

Green businesses: Lessons from the Öresund Region

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Introduction



LUND
UNIVERSITY

PATHWAYS TO THE FUTURE

SIX REGIONAL CASE STUDIES FOR
SUSTAINABLE DEVELOPMENT

SED REPORT 2014

Agenda

- Introduction
- Success factors in the Öresund Region
- Green Businesses
- Questions & discussion

Introduction



Ljubljana - European Green Capital 2016

12 focus areas e.g.

- Transportation
- Waste
- Water management
- ...

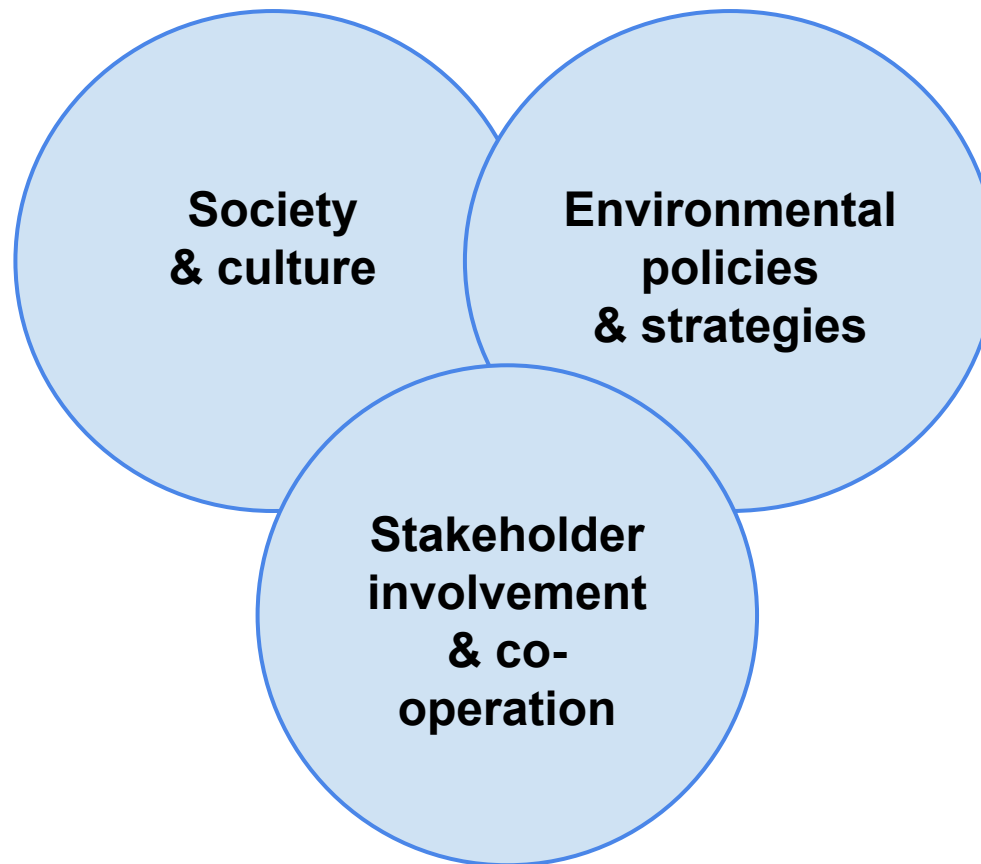
Focus area 10: **Eco-innovation and sustainable employment**

→ How to foster eco-innovation and sustainable employment in Ljubljana?

Lessons from the Öresund Region

Overarching success factors

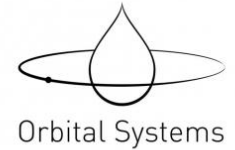
Overarching success factors



Lessons from the Öresund Region

Green Businesses

Green Businesses Orbital Systems



Environmental Technology
Company based in Malmö

Developed water recycling
technology for domestic appliances

Most efficient shower unit:

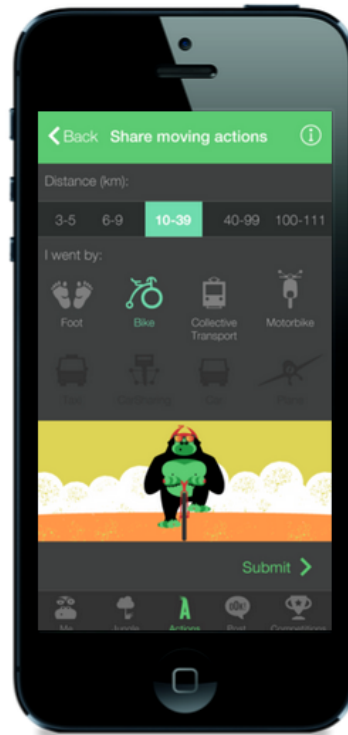
- up to 90% Water savings
- up to 80% Energy saving

App for measuring energy and
water use and saving



Green Businesses

Green Apes



- App and online community that promotes sustainable lifestyle
- Rewards users for sustainable actions e.g. taking the bike, eating organic...
- Platform to share sustainable actions with community
- GreenApes Corporate platform: helps companies engage their employees in sustainability work

Green Businesses

Move by Bike



- Eco-friendly inner city haulage solutions for up to 300kg
- Their staff drives and helps with the moving
- Range of public and private clients
- Malmö City Environmental Prize winner 2012
- Now available in 5 cities in Sweden
- Also use Crowdfunding to raise capital



Green Businesses

Roof Tomato

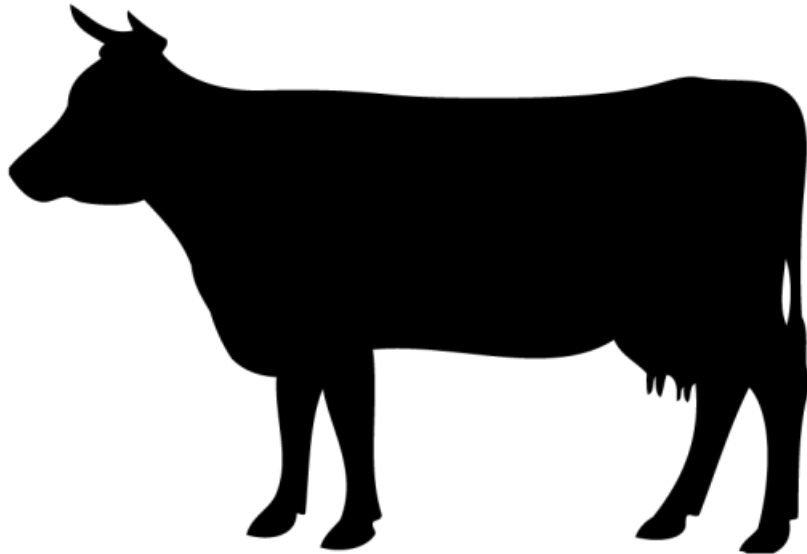


- Community based urban gardening in Copenhagen
- Give advice to local initiatives to create green communities
- Green gardens based on self watering systems
- Offer workshops, tours, do-it-yourself guide



Green Businesses

Cow Funding



A more sustainable way of eating beef

Locally raised cattle (in Skåne)

Grass-fed cattle

- Buy a piece of a cow
- Wait until the whole cow is financed
- The cow is slaughtered
- Your part is delivered to your home

Questions & discussion



Guided questions

What exists/ lacks in terms of green business support in Ljubljana?

What could the municipality do to support start-ups?

How would you like to be included in the EGC 2016 program?

What activities would you like to see/ be a part of?