



AMERICAN CHAMBER
OF COMMERCE
IN BULGARIA

**Resource Efficiency in Knowledge-Based
Economy: Developing competencies necessary for business
optimization**

WHY do we need to optimize our resources now?

Ms. Maria Alexandrova, project manager at



**CLEANTECH
BULGARIA**

Management : Networking : Communication





RESOURCES: Why do we need to speak about them...

in numbers

80%

of products are thrown away within 6 months*

90 %

of raw materials used making durable products become waste before the product leaves the factory*

Today

humanity uses the equivalent of 1.5 planets to provide the resources we use and absorb our waste**

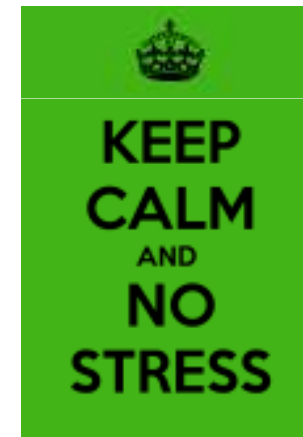
* GRID-Arendal ** WWF

WHY does it concern YOU?

70%

of the raw materials are consumed by the companies **in Bulgaria**

Considering the environment makes the difference – it brings **motivated teams, new businesses** and **competitive advantage**





Cleantech Bulgaria aims to showcase the **Cleantech community**.

We provide a platform for exchange of knowledge, business practices and innovations and for support of local and international partnerships for green business.



Sustainability

Web 2.0

Open Innovation



Who uses Cleantech Bulgaria?

Community (Talent Pools)



Cleantech Entrepreneurs



Academics / Researchers



Cleantech Experts



Industry Executives



Cleantech Investors



Policymakers

Cleantech organizations



Service Providers



Business



Media/Content providers



Universities



Advertisers



Developers



Initial points for increase of resource efficiency

Reduction of resource losses trough improving product quality

Better usage of machine capacity

Optimization of production processes

Optimization of product structure, resource efficient product design

Increased recycling of production material

Holistic approach



Reduction of
resource losses
through
improving
product quality

Better usage of
machine
capacity



The fashion industry is characterized by small series needed in fast speed with ever increasing quality demand and severe competition.

A Bulgarian clothing company borrowed a method from the automotive industry and created process innovation that lead to:

Nearly zero defect in
the product

38 % increase in
productivity



Sustainable management of the raw materials has never been so crucial for the food industry



Optimization of production processes

The Bulgarian branch of a global leader in foods conducted a 3 year-long plan for water optimization based on tight monitoring, reuse, perfecting the processes and alternative water resources

30% decrease of water consumption



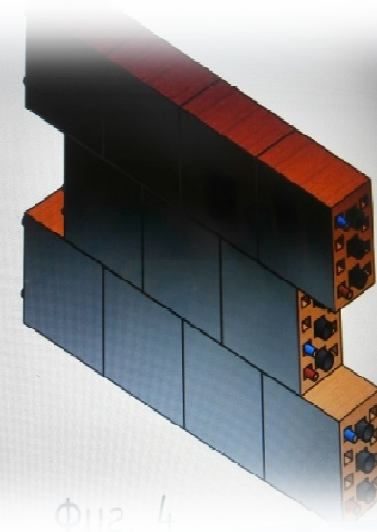
Initial points for increase of resource efficiency

Bulgarian company patented a **solar ceramic brick** that enables completely new building properties:

allowing the walls to emit heat and light, and produce electricity

Optimization of product structure, resource efficient product design

Construction is one of the most resource-intensive industries with huge demand of substituting products





Initial points for increase of resource efficiency

A Bulgarian company leader in clothing industry initiates and organizes the collection and recycling for the companies within the entire region and

Creates new business out of its waste while helping the environment

Recycling challenges the way we use and the way we think about our materials

Increased recycling of production material



Inclusiveness

Management approaches that lead to optimization - go outside your comfort zone

Listen to the people

Embracing greening business concepts

Interacting with customers

The cases above picture the effects of only couple of measures. **What if you challenge them all?**

Holistic approach

The people





The people



The green company aspects steadily gain more significant role in employees long-term motivation

* Survey of Cleantech Bulgaria during Green HR Forum 2012



•Do you think that the change towards more sustainable behavior of companies comes precisely from their employees? **77.4% say yes**

•Do the "green" initiatives of your company make you and your team more cohesive? **65.9% say yes**

•Would you like to contribute to the innovative "green" practices in their office? **98.7 say yes**

Do you believe in the “green” cause? *

- No
- Yes, it's fun
- Yes, it's fashionable
- Yes, it concerns my future

93%

*Green Business Network Bulgaria survey among employees



Thank you!

Maria Alexandrova,
project manager

maria@cleantech.bg, +359887056123



CLEANTECH
BULGARIA

Management ; Networking ; Communication

www.cleantech.bg

Join us for our better future!