



Green Business
Services

Innovation. Competitiveness. Growth

Green Business Services - Path of Change

Drivers

Natural world

Resource constrains

Running out of stable climate

Constrains of water

Stakeholders

Employees

Customers

Family members

Members of NGOs

Government regulators

Green Business Services - Path of Change

Top 10 Environmental Challenges

Water

Ozone layer depletion

Energy

Biodiversity and land use

Chemicals, toxics, heavy
metals

Deforestation

Ocean + fisheries

Waste management

Air pollution

Climate Change

Green Business Services - Path of Change

Change = Green Business Opportunities

Making money by making a difference

Green Business Services - Path of Change



Innovation

Competitiveness



Growth

Key statements

"The industrialization of the emerging countries can only be coped with the *ecosystem* if we all work towards a different, more efficient path of development. Environmental protection is a *future-oriented business* and a first class driver of growth. Industry leaders are at the forefront of the green revolution."

Peter Loescher, CEO Siemens

"We need to make every Egyptian Pound, every Dollar and Euro, every rupee and peso work harder and on multiple fronts - that will really accelerate the transition towards a Green Economy that is here to stay, through decoupling and resource efficiency, *getting more with less.*"

Achim Steiner, UNEP Executive Director

Value

- Strengthening competitiveness
- Protection of your investment | Sustainability
- Get more with less
- Increased energy efficiency
- Reduced use of raw materials as resource input
- Reduced volume of waste materials for disposal
- Reduced pollution
- Increase in the amount and types of process outputs that have market value



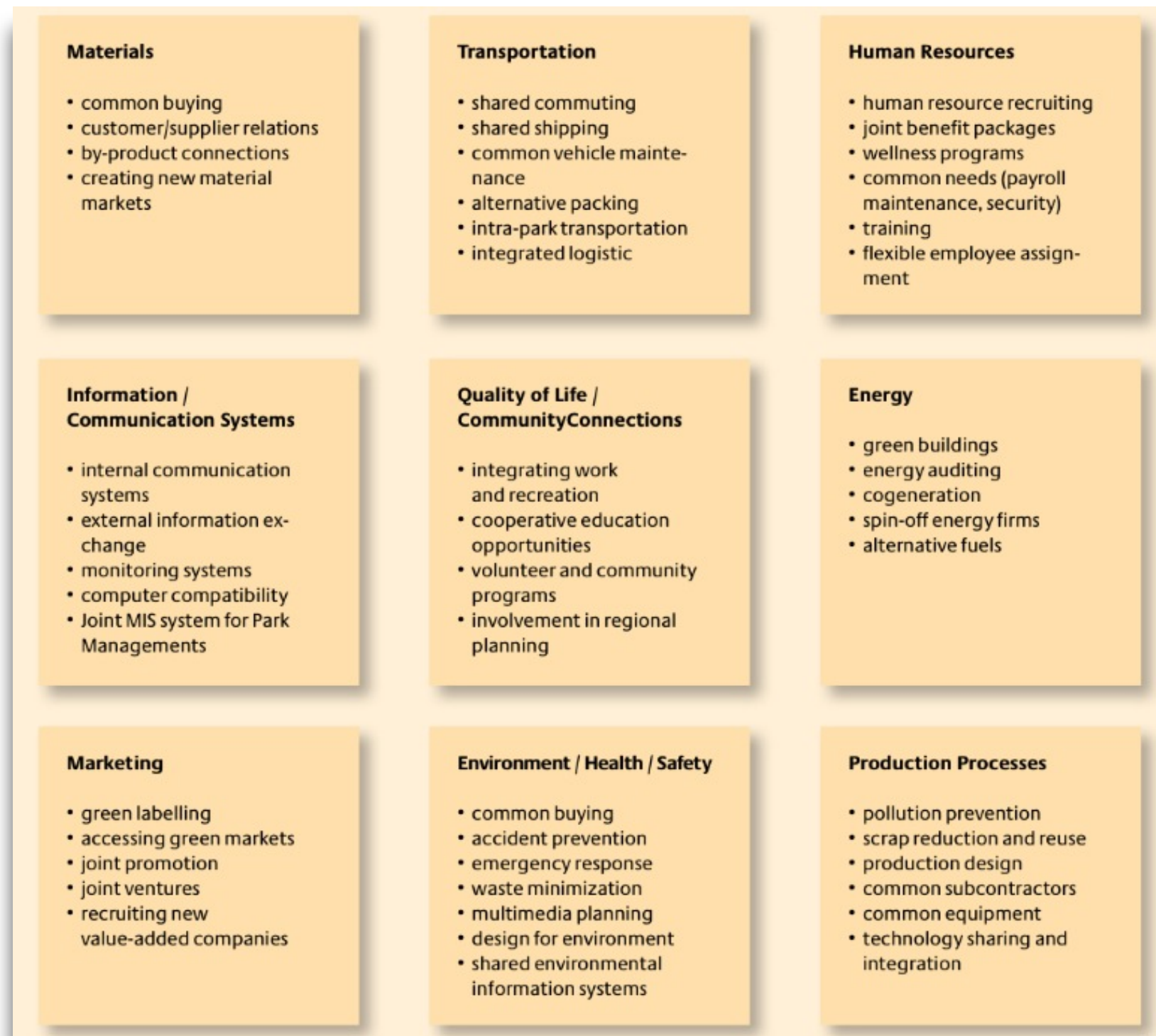
Being one step ahead

Potential areas of eco-industrial networking

- Materials
- Transportation
- Human Resources
- Information | Communication Systems
- Quality of life | community connections
- Energy
- Marketing
- Environment | health | safety
- Production Processes

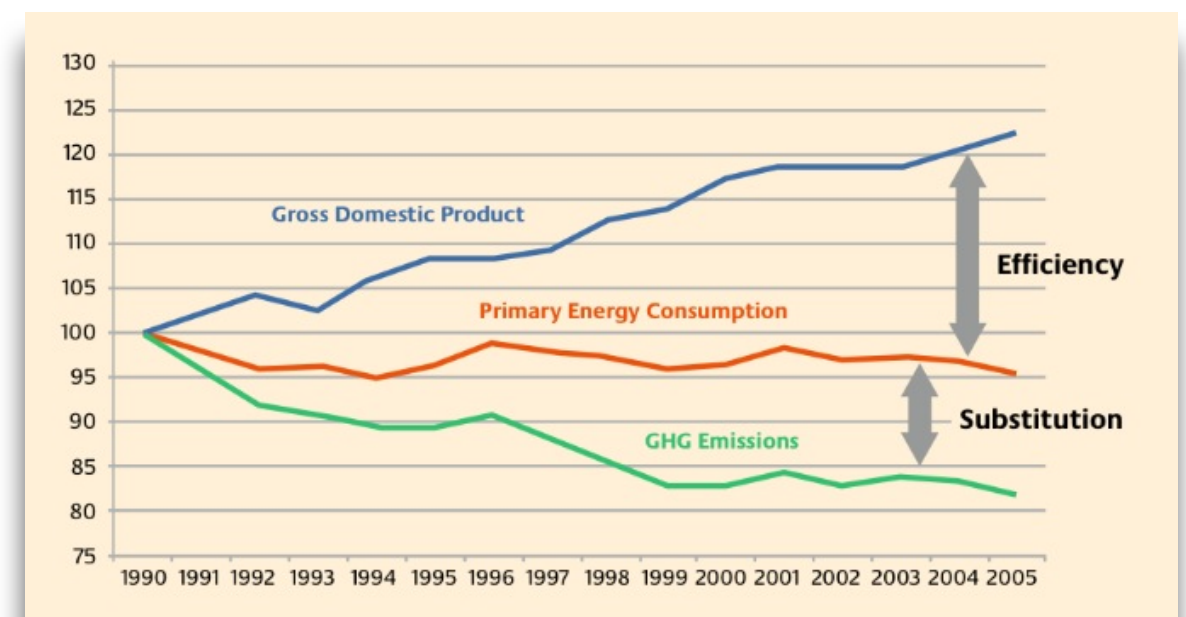
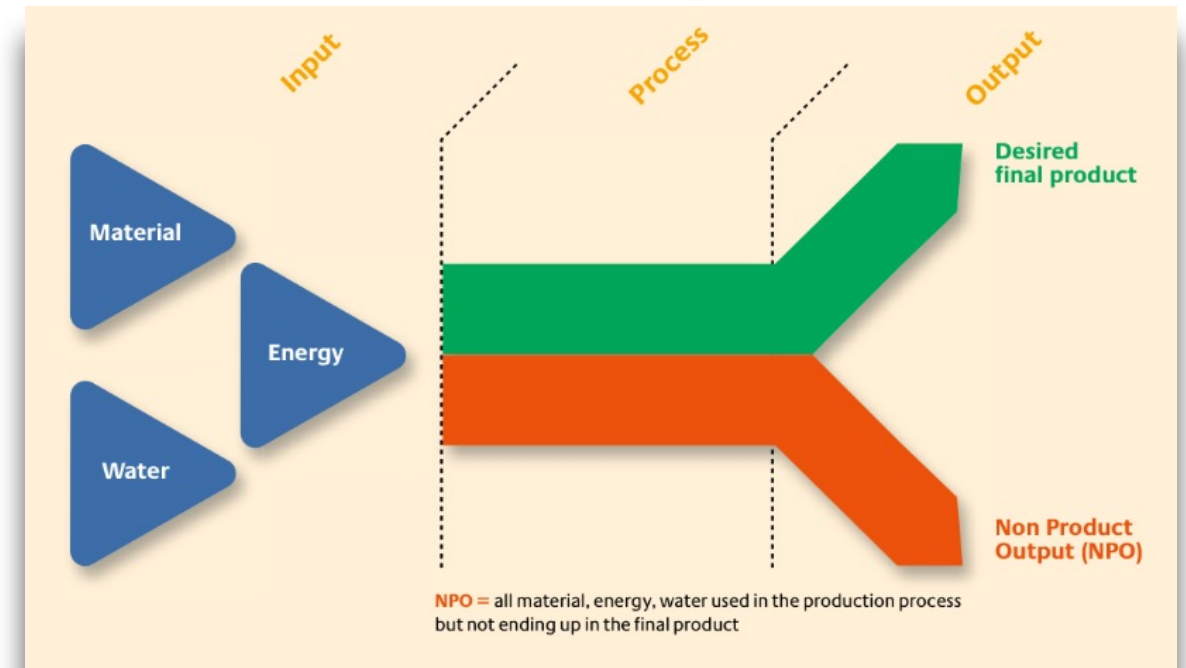


Potential areas of eco-industrial networking



Green Business Services - Portfolio

- WAFFAR - Getting Started
- WAFFAR 2.0 | WAFFAR 3.0
- Resources Management
 - Resource Efficiency Audit
 - Resource System Management
- Energy Management
 - Energy Efficiency Audit
 - Energy System Management
- Manufacturing Process Optimization



Green Business Services

Take the chance for
Innovation. Competitiveness. Growth



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**Egyptian - German Private Sector
Development Programme**

**GREEN BUSINESS
SERVICES**



INNOVATION. COMPETITIVENESS. GROWTH

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