

EcoBusinessPlan Vienna

The Environmental Service Package for Businesses in the City of Vienna

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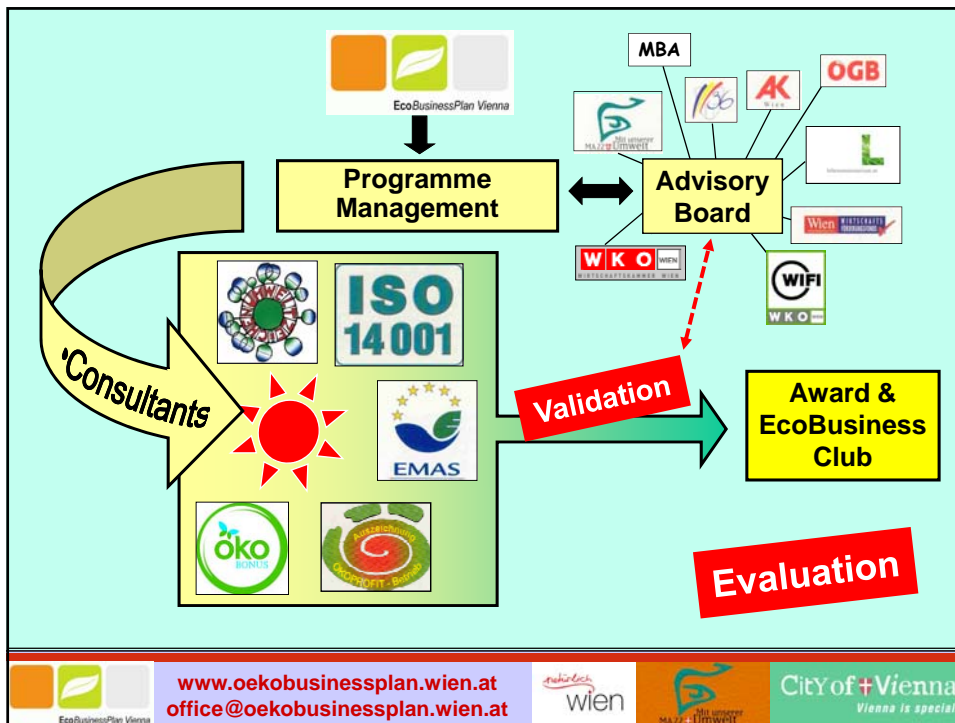


The Objective

Improvement of environmental situation, by a better performance of enterprises and industries

- **Reduction** of the environmental impact.
- **Integrative** and **preventive** environmental protection.
- **Better relationship** between enterprises and authorities.
- **Decoupling** of economic growth from resource consumption and pollution.
- Contribution to the **sustainable development** of Vienna.





The Programm 2010



- EcoBonus
- Ecoprofit
- ISO 14001
- EMAS
- Austrian Ecolabel tourism
- Sustainable development
- Projekts

The Road to Success



The Results 1998 – 2009

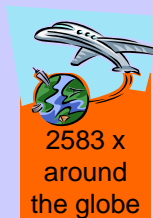
740 enterprises
10,000 measures



850 x the water quantity of an olympic pool



1.5 fold the size of the Ernst-Happel stadium



2583 x around the globe

- 2,633 700 m ³	drinking water
- 21 000 tons	raw materials
- 6 736 tons	hazardous wastes
- 118.452 tons	non-hazardous wastes
- 60.563 tons	carbon-dioxide
- 207 GWh	energy
- 103,5 mio km	transport
- 55,7 mio EUR	running costs



Energy consumption of 69.000 Viennese households 1 year

The Tourism Ecolabel

for hotels + restaurants



- Funding per company: 1.960 EUR max.
(2.960 EUR / 40 hours total)
- Consultancy financed by the City of Vienna,
WIFI Vienna and the Ministry of Life



The Tourism Ecolabel

for hotels + restaurants



1. „Umweltcheck“ (1 day consulting) 592,- EUR
 - Company 148,- EUR
 - Vienna 444,- EUR
2. Other costs 2830,- EUR
 - Company fee 1880,- EUR
 - Contribution from Vienna 950,- EUR



The Tourism Ecolabel

for hotels + restaurants

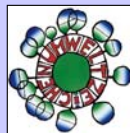


81 hotels and restaurants are awarded (in the year 2010)



The EU Ecolabel offer:

One special day for the way from the austrian to the european ecolabel (148,- € pays the company)



www.oekobusinessplan.wien.at
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City of +Vienna
Vienna is special.

The Benefits

- ✓ Environmental compatibility
- ✓ Reduction of costs
- ✓ Legal compliance
- ✓ Public Relation
- ✓ Award
- ✓ Competitive Advantage
- ✓ Motivation of the employees
- ✓ Better contact with authorities



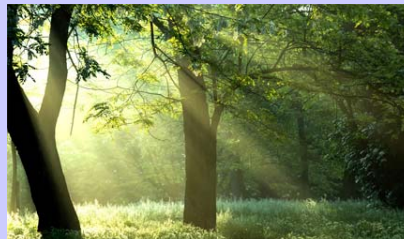
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The Resources

- ✓ 2 person staff MA 22
- ✓ 32 consultancies
- ✓ Budget of about 1 Million EURO financed from different sources



Public Relations

WIKIO **GGBK Wien**

Information about each module

ÖkoBusiness News
 41 Mio. für Umwelt
 Die Umwelt hat's verdient.

journal informs external target groups

Environment Award of the City of Vienna



annual documentation of the successful companies

Public Relations

- **Brochure**
Environmentally sound
Viennese Hospitality
- **Web catalogue**
www.oeko-gastlichkeit.wien.at



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Public Relations

- Press conferences
- Articles and advertisements in
Restaurant guides
e.g. „Wien, wie es isst“
- Articles and advertisements
in Hotel guides
- Info on other websites



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City of +Vienna
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The annual EcoBusinessPlan Gala



2009

132 companies
500 guests



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Thank you
for your attention!



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