




Policies for Green Business Models



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Why should we do public policies to support Green Business Models? 

- A way to overcome "Grand Challenges" – environmental benefits
- The companies see large economic potentials – economic benefits
- "Easier said than done" – a lot of barriers

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What are we talking about?



Green Business Models

Incentive Models

- Functional Sales
- Energy Saving Companies (ESCO)
 - Material Service Company (MASCO)
- Chemical Management Services (CMS)
- Design, Build, Finance, Operate (DBFO)

Life Cycle Models

- Green Supply Chain Management (GSCM)
- Take Back Management
 - Cradle to Cradle
 - Industrial Symbiosis

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Preliminary Policy Scanning



Green Business Models

Incentive Models

| Model | Policy |
|--|--|
| Energy Saving Companies (ESCO) | - <i>FEMP (US)</i> - <i>ESCO-Light (DK)</i> - <i>The Green Deal (UK)</i> |
| Material Service Company (MASCO) | <i>TEKES (FIN)</i> |
| Chemical Management Services (CMS) | <i>Chemical Strategies Partnership (US)</i> |
| Design, Build, Finance, Operate (DBFO) | <i>The Private Finance Initiative (UK)</i> |

Life Cycle Models

| Model | Policy |
|--------------------------------------|---|
| Green Supply Chain Management (GSCM) | <i>ForumForTheFuture (UK)</i> |
| Take Back Management | <i>The Pacific NorthWest Pollution Prevention Resource Center (US)</i> |
| Cradle to Cradle (C2C) | - <i>Cradle-to-Cradle network (EU)</i> - <i>Waste and Resources Action Programme – WRAP (UK)</i> - <i>National Waste Management Plan (NL)</i> |
| Industrial Symbiosis | - <i>National Industrial Symbiosis Program – NISP (UK)</i> - <i>Industrial Symbiosis – Kalundborg (DK)</i> |

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Barriers



Life Cycle Model – Industrial Symbiosis Barriers and policy responses



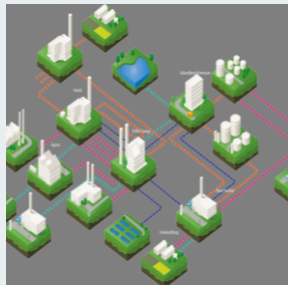
Barriers

Existing policies

Confidentiality
across
companies

Synergy
identification is
difficult for
companies

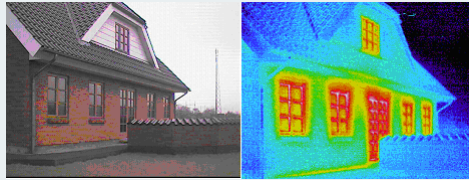
Kalundborg Symbiosis



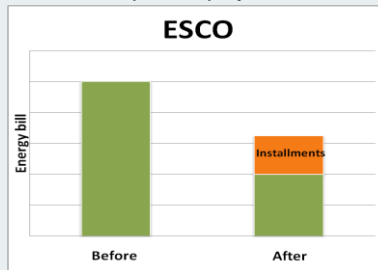
Effect (NISP):

- Started in 2005 – pilots in 2003.
- 60 NISPs operating throughout the UK
- International foothold
- 14,000 business members
- Reduced 7 million tonnes of CO₂ emissions
- Cost savings of GBP 156 million

Incentive Model – ESCO



No upfront payment



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Incentive Model – ESCO Barriers and policy responses



Barrier

Lack of competences among companies

Existing policies



- Effect (FEMP):
- USD 13.1 billion in energy costs



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What can you look forward to?



- Further scanning of existing policies
- Policy input from 30 case studies from all over the world
- Further scanning of recommended policies from literature etc.
- Recommended policies on a European, Nordic and national level
- Discussion and reflection of policy initiatives - pros and cons

Read the final report in spring 2012:
www.foranet.dk



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Thank you!

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