



SCP workshop

Wednesday October 7th 2009

Assets and challenges of the adoption of Green Competitiveness by the SMEs

- Green Competitiveness: *proactive approach* to environmental management by companies: cleaner production, energy-efficiency, etc.
- Networks of information on the opportunities offered by the investment in Green Competitiveness to SMEs
- Existing Methodologies (e.g. Minimization Opportunities Environmental Diagnosis, MOED)
- Support from governments and financial institutions: the role of National CP Centres
- Main achievements and opportunities vs weaknesses and threats

Introduction of SCP in the university curricula

- Where? Curricula, research, university's internal management
- Subjects: Cleaner production, energy-efficiency, eco-design, education on sustainable consumption/lifestyles, eco-building
- Where introducing subjects SCP: engineering, economics, sociology, psychology, architecture, teaching, marketing, communication sciences, history, agro-food
- In which stages of the university education?: undergraduate, post-graduate, doctorates
- Main achievements and opportunities vs weaknesses and threats

Identify cooperation opportunities among public administration and SMEs to promote sustainable consumption and sustainable lifestyles

- Tools: eco-labelling, Green Public procurement, SC policies...
- Existing initiatives (administration, companies, retailers, universities)
- Main achievements va weaknesses and threats