



The EU Green Deal - a Game Changer for Greek Business

Chris Allen

**Compete.GR General Assembly
22 July 2020**

Presentation outline

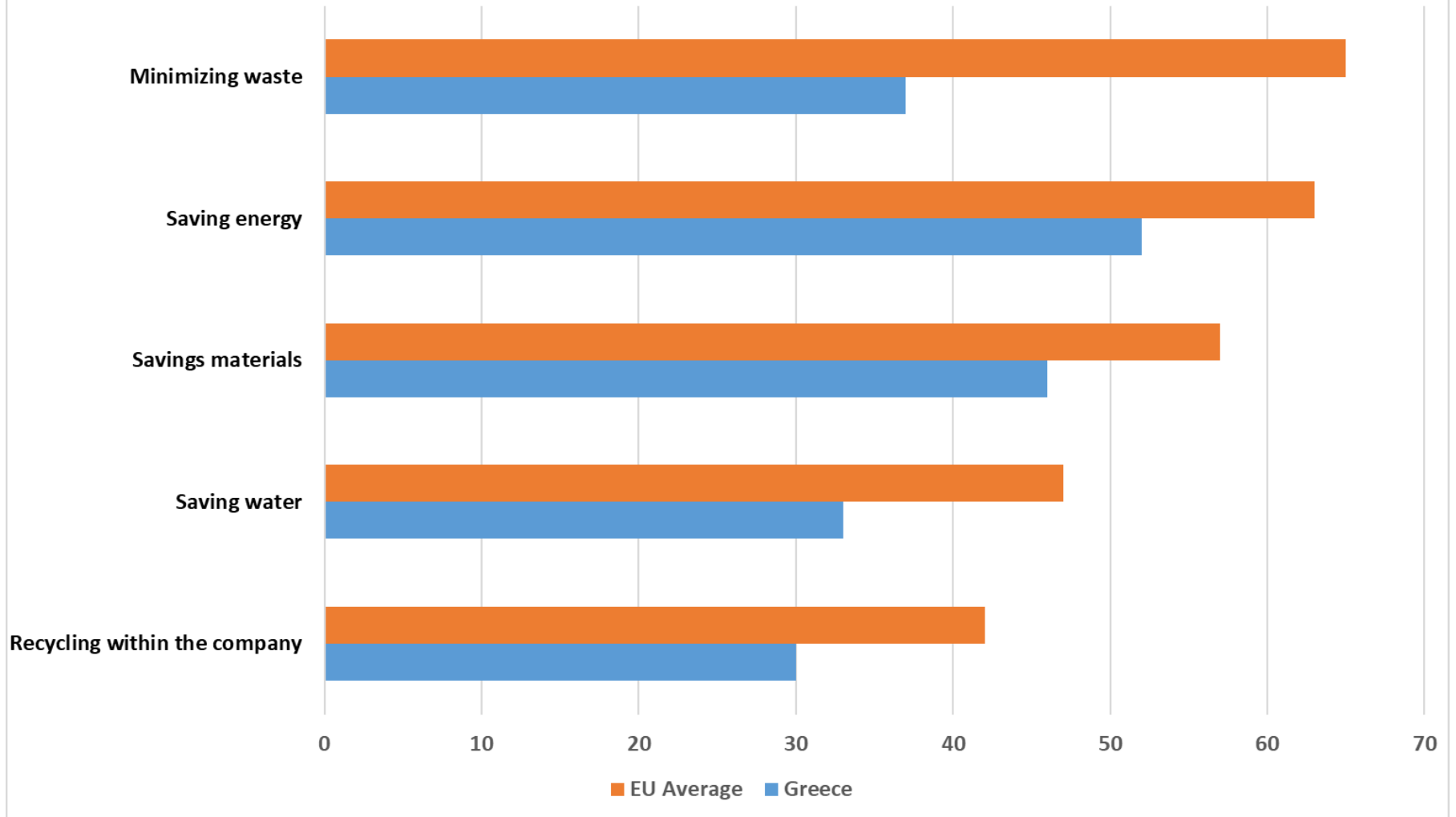
- *Environment as a competitive advantage for Greek businesses*
- *EU Green Deal and competitiveness*
- *Game changer business strategies*

Environment as a competitive advantage for Greek businesses

Environment: the competitive advantage for Greek businesses

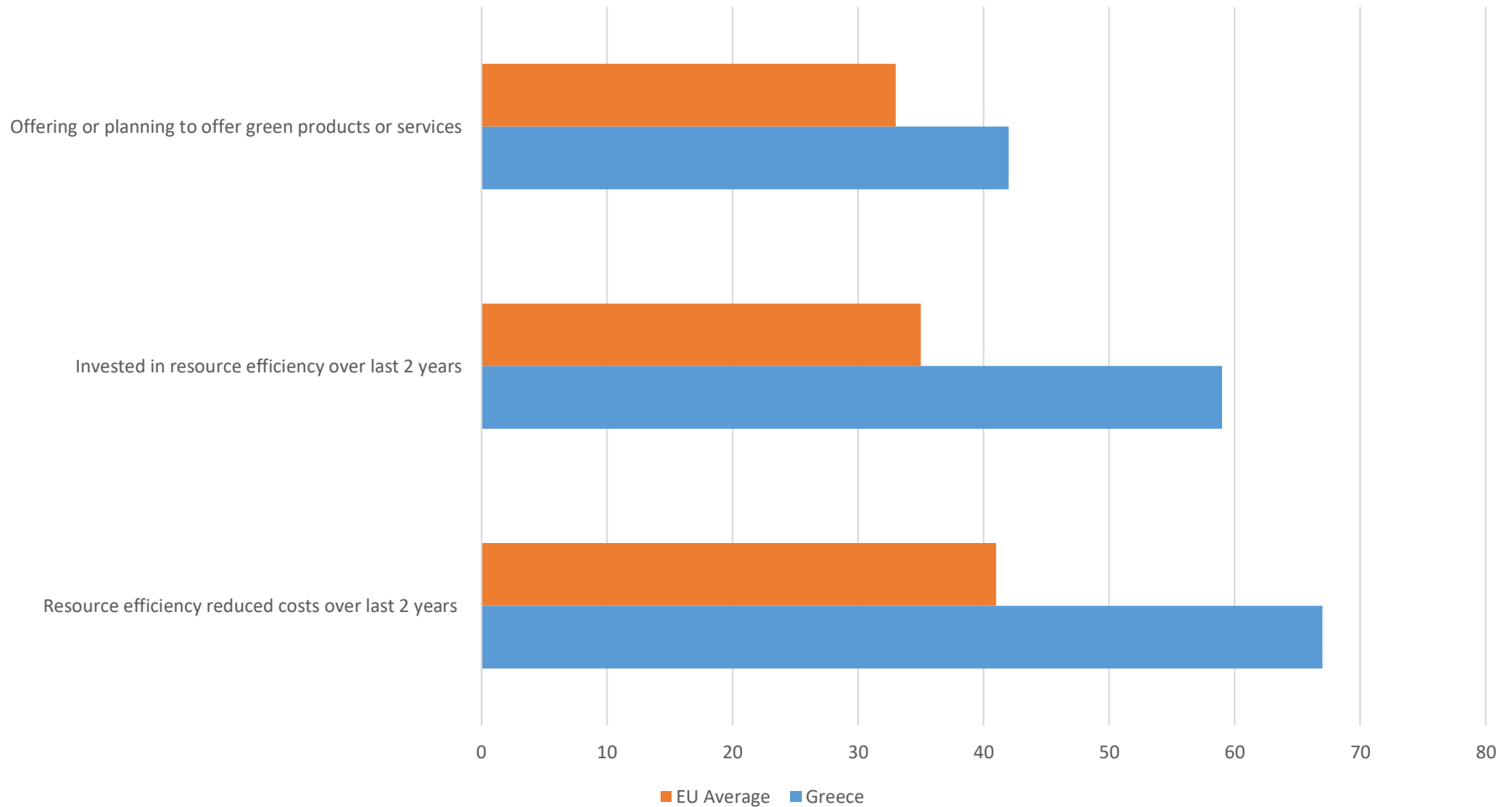
- *Excellent climate, cultural interest, and sensitive eco-systems attract 3 million tourists.*
- *Biodiversity champion of Europe: many excellent and unique local products – and potential value*
- *Ideal situation for both PV and wind renewables*
- *Strategically important geographical position in Eastern Mediterranean*
- *Excellent potential combination with human capital advantage: e.g. IT, medical, pharmaceuticals..*

**Environmental performance of SMEs (Eurobarometer 456, 2017)
Greece Vs EU average (%)**



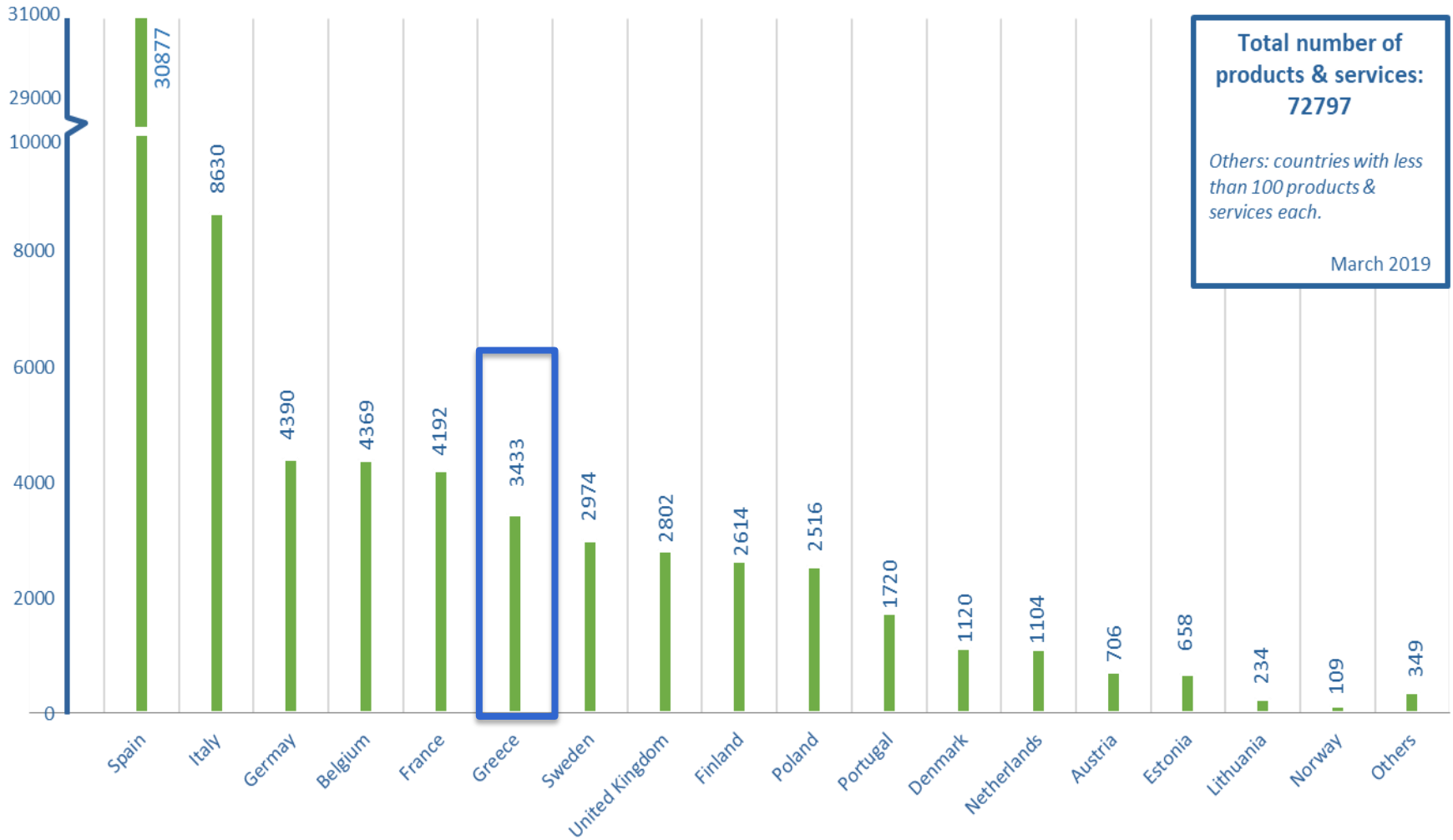
Environmental performance of Greek business behind EU average

Environmental products and investments in resource efficiency (Eurobarometer 456, 2017) Greece Vs EU Average



Greek businesses investments in environmental products and resource efficiency create value

TOTAL EU ECOLABEL PRODUCTS & SERVICES PER COUNTRY

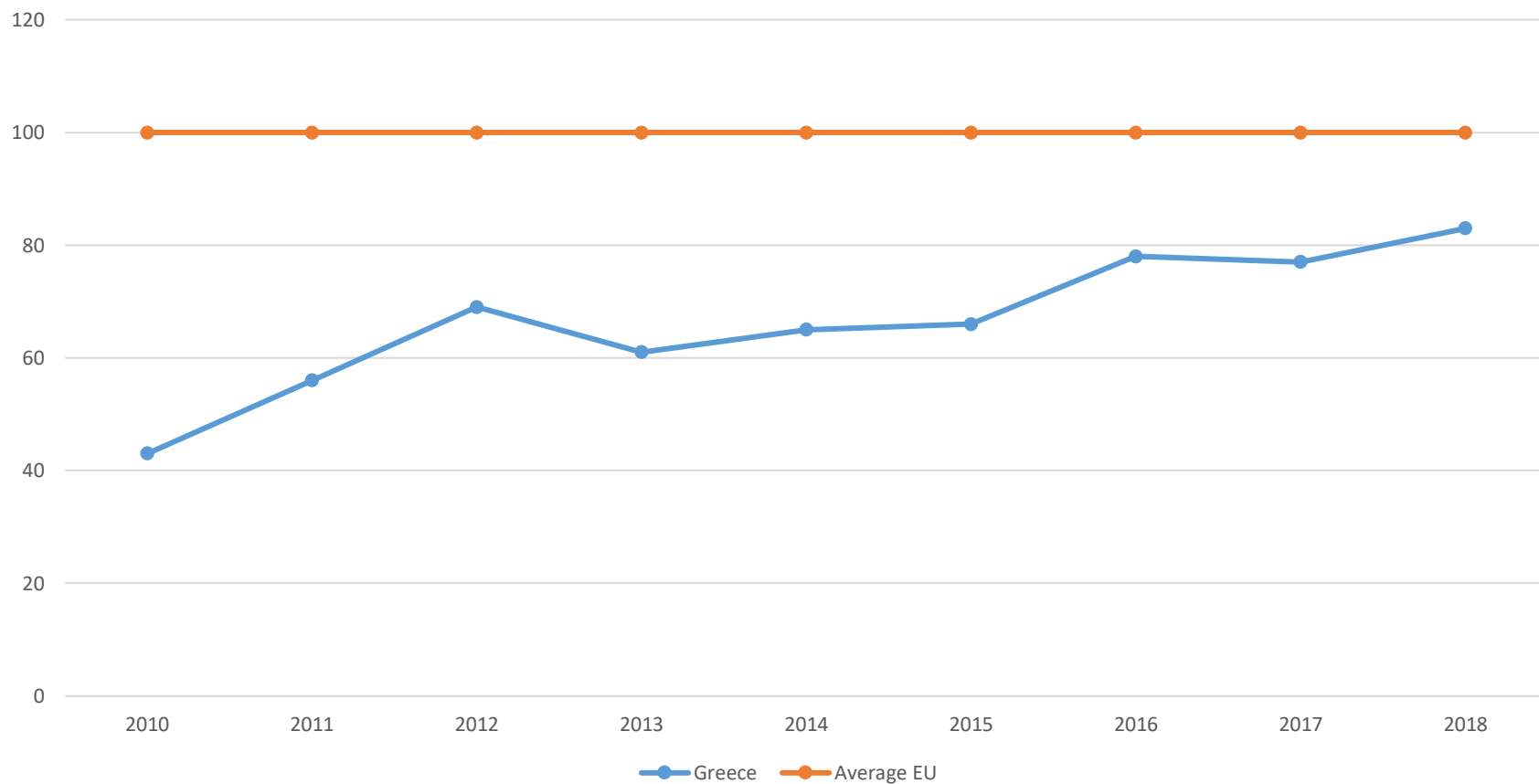


**Total number of
products & services:
72797**

*Others: countries with less
than 100 products &
services each.*

March 2019

Greek eco-innovation performance is catching up!



Environmental performance and investments of Greek businesses

- *Greek businesses environmental performance lags behind the EU averages, but Greece is catching up*
- *Business investments in resource efficiency widely used to reduce production costs*
- *Businesses heavily investing in green products, but still some scope for further development*
- *Greek eco-innovation lags behind EU average, but is catching up*
- *Sustainable investments will play an important role in economic recovery*

The EU Green Deal and competitiveness

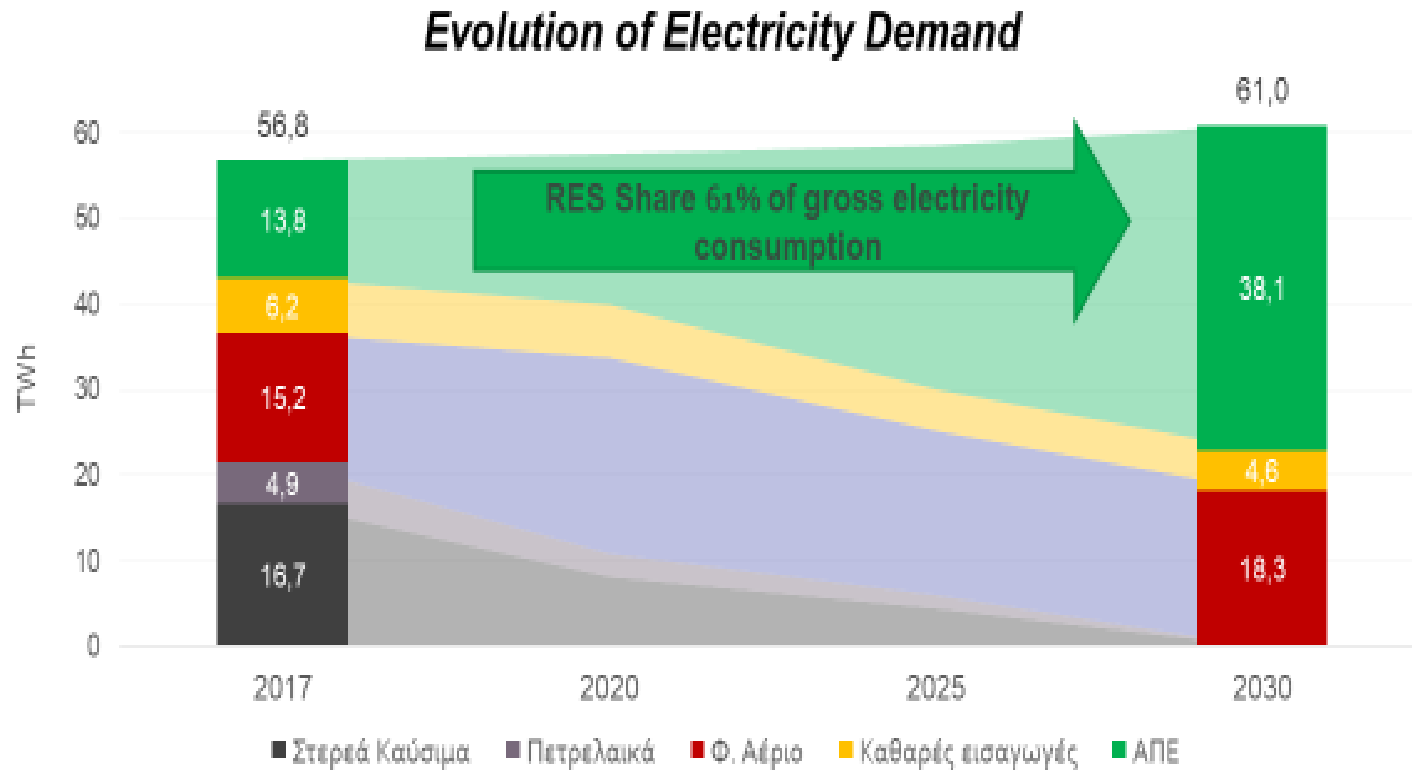
The European Green Deal

- Developing a clean and affordable energy supply
- Mobilizing industry for a circular economy
- Establishing a healthy and environmentally-friendly food chain: “From farm to fork”)

Transition to a clean and affordable energy supply

- National Energy and Climate Plan (Dec. 2019)
- Complete lignite phase-out by 2028
- Renewables share more than doubles
- Liberalised and competitive energy markets
- Increased international interconnections
- Funding from Just Transition Fund, ESPA, and Recovery and Resilience Facility

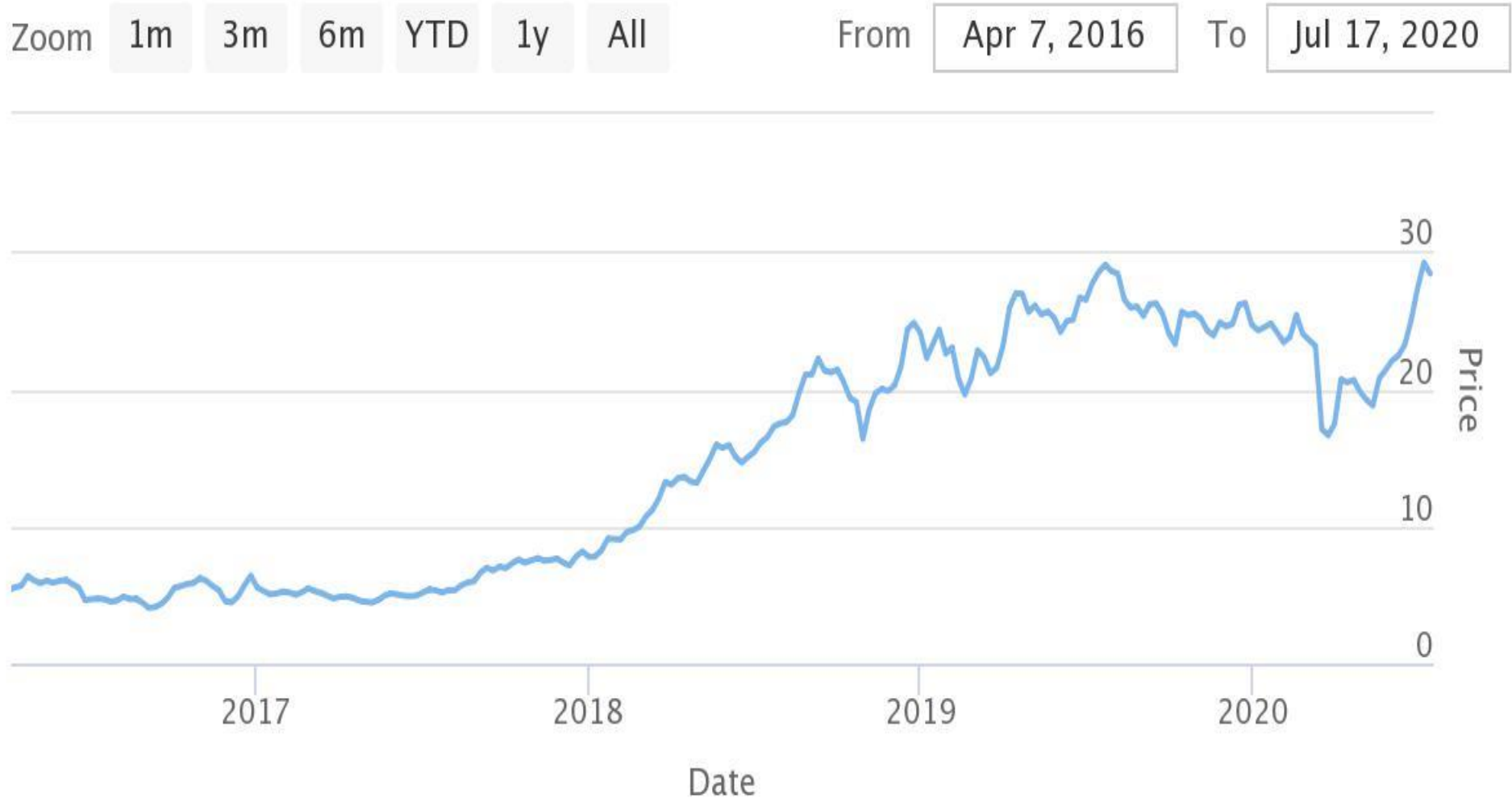
RES share of electricity to more than double



UNTIL 2030 MORE THAN 8 GW OF WIND AND PV CAPACITY WILL BE INSTALLED
DEVELOPMENT OF STORAGE SYSTEMS

Carbon Price: Emissions Trading scheme

EUA Price



Energy transition - consequences for industry

- More stable and competitive energy system, less vulnerable to carbon price fluctuations
- Expected 29% increase in energy efficiency
- New energy saving opportunities: efficiency fund, performance contracts, energy audits:
- New product opportunities: building materials, heat/cooling pumps, batteries etc.
- Opportunities for innovation and entrepreneurship

Circular economy plan

- *Sustainable products policy*
- *Improved product design to enhance environmental impact, durability and recycling*
- *Improvements in resource efficiency, reductions in pollution and waste, increased recycling/reuse*
- *Certification to ensure reliable, comparable and verifiable information*

From Farm to Fork

- *Promote organic farming with 25% 2030 objective*
- *Promote bio-based economy*
- *Improved labelling for health and sustainable diets*
- *Voluntary eco-scheme funding to boost precision agriculture, agro-ecology (including organic farming), carbon farming and agro-forestry*
- *€10 billion R&D funding for sustainable agriculture, aro-food aquaculture, bioeconomy*
- *Farm advisory services, data sharing, and skills*

Game changer
Strategies for Green Transition

Game changers for Green Transition

- *Develop "Brand Greece" based on product quality, biodiversity, and healthy diet*
- *Improved product design to enhance environmental impact, durability and recycling*
- *Quality certification to ensure reliable and verifiable information on products*
- *Radical improvements in energy efficiency using new tools: energy audits, energy performance contracts..*
- *Explore potential for renewables and low carbon, low emission technologies*
- *Look at biomaterials and waste as secondary fuels*
- *Develop markets for new technologies such as batteries, hydrogen, carbon capture and storage*

Business strategy 1: Korres

- *Biodiversity as business model*
- *Close links with university research*
- *Pure ingredients extracted sensitively*
- *Clean zero-waste production system*
- *Documentation of quality*
- *Certification of processes (ISO)*
- *High customer engagement*

Business strategy 2: Velchro

- *Small family-owned business: 100 employees*
- *Development and certification of ecological paint products through EU eco label: 15 initial products in 2004, now with 113*
- *Opened up partnership opportunities with Praktiker Hellas and wider recognition: DIY Products of the Year (2013, 2017), Superbrands Ambassador (2016) and EU eco label Ambassador (2019)*
- *Assisted company to grow into Greece's third largest paints company and opened up export opportunities*

Business strategy 3: SKAG

- *Small family-owned business: 110 employees*
- *Responsible sourcing of wood through membership of Forest Stewardship Council and Corporate responsibility initiatives (Xamogelo tou Pediou)*
- *Opened up partnership opportunities to distribute Henkel products in Greece (Sellotape, Pritt sticks) and downstream links with Public and Plaisio*
- *Enabled consolidation of market in Greece and switch of traditional sales into export markets*

Business Strategy 4: other examples

Examples..

- IKEA: design to make products “material banks for the future”: modular downsizing and facilitating recycling
- Michelin: tires sold as a service: provides optimal maintenance and end-of-life recycling
- C&A: Cradle-to-cradle (C2C) T-shirts: alternatives to nylon stitching, care labels, and dyestuffs (reuse/recycling/composting)