



Federal Ministry for the  
Environment, Nature Conservation  
and Nuclear Safety

Umwelt  
Bundes  
Amt   
Für Mensch und Umwelt

  
Sustainable Production  
through Innovation in SMEs

# SPIN TRANSNATIONAL FORUM on Sustainable Production through Innovation

22<sup>ND</sup> NOVEMBER 2011, POLEKO TRADE FAIR POZNAN, POLAND

Innovations that result in sustainable production make small and medium-sized enterprises (SMEs) more competitive, profitable and environmentally friendly. The Baltic Sea Region (BSR) has a great R&D potential, yet the application of sustainable innovations, especially by SMEs, is still scarce.

The SPIN Transnational Forum highlights promising approaches to sustainable innovations in the BSR – through the lens of policy-makers, intermediaries and SMEs. A panel on sustainable innovation from a policy perspective will be underpinned by industry-specific panels dedicated to resource efficiency and sustainable bioenergy production and use in the BSR.

Online registration on [www.spin-project.eu](http://www.spin-project.eu).

POLEKO, Area K, 2<sup>nd</sup> floor, Blue Room

## **INNOVATIONS IN THE BIOENERGY SECTOR: INNOVATIVE APPROACHES FOR SUSTAINABILITY IN BUSINESS**

Moderators: Dr Daniel de Graaf, Federal Environment Agency, Germany  
Bjarne Rasmussen, Region Zealand, Denmark

*The joint panel of Bioenergy Promotion and SPIN provides snapshots of innovative approach to business in the bioenergy sector from the Baltic Sea Region, with particular focus on biogas. Among the speakers and the invited guests are businesses (operators and technology providers), representatives of municipalities, as well as European, national and local policy-makers. Discussed examples of business chains, and public-private cooperation link demand and supply in a sustainable way and create added values at local and regional levels.*

09:00 – 09:30 Registration and Morning Coffee

09:30 – 11:45

- Innovative Approach for Sustainability in Business: Maximized Value Chains in the Bioenergy Sector – Sylwia KLATKA, ConVoco Sp z.o.o., Poland
- Micro-biogas grid Brunswick – Verena STROOT, BS Energy, Germany
- Creating Local Value Chains for Biogas Production and Use – the case of the City of Gdynia – Marek STĘPA, Deputy Mayor of the City of Gdynia, Poland
- Regional value chains of Biomass production and use from resource and climate efficient agriculture: a German Polish cooperation – Lutz RIBBE, EuroNatur, Germany
- Emerging biogas market in Latvia: experiences on national, regional and company level – Mārtiņš NIKLASS, ZAAO Energija, Latvia

12:00-12:30 POLEKO Pavilion 11

**Official Opening of the POLEKO Fair by the Minister of Environment Prof Dr Andrzej Kraszewski,**  
Participants of the SPIN Transnational Forum are invited to join the opening.



Part-financed by the European Union  
(European Regional Development Fund)



IN COOPERATION WITH:



Bioenergy Promotion



Consulting for Sustainable Development

POLEKO, Area K, 2<sup>nd</sup> floor, Blue Room

### **TOWARDS GREEN ECONOMY: POLICIES FOR SUSTAINABLE INNOVATIONS**

*Sustainable Innovations and Green Economy – more than buzzwords? The panel discusses policy initiatives and concrete policy instruments to promote sustainable innovations in businesses in the Baltic Sea Region.*

12:00-13:00 Registration and Lunch Buffet

13:00-15:30

- Baltic Sea Strategy and Green Growth – Mia CRAWFORD, Head of Secretariat, Council of the Baltic Sea States (CBSS) Expert Group “Baltic 21”
- Sustainable Production through Innovation in SMEs in the Baltic Sea Region: SPIN Conclusions for Decision Makers – SPIN project, André GREIF, PtJ, Forschungszentrum Jülich GmbH, Germany
- Initiatives to Promote Sustainable Innovation in Poland – Jacek MIZAK, Ministry of Economy, Poland
- Eco-Innovation and its impact on the job market in Germany – Jenny WIECHOCZEK, Federal Environment Ministry, Germany
- The Norwegian strategy to develop sustainable production in the construction sector – Tor MÜHLBRADT, Innovation Norway, Norway

POLEKO, Area K, 2<sup>nd</sup> floor, Blue Room

### **RESOURCE EFFICIENCY IN SMEs: POLICIES, INSTRUMENTS AND INNOVATIONS**

With the Focus on the Surface Treatment Sector

*How can public institutions and associations support businesses in tapping the full potential of resource efficiency? How can innovations in the surface treatment sector contribute to improving resource efficiency? The panel provides a snapshot of activities and experiences from policy and businesses in the Baltic Sea Region*

15:30-16:00 Registration and Coffee Break

16:00 -17:30

- Resource efficiency policies in Europe – Paweł KAZMIERCZYK, European Environment Agency
- Towards a German Programme for Resource Efficiency, ProgRes – Janka CLAUDER, Federal Environment Ministry, Germany
- Material Efficiency Centre in Finland: ways to integrate material efficiency in company’s activities – Paula ESKOLA, Motiva Oy Material Efficiency Center
- Resource efficiency innovations in the surface treatment sector in Denmark – rep from DTI, Denmark
- Resource efficiency innovations in the surface treatment sector in Sweden – Magnus KLINGSPOR, IVL, Sweden

18:30 – 20:30 Poznan city centre:

### **EVENING RECEPTION FOR PARTICIPANTS OF SPIN TRANSNATIONAL FORUM**

with presentations of innovation highlights and toolbox for SME



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### The SPIN Project:

Application of eco-innovations improve sustainable production and make especially small and medium-sized enterprises (SMEs) more competitive, profitable and environmentally friendly. The Baltic Sea Region (BSR) has a great R&D potential, yet the application of these innovations especially by SMEs is still scarce. SPIN matches supply and demand: on one side, many SMEs still struggle to respond to requirements imposed by EU directives, as they do not have access to the existing technological or managerial solutions - on the other side, a large number of new sustainable technologies and innovative managerial solutions is being developed that cannot find a market. To overcome this mismatch, SPIN brings together SMEs from the supply and demand side and develops recommendations how to improve the policy framework for sustainable innovations in the BSR. SPIN is supported by the Baltic Sea Region Programme 2007-2013 of the European Union and designated flagship project in the EU Strategy for the Baltic Sea Region. Furthermore, SPIN was nominated CBSS Baltic 21 Lighthouse Project. More information: <http://www.spin-project.eu>

### POLEKO trade fair:

The latest solutions in the field of environmental protection, representatives of international industry leaders, special areas, specialised conferences and business meetings - all of these will be included in POLEKO International Trade Fair of Environmental Protection, which will be held from 22<sup>nd</sup> to 25<sup>th</sup> November 2011 in Poznan, Poland. More information: <http://poleko.mtp.pl/en>

### Registration:

Please register via our online portal: [www.spin-project.eu](http://www.spin-project.eu) until 11 November 2011.  
After registration you will receive a confirmation mail with further logistical information.  
Participation is free of charge.

### Organisation:

The forum is organized by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), SPIN partner organisations and by ConVoco, Consulting for Sustainable Development

### Language:

Conference language will be Polish and English. Simultaneous translation will be provided.

### Contact for merit/content issues:

**Ms Janka Clauder**, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety;  
email: [Janka.Clauder@bmu.bund.de](mailto:Janka.Clauder@bmu.bund.de), phone: +49 30 18 30 52 379

**Ms Sylwia.Klatka**, ConVoco – Consulting for Sustainable Development;  
email: [sk@convoco.pl](mailto:sk@convoco.pl), phone: +48 50 62 28 074

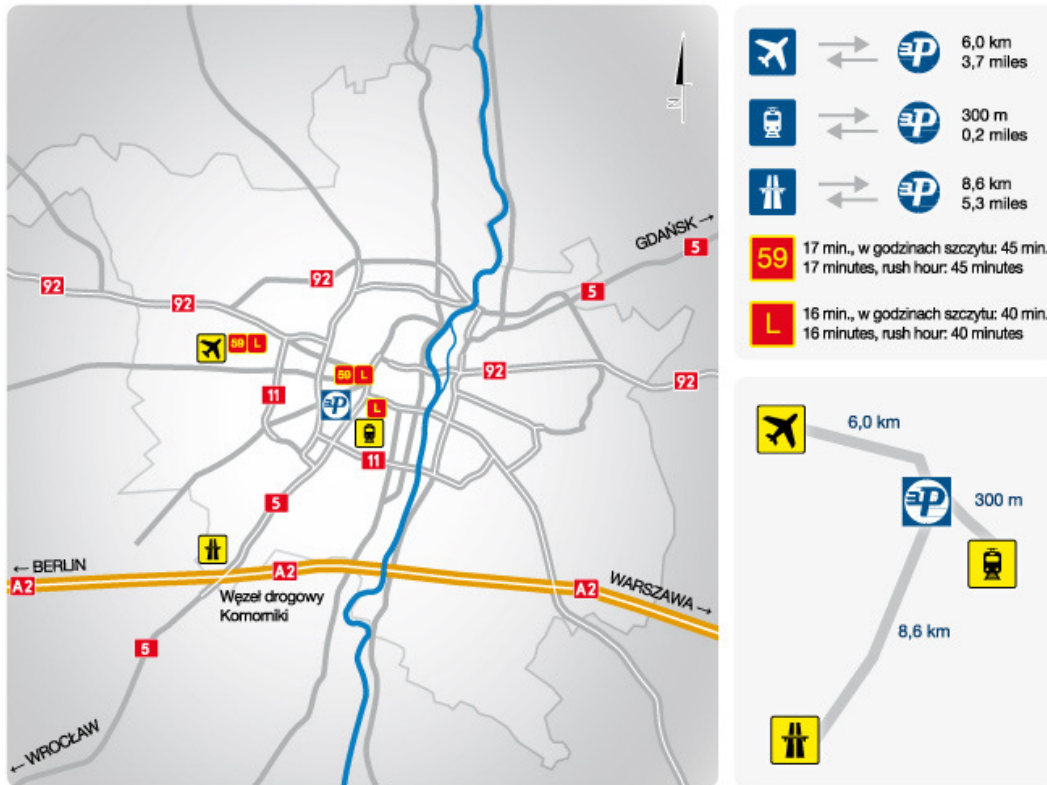
### Contact for organizational issues:

**Ms Joanna Kucal**, ConVoco – Consulting for Sustainable Development  
email: [office@convoco.pl](mailto:office@convoco.pl), phone: +48 533 191 141

IN COOPERATION WITH:



### Travel Information for International guests:



Source: POLEKO International

Poznań has an own airport connecting various cities in the Baltic Sea Region: <http://www.airport-poznan.com.pl/en/>

Poznań has direct train connections to Warsaw and Berlin (travel time approx. 3 hours).