

# The green economy in the EU

## Overview of success factors

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# EU Green Economy examples

**Sweden**  
Ecovillage

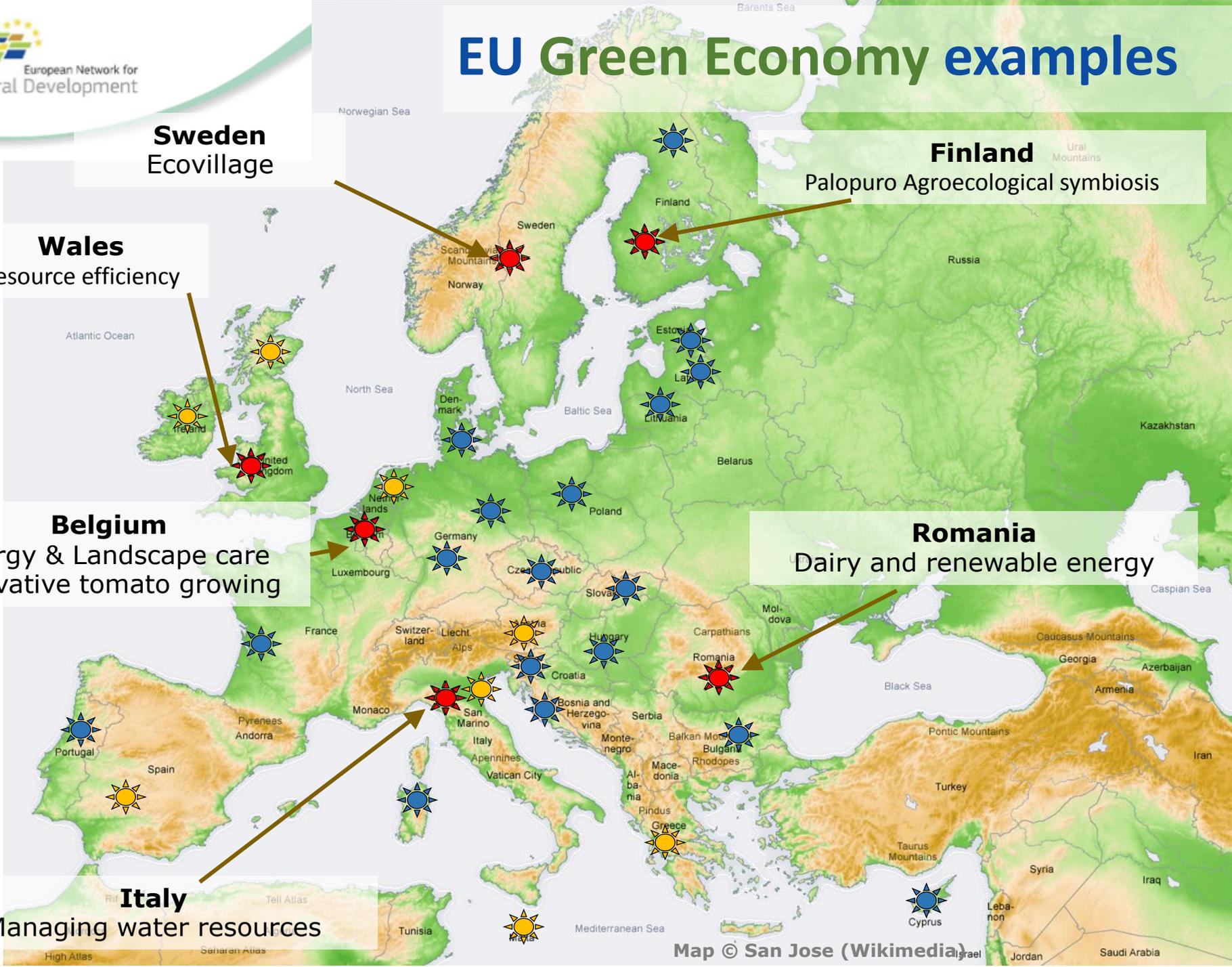
**Finland**  
Palopuro Agroecological symbiosis

**Wales**  
Resource efficiency

**Belgium**  
Energy & Landscape care  
Innovative tomato growing

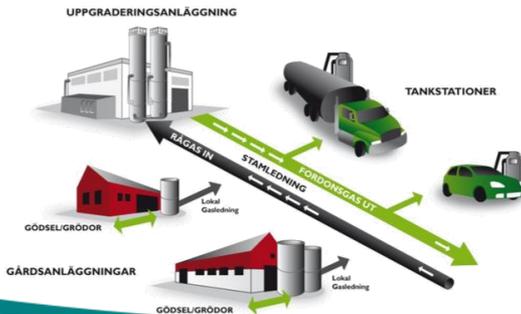
**Romania**  
Dairy and renewable energy

**Italy**  
Managing water resources



# EU Green Economy examples

- Over 40 examples across the EU
  - Energy - Education
  - Restoration – Revitalisation
- Private and public funds
- Successes to non-starters
- Most multi-objective



# Challenges for the Green Economy

## Overcoming barriers

### Barriers

#### **Confidence**

- *Making the leap*
- *Maintaining momentum*

#### **Financing**

- *Securing co-financing*
- *Initial investment cost*
- *Support rules*

#### **Breaking new ground**

- *New products and processes*

#### **Scope of supporting instruments**

- *What is / is not allowed*

#### **Limited implementation times**

- *Programming periods*

### Solutions

- *Cooperation*
- *Commitment*
- *Administrative support*

- *Grant/crowd funding*
- *Development loans*
- *Own finances*

- *Support*
- *Time and space*

- *Diverse funding*
- *Own initiative*

- *Proceed in stages*

*Champions*

# Enabling the Green Economy

## Success factors

### Experts

*Design, development*

### Env + Econ + Socio

*Synergies*

### Existing resources

*Natural and human capital*

### Cooperation

*Between farmers + other actors*

### Communication

*Goals, successes, failure*

### Champions

*Commitment to development*

### Flexible

*Adapting to change*

### Share

*Experiences, knowledge, good practice*

### Support & advice

*Financial, technical, operational*

### Space & Time

*To develop*

# Thank you

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