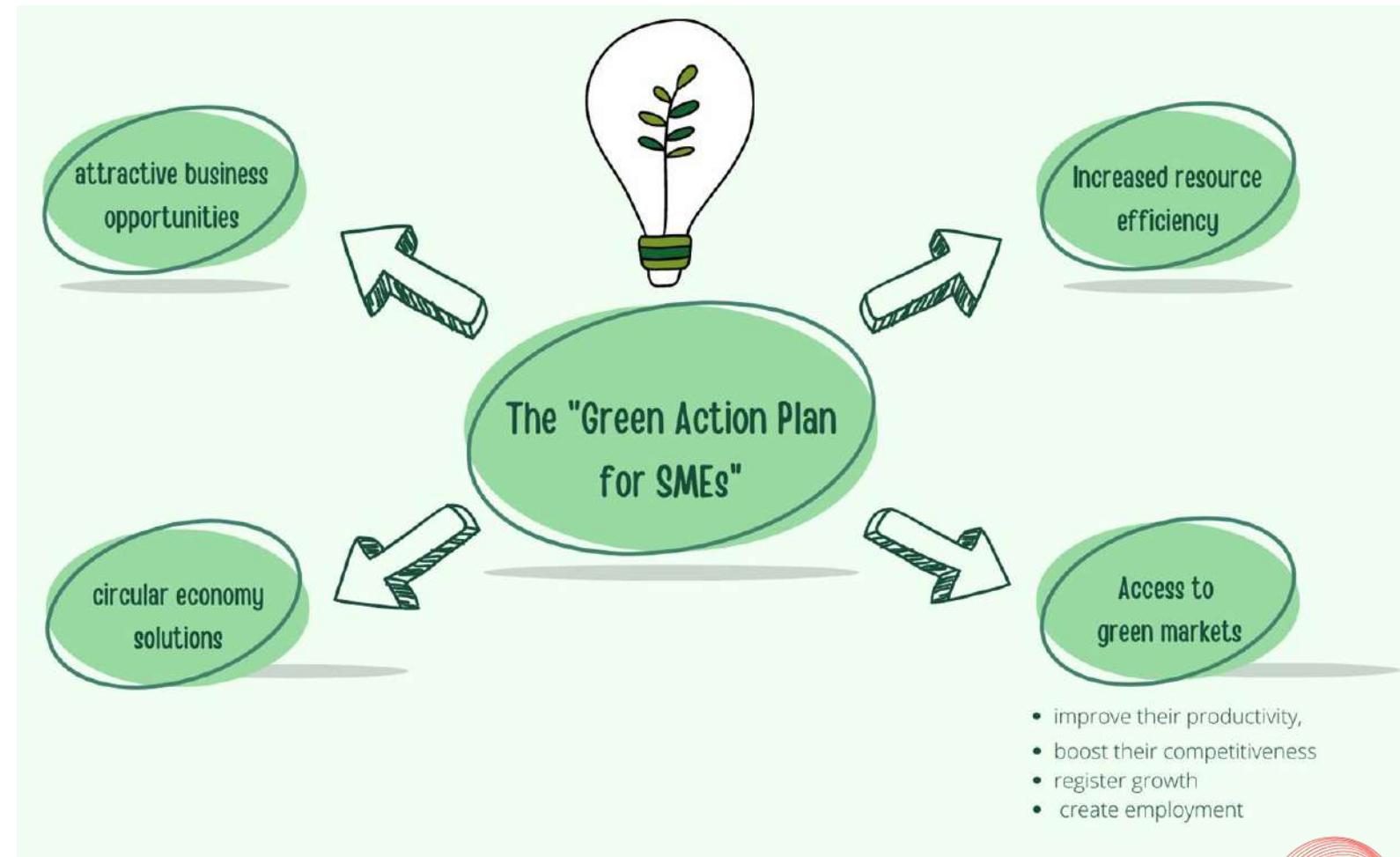
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## 1. The Current policy of the EU for SMEs and the European Landscape

### *SMEs and the environment*

- EU has taken actions to facilitate SMEs to become more green and sustainable.
- In 2014, the "[Green Action Plan for SMEs](#)" has been established in order to offer to SMEs a wide variety of advantages.



## 1. The Current policy of the EU for SMEs and the European Landscape

### SMEs and the environment



Small and medium-sized enterprises (SMEs) find it harder to comply with environmental legislation than larger companies. In general, the smaller the company, the more difficult it is. Often SMEs are not aware of their environmental obligations - but they are also unaware of the benefits of being green: new market opportunities and cost savings.

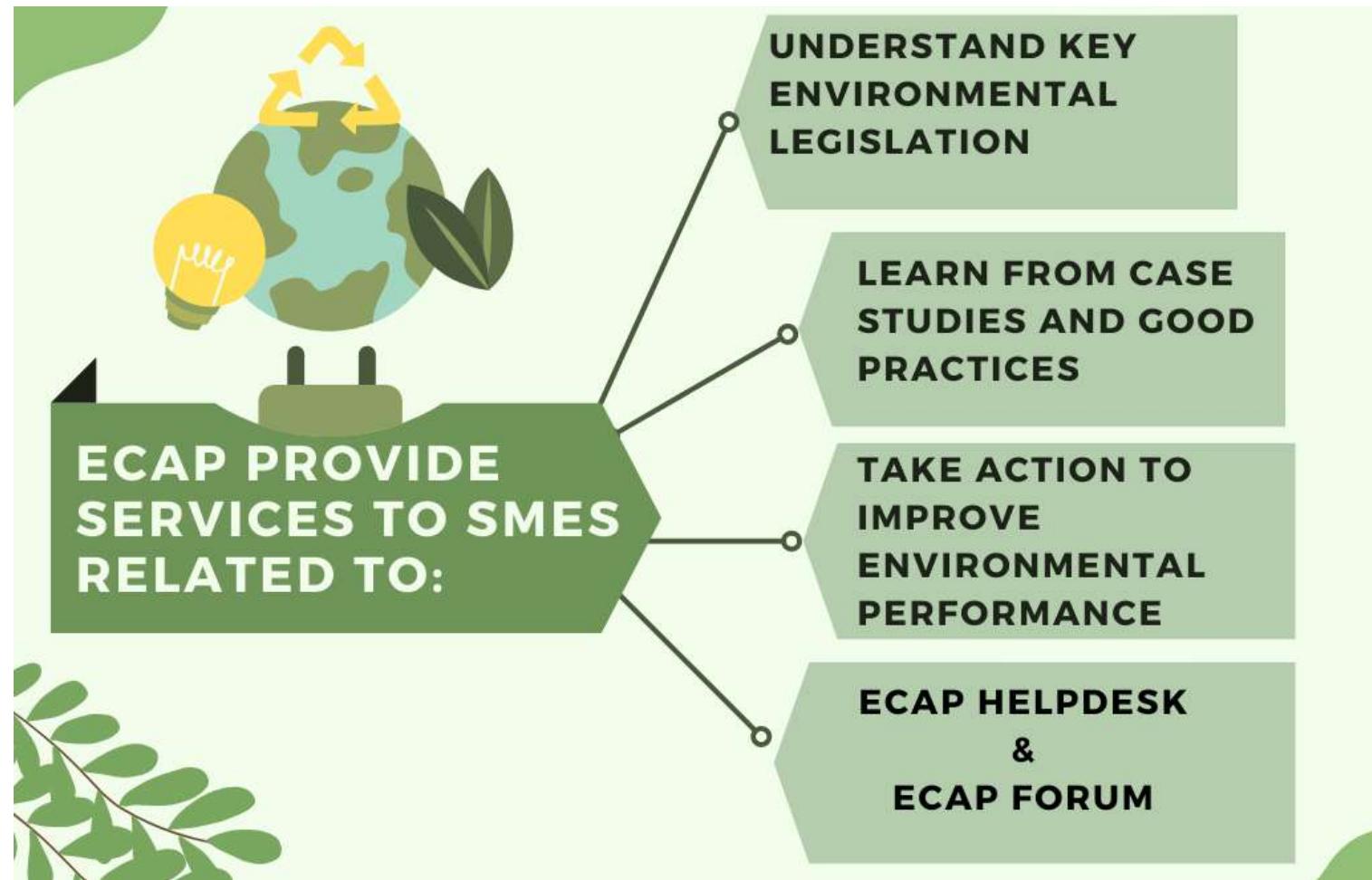
The European Commission proposed an Environmental Compliance Assistance Programme (ECAP) to make it easier for SMEs to comply with their obligations and improve their environmental performances.

There are a number of areas where action is being taken:

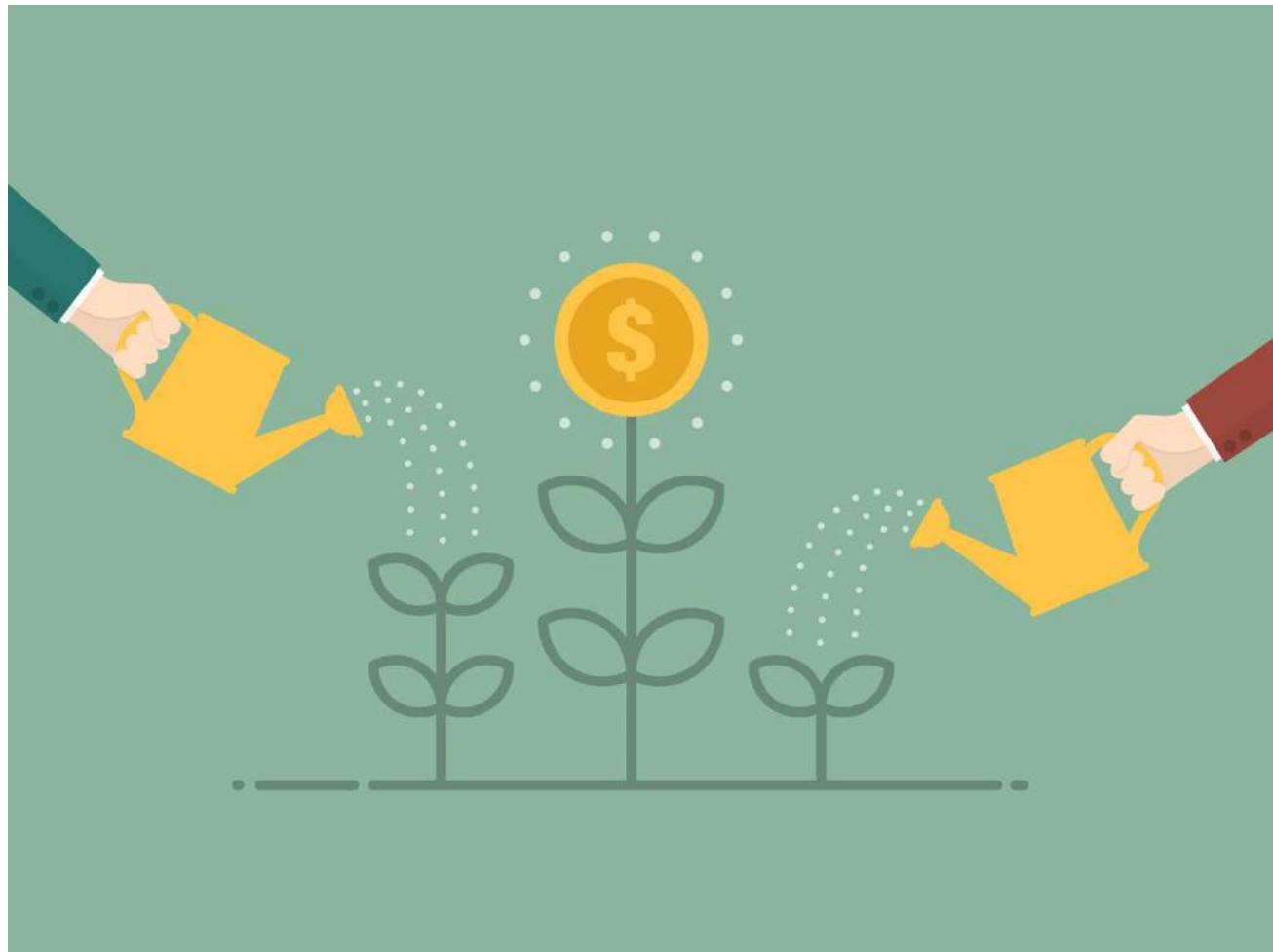
- Minimising the administrative burden on companies
- Helping SMEs integrate environmental concerns into their businesses
- Supporting regional and national networks
- Building up local know-how
- Improving communication
- Providing funding <sup>4, 5, 6</sup>

## 1. The Current policy of the EU for SMEs and the European Landscape

### *SMEs and the environment*



## *2. The supporting instruments of EU for SMEs*



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## 2. The supporting instruments of EU for SMEs

Financially, as part of the wider effort by the European Innovation Council to promote disruptive innovation especially by SMEs, the EU allocated EUR 300 million to deliver breakthrough Green Deal innovations for SMEs in 2020 <sup>4, 5, 6, 7, 8</sup>.

A number of Europe-wide sources of funding are available to help businesses comply with environmental legislation. The European Commission administers some sources of funding directly, but more often they are channelled through national or local authorities <sup>4, 5, 6, 7, 8</sup>.

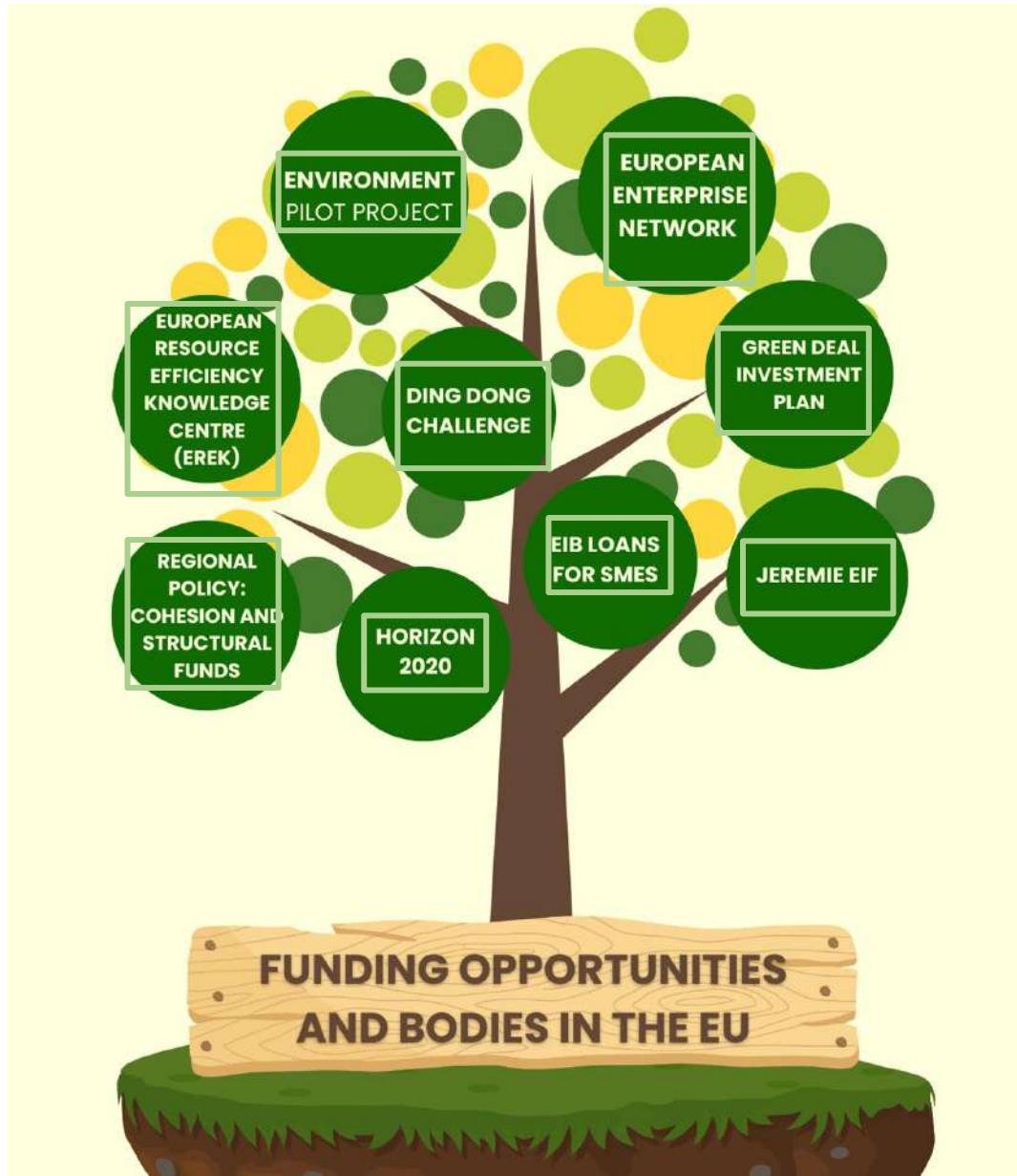


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## 2. The supporting instruments of EU for SMEs



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EU provides different initiatives in different sectors related to funding opportunities to SMEs.

## *2. The supporting instruments of EU for SMEs*

Sustainable finance refers to the process of taking environmental, social and governance (ESG) considerations into account when making investment decisions in the financial sector, in order to secure a more sustainable economy<sup>7,8</sup>.

In the context of sustainable finance, the Commission took several initiatives:

- the [action plan to finance sustainable growth](#) (see [communicaiton on EUR-Lex](#))
- the [renewed sustainable finance strategy](#)



### *3. European success stories of SMEs turning into Sustainability and circular/green economy.*



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## *Introduction to Success Cases*



Source: Canva

Small businesses are very important in the global economy. They create lots of jobs and help to grow businesses. Small businesses are important to economies all over the world. An SME is a small business with fewer than 250 employees and a yearly revenue of less than €50 million.

Small businesses need to start receiving more sustainable practices in order to ensure a better future for generations to come. Sustainability can be achieved by employing a variety of strategies, including economic, environmental, and social measures. It is important to consider all three factors in order to create a successful, sustainable system.

For a better understanding of sustainable SME, we bring you some examples of successful sustainable business across Europe

## Success Cases Around Europe



*Slovenia*



*Portugal*



*Romania*



*Germany*



*Cyprus*



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## DAVID LUKE and HSBC



Source: Canva

David Luke, a UK-based school uniform provider, installed a 1,000-panel solar PV system with the help of an HSBC Green Loan. The system was a success, helping to reduce David Luke's energy costs and help the company reduce its environmental impact. The bank provided a six-figure loan to a small business that is working to improve its sustainability practices. The bank's sustainable finance initiative is designed to help businesses of all sizes achieve success in this area. The 295kW rooftop solar PV system installed by Environmental Roofing Services is expected to save 3,600 tons of carbon emissions over its 25-year lifespan. That's equivalent to the emissions from over 200 cars.



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## *GUCCI and INTESA SANPAOLO*



Source: Canva

Gucci has teamed up with Intesa Sanpaolo to help its supply chain partners access money to improve their sustainability practices. This will help to support the companies' efforts to reduce their environmental impact and protect the environment. Together, Gucci and the lending institutions are helping smaller businesses in their supply chain access loans with better terms and conditions if they can prove they are doing their part to improve their sustainability. This plan focuses on things like energy efficiency, green transportation, renewable energy, and more gender equality.



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## *Vintage for a cause*



Source: ShoppingSpirit News

Vintage for a cause creates limited editions of timeless designs within a collaborative platform framework, gathering, engaging, and persuading many stakeholders throughout the value chain toward more sustainable production and consumption.

Vintage's design objective is to provide cheap ethical and sustainable vintage-inspired clothes. They strive to make clothes of high quality that feel antique and one-of-a-kind, and that withstand and preserve their character through time.



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## REFOOD



Source: Jorge Amaral/Global Imagens

The goal of REFOOD is to feed people, rescue food, and include the local community in building a more equal, sustainable, and cooperative society.

The project started back in 2011 when Hunter Halder made the first food collection from cafes and restaurants on a bicycle. His vision when he first started this project was to make Lisbon the first city without food waste and hunger.

Refood was rescuing 2,250,000 meals annually at the end of 2019 with 60 Centers running, 7,700 volunteers, 7,000 recipients, and 2,500 food source partners (preventing 1,125 tons of bio waste from entering the waste cycle).



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## Fruta Feia



Source: Nuno Botelho

Fruta Feia started as a cooperative project in November of 2013 with the aim to bridge the gap between farmers and consumers, therefore, reduce the food waste.

Fruta Feia says it has already avoided the waste of 3.685 tons of food by helping farmers around the country to sell the fruit and vegetables that, because they don't look the way they want, they can't sell to supermarkets.

Fruta Feia now works with 312 farmers, has 7960 customers, and 15 delivery locations, 11 of which are in the Lisbon metropolitan region and four of which are in Oporto.



## *Gardens of the Future*

Gardens of the Future is a grassroots organisation transforming an abandoned area in Cyprus' politically divided capital Nicosia, into a community garden. The aim is to revive people's sense of belonging and connection, in the process of bringing a no man's land back to life. Gardens of the future is the leader of a growing network to develop sustainable change elsewhere in Cyprus, while preserving its unique cultural, social and environmental identities and values.



## *Gardens of the Future*



### **The key objectives include the generation of impact across:**

**#Sustainable Development:** The space of the Garden is completed to the level of being able to be welcoming for hosting any type of activity towards well-being.

**#Circular Economy:** A big part of the strategic planning was dedicated to the research & development of Garden Modules to be constructed using a 'building from waste' philosophy.

**#Enable Locals Become Agro-entrepreneurs:** Continued and sustained impact over time and especially in supporting others in developing green and social entrepreneurship endeavours.

**#Scalable Impact:** The Gardens of the Future modules are designed to scale and replicate. Currently consulting interested parties in responsible food production and zero-waste management.



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### *Genesis Biopartner*



Source: [genesisbiopartner.ro/](http://genesisbiopartner.ro/)

Genesis Biopartner brings significant benefits to the environment and the community in Romania. The company recycles more than 150 tons of organic waste from the food, HoReCa and retail industries daily, thus reducing the carbon footprint in the atmosphere. The process has major benefits for reducing greenhouse gases and supports the implementation of the upcoming EU "Waste to Energy" Directive. It also prevents soil, water and air pollution. From recycling, biogas and Green Energy are obtained in cogeneration, with a capacity of 2 MWh electric and 2 MWh thermal, which equates to the daily consumption of 6,000 households.



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## Green Point



Source: <https://www.greenpoints.ro/>



**Green Point** is a company that implements the Extended Producer Responsibility Obligation (EPO), taking over the obligations for the management of packaging placed on the market in Romania and achieving recycling/recovery targets for its customers.

The company allocates funds for sustainability projects in partnership (23 partners in 2020), in order to raise awareness of the importance of separate collection (for example, it launched, together with the Auchan chain stores, the “PET Recycle and Win” campaign, which stimulated the collection of PETs using smart recipients and offered prizes with Auchan shopping vouchers).

In this way, the company contributed to the proper management of more than 250,000 tonnes of packaging waste in 2020, according to the sustainability report published on its website 

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