

## The Resource Efficiency Alliance

Group of public and private economic players developing synergies and leveraging their market forces to harness resource efficiency for sustainable growth and development in the EU

### Objectives

The Resource Efficiency Alliance (REA) is an initiative launched in 2006 and managed by European Partners for the Environment (EPE), European Water Partnership (EWP) and the European Committee of Environmental Technology Suppliers Associations (EUCESTA). It is a multi-stakeholder group of public and private economic players developing synergies to accelerate the implementation of the EU Objectives 2020 (climate change, renewable energy, energy and resource efficiency) by leveraging their market forces.

The Alliance addresses the systemic interdependence between energy resources and natural resources (water, food, raw materials), as well as related scarcity, security concerns and the combined green jobs creation and well-being potential. It aims to ensure a secured supply and achieve efficient management of the energy-resources nexus through their life cycle, a vital agenda to economic growth, environmental quality, peace and sustainable development.

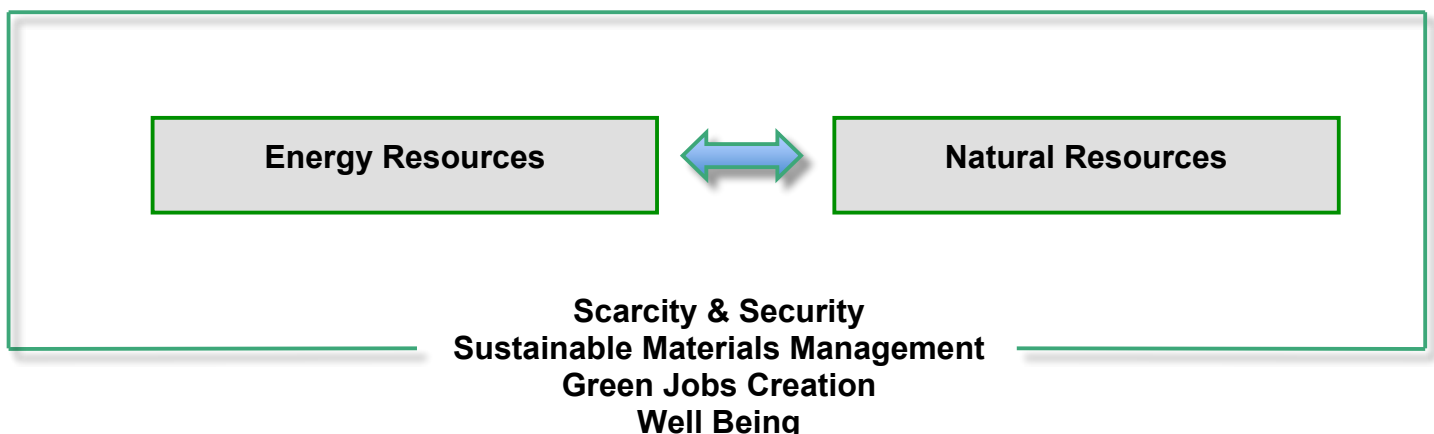
The Alliance further aims to mobilize economic actors and markets leverages along the global

value chain, to leverage the systemic role of multipliers representing purchasers, investors, standards setters, trust builders, their leverages to fix rules (sustainable procurement, standards), make choice (investment and purchasing power) and disseminate knowledge.

The Alliance is for them a place for global knowledge sourcing and collaborative network to design strategy leading to systemic changes towards smart, sustainable and inclusive growth. The Alliance stimulates collective intelligence in a global, interconnected and interdependent world, to design systemic tools and secure a critical mass, new business models and lifestyles, to foster a voluntary open-coordination between front runners willing to leverage their respective powers and means to accelerate change.

The ultimate objective of the Alliance is to develop, via eco innovation (from technological to financial and societal eco-innovation) and knowledge exchange in the value chain, new solutions to improve resource efficiency in the EU.

Resource use and CO2 emissions are closely linked within a wider framework as the nexus below illustrates.



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## Main Strands of Activities for 2011

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**Resource Optimization.** It is paramount to cut resource costs along the value chain rather than jobs and special support is needed to the less resource productive Member States and the resource intensive industries.

**Value Chain Innovation and Collaboration.** Value chains are increasingly complex and intertwined, within and across sectors. Adaptation of both policy instruments and business models is needed.

**Global Partnership for Resource Efficiency.** As access to natural resources is having more and more a global dimension, the Alliance will be working towards engineering sustainable partnerships in view of a scarce resource (as water-energy, raw materials, phosphates) management.

**Resource Efficient Front Runners.** Eco innovators should be acknowledged and rewarded in a variety of ways.

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## Planned Forthcoming Events

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» **Resource Efficiency Agencies Network**

Workshop during Green Week 2011. Co-organized with Alliance partner: Wuppertal Institute.

» **The Rail and Freight Transport**

Workshop during DG Regio Open Days 2011 hosted by the Committee of Regions.

» **Green Jobs Creation in Retrofitting Buildings**

Workshop during EU Sustainable Energy Week 2011. Co-organised with Alliance partners: ILO and ETUC.

» **Bioeconomy Laboratory “Nutrients”**

Workshop co-organised with Alliance partners SITRA, the Wuppertal Institute, the KTN-UK, the Stockholm Environment Institute.

» **Sustainability Poles**

Conference preparing Europeans participation in Rio + 20 UNCSO, co-organised with UNDP, UNEP, ILO, UNCTAD.

» **Resource Efficient Distributed Business**

Workshop co-organised with Alliance partner SITRA

» **“Eco Innovators in Europe” National Roundtables**

Workshops related to the implementation of the “European Eco Innovation Action Plan” with partners in Belgium, France, Hungary, Ireland, the Netherlands and the United Kingdom.

» **Private Financial Institutions and their New Risk-Reward Paradigm.**

Support to the working group *Financing 2020* of GLOBE, cross party association of members of European and national parliaments.

For more information please visit our website or contact us directly at the coordinates below:



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c/o European Partner for the Environment

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The REA is a group of public and private economic actors developing synergies and leveraging their market forces to harness resource efficiency for sustainable growth and development in the EU.

# INFORMATION FORM

Please fill in and forward this form below by fax: +32 (2) 539 48 15 or email: [info@epe.be](mailto:info@epe.be)

- Yes my organisation is interested in the REA membership.  
Please provide me with further information.

Title (Mr.,Ms.).....

Surname.....

First name.....

Name of Institution.....

Position .....

Field of activity.....

Postal Address.....

City:.....Postal code:..... Country:.....

E-mail.....

Telephone (including country code).....

Fax (including country code).....

Other comments .....