



WIRTSCHAFTSINITIATIVE
NACHHALTIGE STEIERMARK

Economic Initiative Sustainable Styria: Supporting SMEs in being more sustainable

Gernot Vorraber, BA MA

Office of the Regional Government of Styria (Austria)
Specialist Team for Sustainability Coordination



Framework: Styria

Inhabitants	1.262.800
Area in sqm	16.400
Municipalities	287
Private households	567.204
Enterprises (in total),	95.836
- Industry	- 923
- Construction	- 652
- Trade	- 12.738
- Tourism	- 7.657
Sales revenues / production sold (ex. Tourism)	68.177.000.000 Euro
Source: Kleine Steiermark Datei 2024	



What is the WIN?

It is one of nine regional programs for corporate environmental protection in Austria.

Objectives:

- Fostering **external, neutral consulting services** for **companies and municipalities** before implementing of investments

and thereby
- **Reducing harmful environmental and climate impacts**



What is the WIN? *cont'd*

- The individual regional programs of the 9 federal states in Austria form an overall network that provides a fundamental framework across sustainability for corporates.
- Each of these regional programs differs in its structure, organization, processes, financing and specific modules.
- The WIN-Initiative was established very early, already in 2003.
- Current partners comprising WIN are:
 - Office of the Regional Government of Styria - Sustainability Coordination
 - Chamber of Commerce of Styria
 - Green Tech Valley Cluster

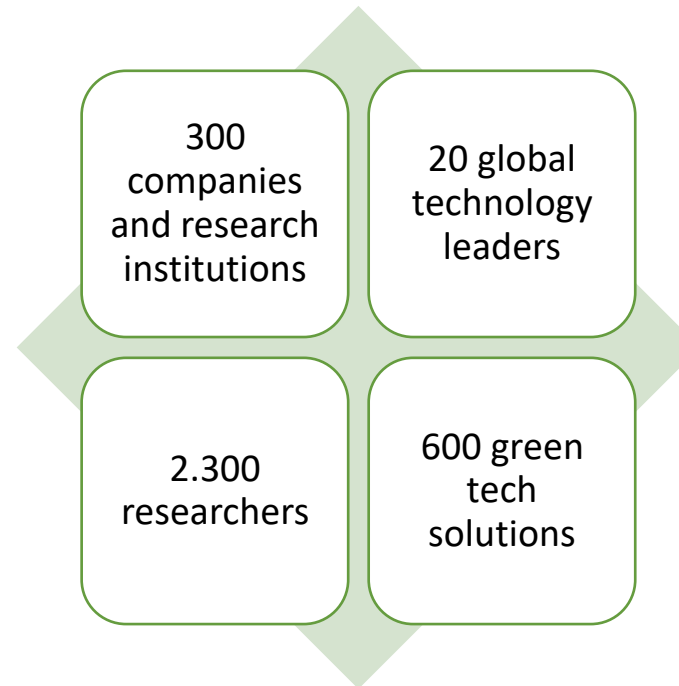


Green Tech Valley

Strategic partner of the WIN and guarantor for high research performance in Styria

- Focus: green innovation.
- Green Tech Valley is the No. 1 Technology-Hotspot for Climate Protection & Circular Economy.
- This unique location is a hive of industry for green tech pioneers and technology leaders.
- Member/partner companies are e. g. MAGNA, Andritz AG, Siemens, Vogel & Noot

Source: [Green Tech Valley - Styria](#)





Operative Organisational Structure

Office of the Reg. Gov. of Styria, Sustainability Coordination

Overall coordination and program management

- Central submission office for funding applications
- Program coordination
- Program development

Chamber of Commerce Styria

Processing of funding applications

Climate and Energy Fund

Co-financing

Climate and Energy Fund + KPC





2030 Agenda is our strategic global framework for the WIN





Overview of the 12 Consulting Modules Eligible for Funding

CORE AREA (A) *Sustainable Corporate Management*

1. CSR and Sustainability Management

CORE AREA (B) *Environmental Management Systems*

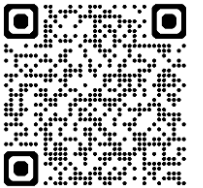
2. EMAS
3. ISO 14001 / IMS
4. ÖKOPROFIT
5. Austrian Ecolabel (Umweltzeichen)
6. Re-Certification (of e. g. Austrian Ecolabel)

CORE AREA (C) *Environmental and Climate Protection*

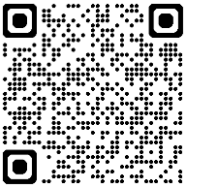
7. Energy
8. Climate Accounting
9. Climate-Resilient Greening
10. Mobility
11. Resources
12. Resources – *Küchenprofit*

IMPULSE CONSULTING





Economic Initiative Sustainable Styria (WIN) - Module Structure								
Core Areas								
CA	Sustainable Corporate Management	Environmental Management Systems	Environmental and Climate Protection	Hours	Euro per hour	Consulting effort	Funding rate	Funding in Euro
A	CSR and Sustainability Management			100	€ 100	€ 10.000	50%	€ 5.000
B		EMAS		160	€ 100	€ 16.000	50%	€ 8.000
		ISO 14001 / IMS		160	€ 100	€ 16.000	50%	€ 8.000
		ÖKOPROFIT		80	€ 100	€ 8.000	50%	€ 4.000
		Austrian Ecolabel		80	€ 100	€ 8.000	50%	€ 4.000
		Re-Certification		24	€ 100	€ 2.400	50%	€ 1.200
C		Energy	80	€ 100	€ 8.000	50%	€ 4.000	
		Climate Accounting	80	€ 100	€ 8.000	50%	€ 4.000	
		Climate-Resilient Greening	80	€ 100	€ 8.000	50%	€ 4.000	
		Mobility	40	€ 100	€ 4.000	50%	€ 2.000	
		Resources	80	€ 100	€ 8.000	50%	€ 4.000	
		Resources - <i>Küchenprofit</i>	40	€ 100	€ 4.000	50%	€ 2.000	
Impulse Consulting				18	€ 100	€ 1.800	70%	€ 1.260



WIN Consultants Pool

Requirements:

- Fulfillment of formal criteria and professional competence
- Admission per person (not by organisation) and per Module

Benefits for Consultants – Network of Specialists

- Exchange of experience, collaborative Events
- Continuing education opportunities
- Information advantage
- Image enhancement through the brand WIN
- Joint public relations activities



Funding Criteria

- **Target groups:**
 - Small and Medium-sized Enterprises (SMEs) with project location in Styria
 - Municipalities
 - Associations/Clubs
 - Large companies and other institutions upon consultation
- **No target groups:**
 - Private households
 - Agricultural enterprises
- Consulting is provided by listed experts from the WIN consultants' pool.
- Consulting content goes beyond the legal minimum standards.
- **Impulse consultation** (once per project location): 18 hours at €100/hour, 70% funding
- **Modules:** between 24 and 160 recognized hours at €100/hour, 50% funding



Funding Administration and Processing

1. Funding Recipient:

Initial Contact with WIN consultant or WIN program management.

2. Consultant:

Definition of consulting content and submission of the funding application with all documents online before project start.

3. Internal review of the application by *Sustainability Coordination* and *Chamber of Commerce*:

→ **Funding approval to the funding recipient** by *Chamber of Commerce*

4. Consultant:

Implementation of the consulting project and documentation of project results in the nationwide “Measure Database of Regional Programs” as well as

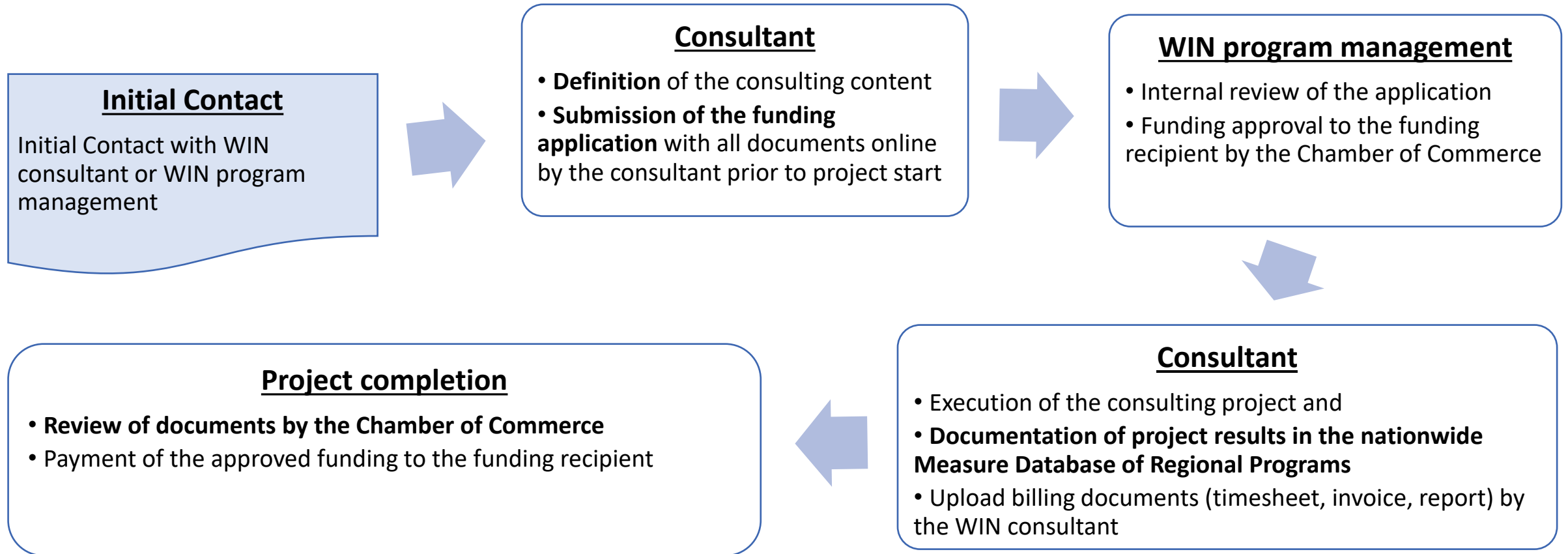
→ Upload billing documents (timesheet, invoice, report) by the WIN consultant.

5. After project completion: Review of documents by *Chamber of Commerce*

→ Payment of the approved funding to the funding recipient.



Funding Administration and Processing





Example: Module Climate Accounting



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Calculates greenhouse gas emissions based on basic data, ideally considering the entire value chain.

- **Quantity of materials and auxiliaries used**
- **Direct energy consumption in the company** (e.g. electricity, heating)
- **Produced and sold energy amounts**
- **Mobility behavior** of people and goods
- **Volatile refrigerant quantities** – extremely high direct greenhouse potential

→ Result: Number measured in greenhouse gas equivalents (CO₂-eq)

Basis: **Greenhouse Gas Protocol (GHG-Protocol)**, which differentiates between direct and indirect GHG emissions ("Scopes").

80 consulting hours recognized, 50% funding rate



Best Practices and communication

- Co-operation with the Austrian Broadcasting Corporation (ORF)
 - Co-operation with Co-operation with a Styrian radio station (ANTENNE Steiermark)
- [WIN - Communication](#)
- [WIN - Best Practices](#)





Program evaluation

- Every year, WIN is subject to a critical review of its actual impact.
- Annual evaluation of the program:
 - reduced negative environmental impacts and
 - the capital used for reduction
- This is done by an external institute.

→ [WIN - Report - Performance-Evaluation](#)



Thank you!

Contact: WIN Program Management

Office of the Regional Government of Styria
Dep. 14 – Water management, Resources and Sustainability
Specialist Team for Sustainability Coordination
Wartingergasse 43, 8010 Graz

Gernot Vorraber, BA MA

+43 316 877-4503, gernot.vorraber@stmk.gv.at

Further Information:

www.win.steiermark.at

