



ÖKOPROFIT®

Sustainable Economic Development

through Eco-efficiency
in Public Private Partnerships

Structure and Organisation

Structure of an ÖKOPROFIT® Programme

ÖKOPROFIT® builds on a step-by-step plan consisting of an Academy, a Basic Programme and a subsequent Club Programme.

- Initially consultants and local authority representatives are trained on the ÖKOPROFIT® method via a 'train-the-trainer' programme in the **ÖKOPROFIT® Academy**.
- Subsequently an **ÖKOPROFIT® Basic Programme** is started, in which the acquired knowledge is transferred to the employees of the participating companies under the organisation's guidance.
- Finally the **ÖKOPROFIT® Club** will guarantee the long-term effectiveness of the programme via the ongoing exchange of experience and knowledge.



At the ÖKOPROFIT® Academy consultants and local authority representatives are trained on the ÖKOPROFIT® method.

The graduates acquire the necessary qualifications and authorisation to manage ÖKOPROFIT® projects according to official guidelines.

The 'Train-the-Trainer-Programme' comprises of:

- **seminars** at the ÖKOPROFIT® Academy
- the formulation of a **practical implementation concept**
- the presentation and **certification**

Seminars

Consultants and local authority representatives are trained on a variety of aspects in sustainable



and eco-efficient management with the following focal points:

- ÖKOPROFIT® Method
- Strategic Environmental Management
 - sustainable business development
 - environment management systems
 - environmental policies,...
- Resource Management
 - production and process analysis
 - material flow management
 - controlling
 - IT-support,...
- Waste Management
 - communal and corporate waste policies and strategies
 - hazardous waste handling
 - waste separation and recycling,...
- Energy Management
 - energy concepts and policies
 - financing through contracting models
 - user motivation,...
- Water and Waste Water
 - water supply and protection
 - sewage disposal and cleaning,...
- Mobility Management
 - traffic and mobility concepts
 - awareness programmes
 - corporate mobility planning,...

- Legislative and Financial Environment
 - environment related legislation
 - legal compliance
 - project financing/support programmes,...
- PR and Marketing for Public Networks
- Project Management
- Company visits

Additionally there is a special programme for representatives of local authorities covering the following issues:

- Establishment and organisation of communal structures in the field of environmental protection and business development
- Communal Waste Management
- Communal Water Management
- Communal Energy Concepts
- Mobility and Traffic Concepts
- Sustainable Development Strategies for Municipalities/Regions
- Public Private Partnership-Concepts
- Local Agenda 21

Practical Implementation Concept

To practice the acquired knowledge the participants are asked for the formulation of a concrete implementation concept for ÖKOPROFIT®.

Certification

After the successful presentation of the implementation concept the participants will be certified 'ÖKOPROFIT® Project Manager' and 'ÖKOPROFIT® Consultant'.



The ÖKOPROFIT® Basic Programme

In the ÖKOPROFIT® Basic Programme, which lasts approximately one year, the knowledge is transferred into the companies.

ÖKOPROFIT® project managers from the authorities will organise and manage the whole project, whilst the ÖKOPROFIT® consultants hold workshops and help to establish the objectives. The CPC Austria supports and assists the process.

The ÖKOPROFIT® Basic Programme requires the following steps:



Preparation and licence agreement

Prerequisite for the implementation of an ÖKOPROFIT® project is the signing of a licence agreement by the region/city. Licence holder is the CPC Austria.

The preparation of an ÖKOPROFIT® project requires introductory measures taken by authorities and consultants. They comprise:

- Acquisition of companies
- Project organisation
- Creation of a project schedule
- Promotion and PR
- Development of a network structure

Kick-off Event

At a kick-off event the content and structure, as well as the objectives of the project are presented to politicians, local authority representatives, consultants and participating companies. Active Public Relations activities (press conference, etc.) are vital.



The ÖKOPROFIT® Basic Programme

Workshop series

By means of clearly defined workshop-series, the ÖKOPROFIT®-Know-how is transferred into the companies. The running of this series is the task of local authority representatives and consultants.



Employees of the participating companies are trained on various aspects of integrated environmental protection focusing on energy, water, material stream management, production- and process-analysis, waste-management, environmental controlling, business- and environment-related legislation etc. All subjects are demonstrated and compiled through practical manuals and worksheets.

With this process the ÖKOPROFIT®-Know-how is conveyed to the companies, innovative processes are initiated and a sustainable development of ongoing improvements is guaranteed.

Operational implementation

Parallel to the workshop-series ÖKO-PROFIT® consultants accomplish individual consultations of a minimum of 5 days per company. The participating companies are analysed on potential savings through state-of-the-art methods and an implementation programme is developed jointly. The implemented measures support an increase of the eco-efficiency of the company.



Through the combination of workshops and individual consultation the acquired know-how remains within the company.

Evaluation and examination by the commission

The successful implementation of the measures at a corporate level is evaluated and reviewed by a commission on location.

The independent commission consists of the contracting authority, representatives of economy and science and the CPC Austria.

The advantage of this procedure is the quality assurance of ÖKOPROFIT® for all participants.

Certification for the companies



After the positive evaluation of the company through the commission, the certification of the

ÖKOPROFIT® companies signifies the successful conclusion of the project. The award is delivered by the contracting authority and representatives from politics and economy.

On international level the participating cities and regions have developed their individual ÖKOPROFIT® Awards to acknowledge the performances of the companies. The ÖKOPROFIT® native city Graz for example awards the companies with an 'ÖKOPROFI(T) Award'.



The ÖKOPROFIT® Club

The ÖKOPROFIT® Club Programme was developed to ensure the continuous development and implementation of new measures in participating companies and encourage the co-operation between companies, consultants and authorities.

Within the ÖKOPROFIT® Club the companies are supported to reach and control the objectives of their environment programme. Additionally the knowledge is deepened in special workshops and the individual consultation is progressed (further measures, additional savings). Furthermore the participants can benefit from the transfer of information and experiences within the network.

Structure of the Club Programme

The programme of an ÖKOPROFIT® Club contains two modules:

- Workshops
- Workgroups

Whilst the workshops cover topics of general interest and concrete steps towards the ÖKOPROFIT® certification, the workgroups deepen the existing knowledge, outline new aspects and promote an intensive exchange of ideas.

The workshops and events can be individually tailored to the needs of the participating companies.

Workshop-Topics

- How to save energy in industrial enterprises
- Mission and vision: Sustainability into the New Year
- We for us: ÖKOPROFIT®-network and communication
- From environment officer to environment manager
- Saving energy: from purchase to dispensation
- Mobility and motion
- Sustainable customer and employee satisfaction
- C&C – Communication and conflicts
- All that's right (Legal Compliance) etc.



The international ÖKOPROFIT® Network

The successful participants from the Basic and Club Programme are also integrated in the international ÖKOPROFIT® network. The network comprises more than 1000 companies in an increasing number of cities and regions world-wide (details on www.cpc.at). It enables members to benefit from sharing experiences and international market opportunities.



Organisation of an ÖKOPROFIT® Project

On the municipal/regional level, the city functions as contracting authority. The project management is located at the departments for environment and economy.

The operational project management is conducted by the ÖKOPROFIT® consultants, who accomplish the workshops and individual consultations.

Organisational structure

The project organisation should comprise the following actors:

- Contracting authority → municipality/region
- Project management → authority
- Project implementation → consultants
- Project controller → CPC Austria
- Participating companies

In order to guarantee a successful implementation of the project, a co-operation and intensive communication between the project participants and the authorities in each project-phase is essential.

Preparation

Before the start of a project there are a number of organisational and administrative tasks to be completed as follows:

- Assurance of financial budget
- Contract conclusion
- Status-quo survey
- Recruiting Academy participants

Assurance of financial budget

The first and most important step of an ÖKOPROFIT® Project is the raising of funds and obtaining a promise of financial commitment.

Contract Conclusion

Having secured the budget, an official contract for the execution of a project will be signed by the municipality/region and the CPC Austria.

Status-Quo Survey

To be able to tailor the programme to the individual requirements of a city/region, representatives of the authorities are requested to fill in a comprehensive questionnaire on the environmental situation and return to the CPC Austria.

Recruiting Academy Participants

The participants of the Academy must be recruited at an early stage. Approximately 50 % should come from authorities and 50 % from consultancies. The list of participants will have to be duly forwarded to the CPC Austria, before the start of the Academy. The participants are also requested to fill in a questionnaire on their previous knowledge.

Quality Assurance, Coaching and Evaluation by the CPC Austria

The CPC Austria is responsible for the quality assurance linked to the brand ÖKOPROFIT®. The CPC Austria offers accompanying services supporting local authorities representatives and consultants in the implementation of the project and thus strengthening the sustainable success of ÖKOPROFIT®.

These services include:

- Project controlling
- Supporting the project management
- Participation in the examination by the commission
- Overall evaluation of the projects
- Expert services of the CPC Austria





For more information please contact the

Cleaner Production Center Austria
Informationszentrum für umweltgerechte Produktion GmbH

Am Eisernen Tor 2
A-8010 Graz
AUSTRIA

Tel. +43 (0) 316 407988-0
Fax: +43 (0) 316 407988-30
e-mail: office@cpc.at
website: www.cpc.at

In co-operation with

