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European Union
European Regional
Development Fund

Fostering the circular transformation of businesses. Case: EcoLighthouse

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City of Kristiansand



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What is Eco- Lighthouse ?

The Eco-lighthouse is a recognized and effective tool for certification and environmental management, which helps small businesses create competitive advantage of sustainability



5 areas for improvement



Waste,

Transport,

Purchase,

Energy,

**Working
environment**

EcoLighthouse-



The background of EcoLighthouse

The main idea behind the scheme was to make it easier for SMEs and public institutions to become more ecofriendly and increased competitiveness through certification.

Started as a pilot project by City of Kristiansand in 1996. Established the foundation in 2004.

Founders:



Regions:

Viken and Nordland

Municipalities/Cities:

Kristiansand, Bergen, Drammen, Hamar, Larvik, Oslo, Ringsaker, Stavanger, Tromsø, Trondheim and Ålesund

Eco Lighthouse today

From early pilot phase to now 72 applicable industry-specific criteria, divided into 14 groups classified according to the Norwegian Standard Industrial Classification (SIC2007).

The Norwegian government, through Standard Norway, regards the Eco-Lighthouse as a complementary scheme to the ISO-14001 and EMAS systems since its industry criteria constitute concrete and relevant measures offering an understandable and applicable way for enterprises to implement environmental management.

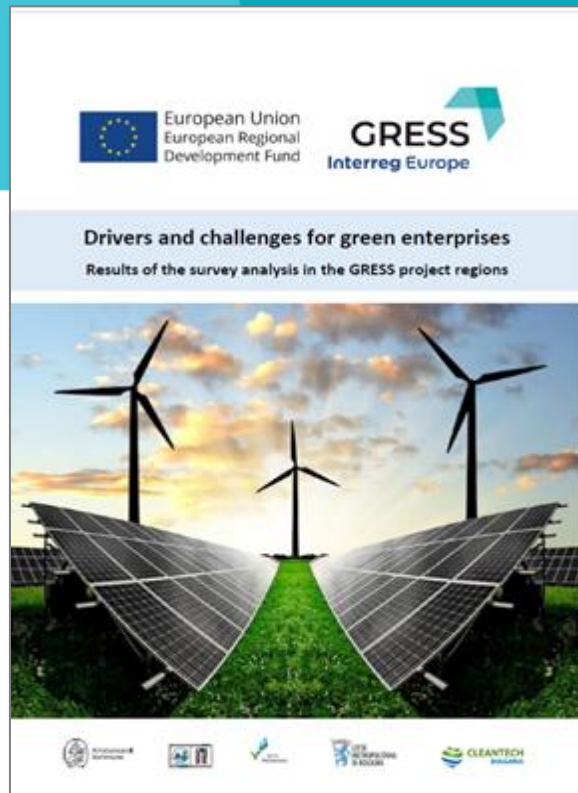
Norway's most widely used environmental management system- 7500 certificates



4

Certified private enterprises: 3448
1-49 employees: 2813 (81,6%)
50-250 employees: 551 (16%)
250+ employees: 84 (2,4%)

Survey of startups and SMEs



Private and public funding is insufficient to support the development of new green start-ups and SMEs.

Significant obstacles are encountered by green enterprises in all regions in affording green investment and adaptation costs,

Insufficient market demand

Process simplification and institutions providing support to green business (including EU)

The public sector must play an important role in improving **green public procurement**, increase awareness among consumers and in businesses value-chain, as well as applying legislative, regulatory changes.

Supply chain and carbon emissions

A typical company triggers emissions levels of up to twenty times higher from its suppliers (and customers) than from within its own organisation. (The Economist, 2019)

The image shows a screenshot of a Harvard Business Review article page. The top navigation bar includes 'The Economist INTELLIGENCE UNIT PERSPECTIVES', a search bar, and 'Harvard Business Review'. The main content area features the article title 'A More Sustainable Supply Chain' under the 'Operations' category. The article is by Verónica H. Villena and Dennis A. Gioia, published in the March-April 2020 issue. The article text states: 'Companies tend to focus on their top-tier suppliers, but the real risks come lower down.' Below the text is a photograph of a large industrial factory interior with high ceilings and many workstations.

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Operations

A More Sustainable Supply Chain

Companies tend to focus on their top-tier suppliers, but the real risks come lower down. by Verónica H. Villena and Dennis A. Gioia

From the Magazine (March-April 2020)

Need for more actions

EU Circular Economy Action Plan:

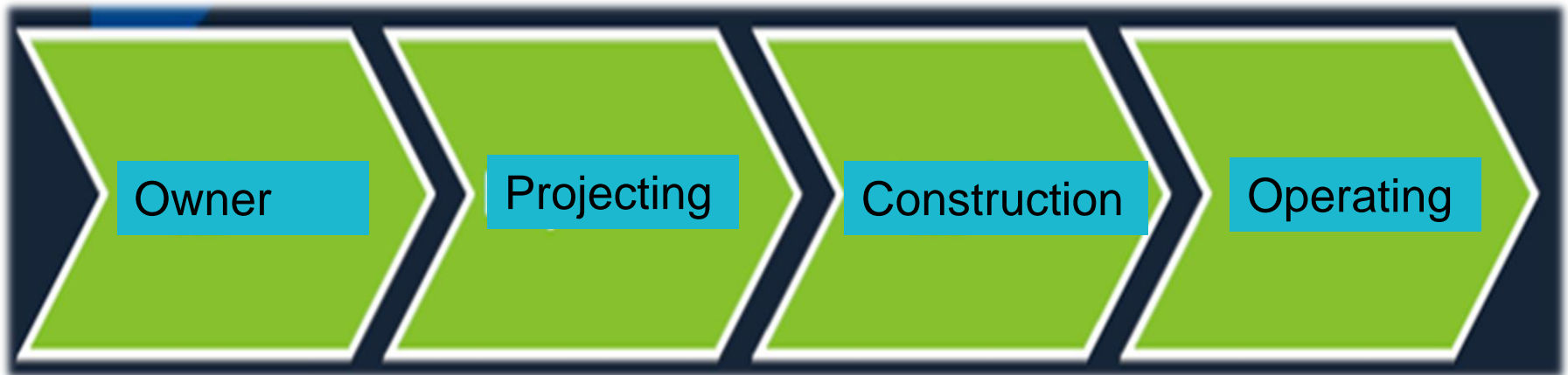
Business sectors with high potential for circularity

- electronics and ICT, batteries and vehicles, packaging, plastics, textiles, **construction and buildings**; food, water and nutrients

Construction and buildings: 38% of total global Co2 emissions ((UNEP2020)

IEA estimated that direct building CO2 emissions need to fall by 50% by 2030, equates to around 6% per year

Construction and building



Business competitiveness

Sønnico; a leading contractor in electrical installations and the power industry

- Our efforts to become eco-friendly improves business competitiveness



- We chose Eco-lighthouse as our certification scheme and experience that this is a well-known scheme. The certification qualifies us to attend more tender competitions. It also confirms our effort to become eco-friendly.

Increased awareness on green transition and change

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Norway business sees 'huge opportunity' in green transition

The Local
news@thelocal.no
@thelocalnorway
29 December 2020
08:45 CET

ccs
environment
green
industry
northern-lights

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Research Insights

Meet the 2020 consumers driving change

Why brands must deliver on omnipresence, agility, and sustainability

In association with

NRF META

IBM Institute for Business Value

IBM



Most consumers prefer to purchase products and services from eco-friendly brands.

Public sector and EcoLighthouse

- More than 300 cities/municipalities are fee-paying members of the Eco-Lighthouse certification scheme. Several regions are also active:
 - providing certifier (trained/educated and licensed by EcoLighthouse)
 - promote and motivate local enterprises to become certified, and to work towards certification of the municipality itself
 - certification scheme approved by the Norwegian public procurement authorities.
 - Annual public procurement spending in Norway around 500 billion NOK





EU recognition



The Eco-Lighthouse Foundation is the first national certification scheme in Europe to be recognised by the European Commission. The recognition verifies that the scheme holds the standard and quality on a par with international eco-labelling schemes (EMAS and ISO 14001).

12.12.2017

EN

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COMMISSION IMPLEMENTING DECISION (EU) 2017/2286

of 6 December 2017

on the recognition of the requirements of the Eco-Lighthouse environmental management system as complying with the corresponding requirements of the eco-management and audit scheme (EMAS) in accordance with Article 45 of Regulation (EC) No 1221/2009 of the European Parliament and of the Council on the voluntary participation by organisations in a Community eco-management and audit scheme

(notified under document C(2017) 8082)

(Text with EEA relevance)



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Conclusions!

Thank you!

interregeurope.eu/GRESS



Project smedia