



The Resource Efficiency Alliance

Launched by 2006 by European Partners for the Environment (EPE), the European Committee of Environment Technology Suppliers Associations (EUCETSA), and the European Water Partnership (EWP)



Technology

Economy

Finance

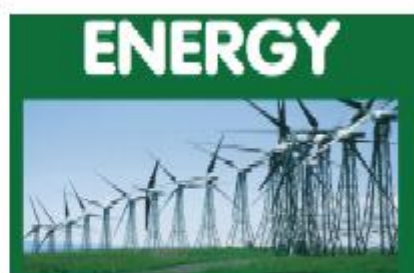
Technological Innovation

New Business Model

Governance Innovation

Societal Innovation

Resource Efficiency



- Scarcity, Security, Competitiveness, Sustainability -



EU Framework

- “ Resource Efficiency is now “*a central priority*” of DG Environment and one of the *Europe 2020 Strategy* flagship initiative is a “*Low-carbon, resource efficient Europe*”.
- “ The stated objective of the resource efficiency flagship initiative is to “decouple economic growth from the use of resources, support the shift towards a low carbon economy, increase the use of renewable energy sources, modernise our transport sector and promote energy efficiency.”



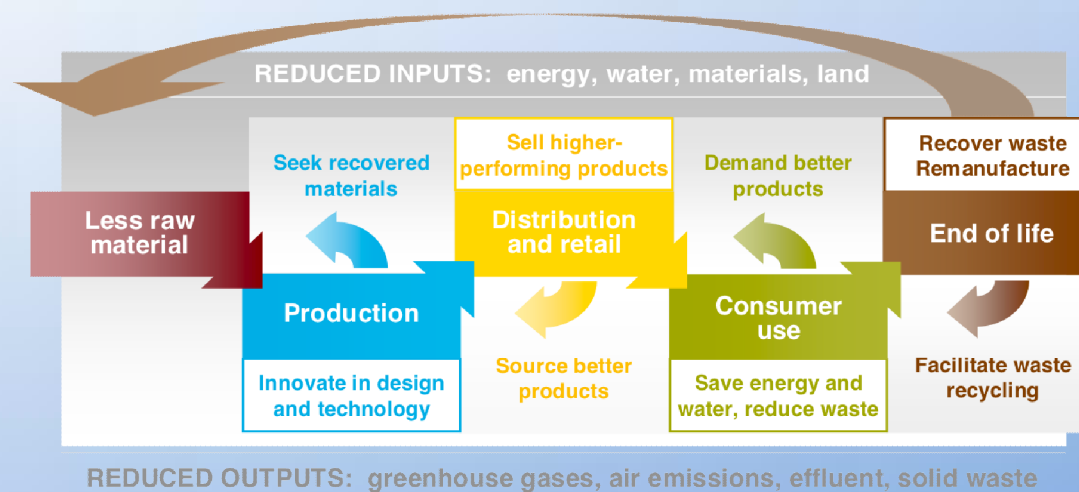
Value Chain & Sustainable Material Management

From two laboratories on
construction wood and cement
towards a general framework



A Value Chain

... getting business and consumers act to raise standards and to change the supply chain





A WEF Report : Trends

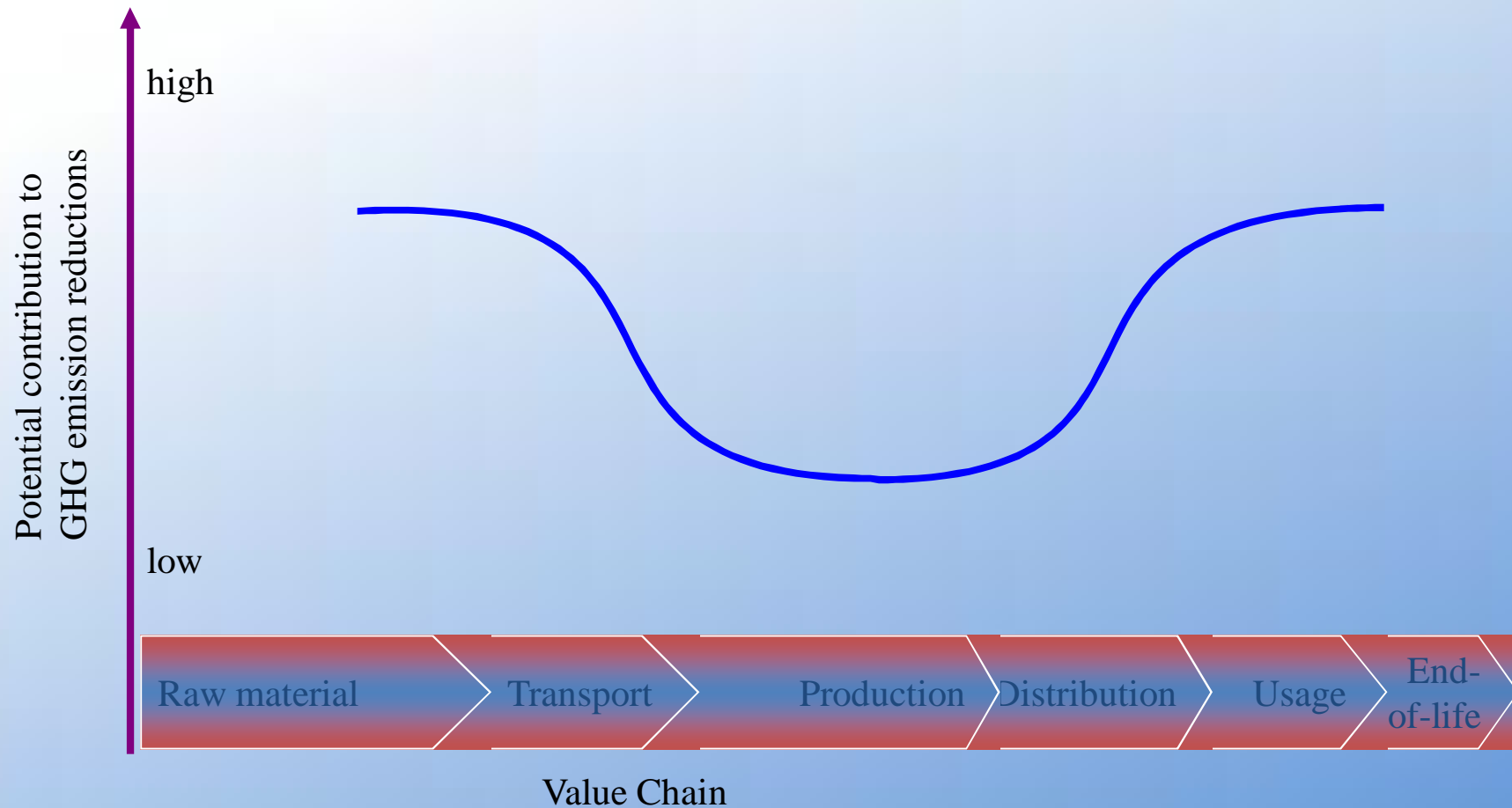
- “ Partnerships between buyers and suppliers will likely find new opportunities for collaborative innovation that drives new efficiencies;
- “ A greater emphasis will be placed on traceability of product chains and visibility into the impacts of product development;
- “ IT solutions will play a greater role in providing insights into the management of each node in the value chain;
- “ Greater demand for transparency and traceability will open up all aspects of the commercial relationship, with increased collaboration and possibly supply chain rationalization, with fewer suppliers in more stable relationships with buyers;
- “ Lifecycle analysis will replace the current, highly fragmented approach to the production process;
- “ Greater emphasis must be placed on the consumer interface to reduce climate impacts arising from product use, maintenance and disposal.



GHG emissions in the value chain

Raw material, transport, usage, end of life phases deserve more attention !

Impacts and Opportunities among consumer products

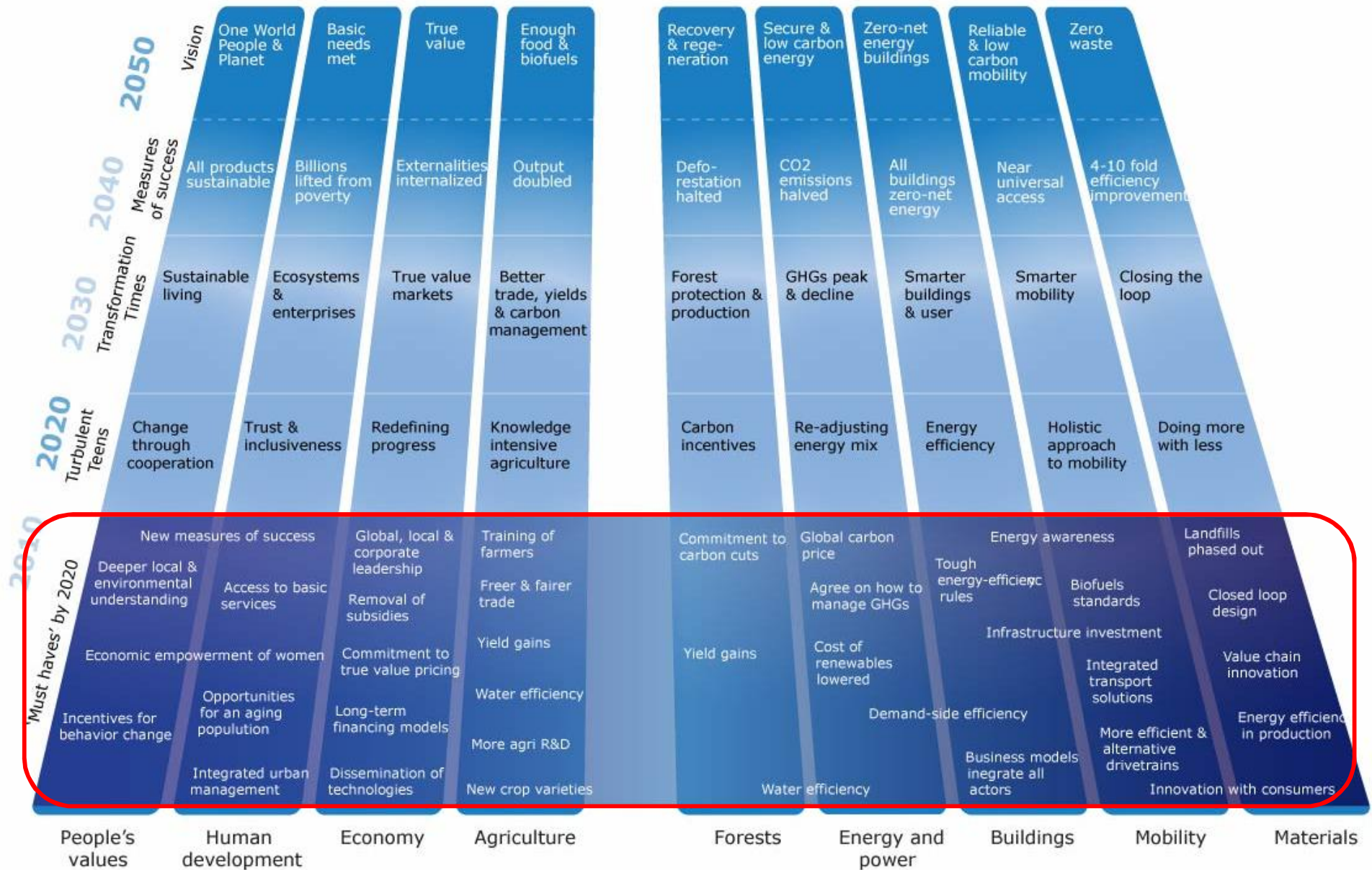




WBCSD Vision 2050: A holistic, optimistic platform for rethinking business, by business



The pathway to Vision 2050 To a sustainable world in 2050



From business-usual **TODAY**



Business domains for the next decade . Opportunities and overlaps (Vision 2050)





Green Race is on

- “The Green Race is on” between countries to transform to low carbon economies and to become the leading supplier of resource efficient technologies & solutions (WBCSD)
- If you want to win:
 - Transform your home market to build competences and scale