

Chapter 6

Country Level Analysis

Austria

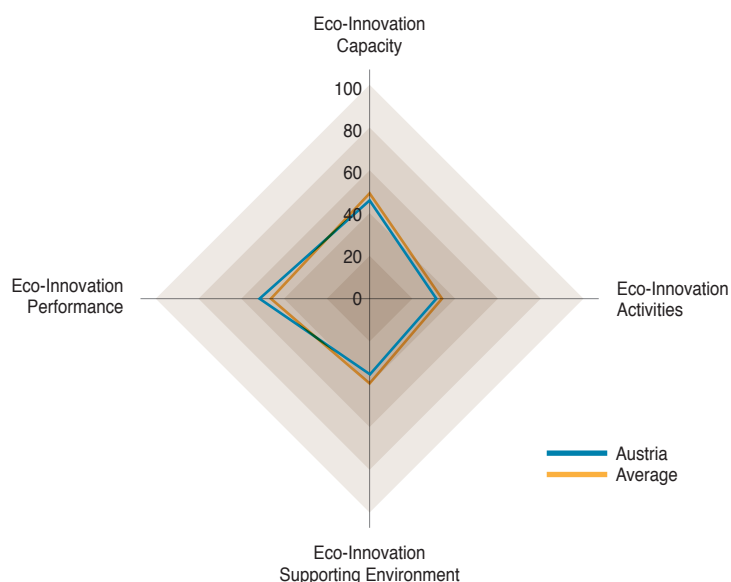


Fig 14. ASEI Result: Austria

Austria's Eco-Innovation Quantitative Analysis

According to the ASEI 2013, Austria falls into the average (Austria: 42/100, Average: 43/100) group when compared to other twenty four ASEM member countries evaluated by the ASEI.

- ➔ *"Eco-Innovation Capacity" criteria score is average:* average in the **Country's Economic Competitiveness**, **Awareness of Sustainability Management** and **Green Technology possessed/acquired Firms**.
- ➔ *"Eco-Innovation Supporting Environment" criteria score falls just below average:* **Implementation of Environmental Regulations** indicator exceeds the average score, but the **Maturity of Investment Setting for Green Technology Industry** and **Investment Scale towards Green Technology SMEs** indicator score is falls shorter than average.
- ➔ *"Eco-Innovation Activities" criteria score is aligned along the average line:* the **Commercialization Level of Green Technology**, **Firms' Participation on Environmental Management System** and **Economic Influence of Leading Environmentally Responsive Firms** indicators demonstrate a low score, **Activeness of Renewable Energy Utilization** indicator shows a high score.
- ➔ *"Eco-Innovation Performance" criteria score is above average:* specifically the **Level of Environmental Impact on Society** and **CO₂ emission intensity** indicators are considerably high. In contrast, **Green Industry Market Size** is lower than average.

Austria's Eco-Innovation Supporting Environment: Qualitative Research

	National Vision & Strategy	National Policy & Programmes	Network, Partnership & Organizations
Eco-Innovation	<ul style="list-style-type: none"> ■ Growth in Transition ■ Master plan's strategies ■ The new Green Electricity Act 2012 ■ Resource Efficiency Action Plan (REAP) (2007) ■ Waste Prevention and Recycling Strategy (2006) 	<ul style="list-style-type: none"> ■ Master Plan Green Jobs ■ Master Plan Environmental Technologies(MUT) ■ Master plan Sustainable Energy ■ The programme on Technologies for Sustainable Development (2005) <ul style="list-style-type: none"> - Building of Tomorrow - Factory of Tomorrow - Energy systems of Tomorrow ■ Environmental technology export initiative (2005) ■ Green Public Procurement (2008-2013) ■ Green Brands seal (2011) ■ Smart Energy Demo (2011) ■ Waste Prevention Programme (2011) 	<ul style="list-style-type: none"> ■ Austrian Clean Technology (ACT) (2008) ■ COMET (Competence Centers for Excellent Technologies)
Sustainable Development	<ul style="list-style-type: none"> ■ Austrian Strategy for SD (NSTRAT) (2002) ■ A new Austrian Sustainable Development Strategy (SDS) (2010) ■ Strategy 2020-Research, Technology and Innovation for Austria 	<ul style="list-style-type: none"> ■ The National Action Plan for Sustainable Public Procurement (2010) ■ The Climate and Energy Fund(KLIEN) ■ The Austrian Raw Materials Plan ■ Austrian Climate Strategy and the Energy Efficiency Action Plan (2007) 	
SMEs		<ul style="list-style-type: none"> ■ Mountain Cleantech Fund II ■ ERP SME Program ■ Austrian Research Promotion Agency (FFG) 	<ul style="list-style-type: none"> ■ Austria Wirtschaftsservice GmbH²⁰⁾

Table 9. Austria's Eco-innovation Supporting Environment Qualitative Research Table

Major Organizations of Eco-Innovation in Austria

- Austrian Business Agency (ABA)
- Victorian Eco Innovation Lab (VEIL)

Overall Comments for Austria

- Austria's eco-innovation mainly focuses on enhancing competitiveness in green technology. The country included environmental industry driven economic development as a key theme in its national strategy plan.²¹⁾ The 'Master Plan Environmental Technology' (MUT) was established in order to enhance eco-innovation competitiveness through cooperation between the government, firms, research institutes and academic institutions.²²⁾
- Austria is rich in natural resources and, therefore, is advanced in the use of renewable energy such as green electricity, water power, biomass, and wind power. With a focusing on enhancing energy efficiency, the government is using such advanced skills as an opportunity to increase export scale.

20) EIO (2011), *Eco-innovation in Austria*

21) Aiming at creating new 10,000 jobs and making up 2.5% of the world trade volume. Federal Ministry of Agriculture, Forestry, Environment and Water Management, Eurofound

22) Austrian Business Agency(ABA)