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LEADERSHIP IN
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Growth with Green Tech

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defy the economic
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Dear Readers!

May brings a lot that's new: in this issue we provide an even reader-friendlier design with new sections and clearer identification of thematic areas. And you'll also feel the difference due to a new recycling paper marked with the EU flower for especially environmentally-compatible design.

Please find a considerable volume of news concerning energy and environmental technology from Styria, the „green“ valley of Europe located in Austria (p. 8). Fitting for the summer season you will also find a report on solar cooling (p. 6), the roots of which are located in Styria. The challenges of the overall economic situation naturally have an impact on energy and environmental technology firms as well. The winners are those who change their strategy in time and with better products take advantage of opportunities with their customers (p. 4). And enjoy a glimpse at promising innovations from Styrian companies (p. 10).

We kindly extend our thanks to all those whose valuable assistance has helped make ECO WORLD Magazine better and more informative.

Sincerely,
Bernhard Puttinger, CEO for the
ECO WORLD STYRIA team



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Solar Cooling as a Trend of the Future, Page 6



ECO ProductGuide 09/10. More than 150 top climate- and environment-related products from Styria are summarised in this user-friendly and compact English and German reference for energy and environmental technology and clearly displayed on a product map. In addition to references, descriptions and export markets for specific products it also contains relevant key data concerning Styrian providers. The brochure is available as a print version and as a download at www.eco.at at no charge.



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IMPRINT

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World News

1 THE FOUNDATION OF IRENA

More than 50 countries from throughout the world signed the statute of the International Renewable Energy Agency, or IRENA for short. The first international organisation focused exclusively on renewable energies will advise its members on the adaptation of regulatory frameworks, the development of competencies and improvement of technology and knowledge transfer. Referring to successful examples such as ECO WORLD STYRIA, settlement in Austria was also proposed at the founding conference of IRENA. www.irena.org



2 SPRAY-ON SOLAR CELLS

Australian researchers are developing a novel method for treating the surfaces of solar cells. Instead of applying the reflector coating made of silicon nitrate using hydrogen plasma and a vacuum method, the hydrogen and reflector coating is sprayed on. This simplifies the manufacturing process and also reduces production costs for solar cells considerably. The new manufacturing technology could be put into operation by the end of 2011. www.sparkssolar.com.au



3 FRESH IDEAS FOR ELECTRIC CARS

With the EDISON project wind energy's often difficult-to-harness peak current is to be used to charge electric cars, and with that an intelligent and affordable solution for decentralised energy storage reached. In this way the research group around IBM, Siemens and Dong Energy hopes to increase the share of electric cars by ten percent while simultaneously encouraging wind energy in Denmark, where 20 percent of power is already produced from renewable energy sources. www.edison-nel.dk



4 ECO-DESIGN FLOURISHING

The European Parliament's Committee on Environment has agreed to widen the scope of the Eco-design Directive. 3000 products have been distinguished with the EU eco-label "flower" thus far. In the future even more and new energy-relevant products are to be incorporated into the directive. An improvement in the directive has also been demanded, thus products which contain particularly hazardous substances will no longer be permitted to carry the environmental symbol. www.eco-label.com



Management Challenge 2009+



Environmental technology masters the economic challenges: in Styria last year the industry grew nearly 40 percent and created 1000 new jobs. All total, more than 11,000 people create leading cleantech products and services in styrian companies.

Successfully managing a business is a challenge for every entrepreneur at present. Environmental technology firms are doing better than many others. A survey of the current business situation among ECO WORLD STYRIA enterprises. AUTHOR: Helmut Römer

How does a company deal with a halving of planned annual revenues and a 75 percent reduction in profit? KWB Managing Director Erwin Stubenschrott was confronted with this very situation. "Two years ago the crisis hit us like a lightning bolt out of nowhere," he

recalls: "The year before we'd increased the number of employees from 130 to 180 people. Then due to the short-term increase in pellet prices the pellet boiler market suffered a three-quarter loss within a few months." The result: in 2007 KWB suffered a 50 percent decline in revenues instead of 30 percent growth. The company nevertheless dispensed with redundancies, unlike the competition. The reward: when the market recovered again a year later, with highly motivated and the best-qualified workforce KWB was able to deliver within four weeks while the competition had delivery dates of up to a half year. Since then the market

has been booming and nothing of the current economic crisis is perceptible at KWB. Revenues, for example, are already a third higher than in the same period the year before, which until that point had been the best year for sales.

From technical office ...

In the energy sector the future is definitely viewed with optimism. "In our industry there aren't any problems," Leo Riebenbauer says. "For in times like these energy from the sun and biomass is always an issue." Riebenbauer runs a technical office for renewable energy in Pinggau and with 14 employees operates in eight countries. "If we were a technical office for the automotive supply in-

dustry 50 percent of my employees would have had to go after Christmas," Riebenbauer is convinced. "While in the nineties it was tough establishing the office, and we were laughed at in the beginning, now we're on the side of the winners."

... to global concern

How is the current economic situation perceived at an international concern such as **Andritz AG**? The Graz-based firm which employs nearly 14,000 people worldwide is active in the area of wastewater purification and the treatment of drinking water. Despite a difficult last quarter, in 2008 the revenues from 2007 were surpassed by ten percent, and the pillars of growth are still the areas of hydro and environmental technology. "We were very satisfied with the 2008 business year," CEO Dr. Wolfgang Leitner says. "While the current economic environment is very challenging, we are structurally and financially very well positioned."

Basically, companies involved in innovative environmental technologies are less affected by the current economic environment – whereby this is strongly dependent upon the industry. "Waste treatment is suffering at the moment, for example," Professor Karl Lorber of the **University of Leoben** says. The reason is the considerable drop in prices for secondary raw materials: a ton of recycled paper still cost € 70 at the end of 2008 – and at € 7 just a tenth of that today. It is similar with plastics and metal. However, says Professor Lorber, it must be taken into account that half of all waste is composed of renewable raw materials and so a profit from CO₂ vouchers can be made. In the medium and long term, companies like the disposal firm **Saubermacher** and plant engineering firm **Binder+Co**, which are active in the waste and recycling sector, find the market opportunities outstanding. Saubermacher recently won tenders for waste disposal for the Hungarian city of Ajka and its 20,000 households. "It is still true that our resources are not inexhaustible and that they have to be recycled as much as possible. With the recycling of old glass, for example, this can also be highly profitable because of the energy savings." Binder+Co Managing Director Karl Grabner: "For 2009 we are aiming to maintain last year's result with a 40 percent increase in revenues, and it is precisely Eastern Europe which has a very big backlog demand in recycling technology." Important in any case is to continue focusing on innovations, **Komptech** Managing Director Josef Heissenberger also says: "There is no way we'll make cuts in research and development or marketing, so that we're ahead of the game when the market fires up again." As a whole, environmental technology is still growing.

Commentary: The Styrian Silicon Valley

We probably have yet to comprehend the full extent of the current economic situation at all and it is certainly the biggest downturn since the Second World War. This is the bad news. The good news is that it is also an enormous chance to make the economy viable for the future and to create structures in which jobs are guaranteed for the long term. If we use energy more efficiently and protect our resources, we will have the key technologies for the future in our hands. If, for example, heating costs are more than € 5 per square metre and year in the building industry, the structure is a candidate for substantial refurbishment and the investments will amortise in significantly less than ten years. And regarding cars, "factor 4 technologies" are necessary with a quarter of the current energy consumption. The potential and the know-how is definitely there. Styria, in particular, is reminiscent of Silicon Valley in California when it comes to the power of innovation, knowledge, talent and the enthusiasm of people for environmental technology.

Dr. Stefan Schleicher is a professor of economics and an expert on sustainable development.



Cooling – with the Power of the Sun



In Ökopark Hartberg the first Austrian desiccant cooling system with output of 30 kWc went into operation. The system uses heat from biomass and solar radiation to climatise (cooling, heating, ventilation and humidity regulation) the building. The regulation technology comes from Joanneum Research, the hard- and software components from the company Hereschwerke of Wildon.

300 solar cooling systems for buildings are in use worldwide. Styrian companies, which in many areas have a global market share of 30 percent, are leaders in development.

AUTHOR: Michael Jäger

The market share of solar cooling systems is still low. They will become an essential factor in the medium term, however, for our sun provides two important advantages: it supplies free energy the year over and it "works" most diligently precisely when we also need it for cooling – in the hot season.

According to experts, the investment costs for solar cooling systems are still relatively high at present, but, depending on the quantities, a cost reduction of 30 to 40 percent can be expected in the coming five to ten years. In order to achieve this, the conditions have to be right. According to engineer Robert Söll, project developer at the Graz-based solar experts S.O.L.I.D., this also includes project research and funding. Only then can model systems such as the Sport Center in the Chinese city of Qingdao

and the Olympic Sailing Centre with solar technology made in Styria be made fit. Here S.O.L.I.D. provided the solar climatisation together with the partner company ökoTech of Graz. There are 4,000 sqm to be cooled here with a peak load of 900kW. This is achieved with the "Glutmulgl Advanced," the HT collector from ökoTech, which requires total space of 631 sqm.

An exemplary solar cooling system is located on the southern Styrian wine road. In the Peitler vineyard on Schloßberg the sun has been used enormously successfully even off the vineyards for years: the world's first solar wine cooling system uses

the cold produced to regulate the process of fermentation and for the cooling and dehumidification of the wine storage area.

Technologies from Styria are also recognised in professional circles. For example, the cooling machine "PinkChiller" from the company Pink GmbH of Langenwang was already presented with the Energy Globe in 2007. As an alternative to conventional compression cooling machines with their high demand for power and problematic cooling methods, the system can be used everywhere where affordable sources of heat are available such as waste heat and solar heat.



Green Brewery operates without CO₂

JOANNEUM RESEARCH's "Green Brewery" project at the Gösser brewery aims to lower CO₂ output in beer production to zero through an increase in efficiency and the use of renewable energies.

AUTHOR: Michael Jäger

Innovative energy strategies for breweries are the subject of a joint research project for Brau Union Austria at JOANNEUM RESEARCH's Institute for Sustainable Techniques and Systems. Depending on the production amount, location or product range, production without fossil fuels is demonstrated through energy efficiency, thermal integration and a combination of renewable energy sources (biogas, solar process heat).

The first steps have already been realised at the Gösser brewery: the development of a measuring system which simulates the thermodynamic calculation of brewing processes for identification of the minimal required energy and potential energy-efficient technologies, the production of a heat exchange network for heat recovery and the conduction of batch fermentation tests to determine the biogas potential of recyclable substrata. The use of solar process heat has also been simulated.

For the fermentation tests in the biogas laboratory of JOANNEUM RESEARCH in Graz the accumulated substrata was examined for the amount and quality of the gas (methane, etc.). Batch fermentation stations and the laboratory equipment for analysing the substrata and fermentation are provided for this. The very promising gas analyses were carried out using stationary as well as portable gas analysis equipment.

The results of the "Green Brewery" project are three implementation strategies for the realisation of CO₂-neutral beer production. A set of guidelines for "Zero CO₂ Breweries" has also been developed.

www.joanneum.at/NTS



Substrata and fermentation residue are analysed in the batch fermentation station of the biogas laboratory of JOANNEUM RESEARCH and provide information on the large possibilities of using biogas in breweries.

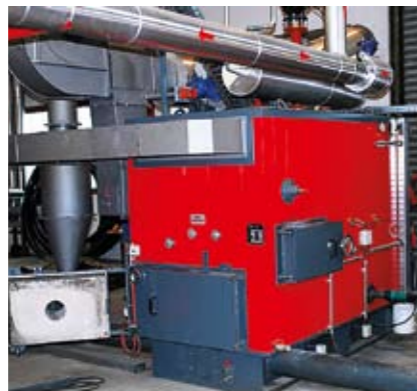




Styrian provincial government members Seitinger, Wegscheider and Buchmann campaigned for Styria in Brussels.

Simply Styrian.

AUTHOR: Birgit Brettenthaler



ENERGY COMPETENCE

Under the working title "EIT – ENERGY KIC Proposal" the **Graz University of Technology** will submit a proposal for a competence centre for innovations in the areas of "sustainable energies and prevention of the consequences of climate change." With an annual budget of up to € 100 million coordinated from Graz, Styria would be the international centre for energy competence.

www.tugraz-eit.eu

BIOMASS FOR SCHOOLS

Styrian know-how is found anywhere in the world. In a pilot project in New Zealand 30 schools are being upgraded to heating systems using wood shavings and pellets. The Styrian boiler manufacturer **Binder Energy from Biomass** in Bärnbach is supplying the lion's share of the 150 to 650 kW-range boilers on order.

www.binder-gmbh.at

RECORD YEAR AT KWB

In 2008 the Styrian firm **KWB – Kraft und Wärme aus Biomasse** tripled its annual revenues for pellet heating systems, hired 40 new employees and reported an export quota of 70 percent. The guarantees for success are KWB innovations such as the KWB Pellet Big Bag. Together with the Pelletrührwerk Plus stirrer this new storage solution in the form of a pellet tank enables 90 percent utilisation of space.

www.kwb.at

LIVING WITH THE SUN

With a multiple-family house in Gleisdorf which produces 60 percent of its "house energy" from renewable energy located directly inside the residence, **Feistritzwerke** is setting a trend away from energy-consuming and toward energy-producing buildings. For the first time in Austria, heat as well as the demand for power and warm water is provided by renewable energy from vegetable oil, solar collectors and photovoltaic systems, entirely without gas or oil. www.feistritzwerke.at

CLEAN WATER XL

Andritz AG is building three drying lines for the Les Grésillons' wastewater treatment plant, which treats 300,000 sqm of household wastewater in the greater region of Paris per day. The system is equipped with low-temperature belt-drying technology (BDS). Each of the three belt-drying lines can evaporate four tonnes of water per hour, making the system the biggest belt-drying system for sludge in the world.

www.andritz.com

RECYCLING IN ROMANIA

In the Romanian city of Targu Jiu UEG MEDIU SRL, a subsidiary of the Styrian firm **UEG**, commenced operation of an ultramodern landfill site. In the first section, where 250,000 m³ of waste will be located, a waste volume of 100,000 tonnes per year is anticipated. The recycling of valuable plastics in the company Sidomin, which UEG acquired, will take place on the premises of the landfill. www.ueg.at

HIGH-VOLUME ORDER

With an order volume of € 265 million, the Worsley Alumina New Powerhouse Project is **Austrian Energy & Environment's** biggest success thus far. The order encompasses design, engineering, montage and the commencement of operation of two biomass-fired fluidised bed boilers as well as two 57 MW steam turbine generators. AE&E also handles the complete construction, control technology, material logistics and water treatment facility.

www.aee-australia.com.au

AUTOMATION FOR CHINA

In February 2009 **Hereschwerke-Automation** launched a € 2.2 million project in the central Chinese industrial city of Urumqi – due to its enormous growth rate of 17 percent yearly, one of the megacities of the future. In cooperation with the local government a quality monitoring system is being implemented in order to counter the massive water pollution in the region.

www.hereschwerke.com



Intelligently made.



Green(-white) innovations of the future



In search of the oil source of the future the company BDI is working on biodiesel production from algae.



The world's first high-alpine passive house is located on the Styrian Hochschwab at 2,150 metres above sea level.

Green refinery

That life is chemistry in the most literal sense of the word is demonstrated by the "green biorefinery." "Lactic acids, biogas and fibres are manufactured from the raw material grass," explains project director Michael Mandl, who carried out the research project at Okopark Hartberg on commission from JOANNEUM RESEARCH.



"We studied which amount of resources could be generated under which conditions and carried out a precise study of cost effectiveness. The bio-refinery is another foundational project based on a vision."

What can emerge out of visions, however, is demonstrated by the 140 ECO WORLD STYRIA companies. They are all united by the objective of perfectly integrating the environment, technology and economic success and making every day that much better. The companies out of which the outsiders of yesterday have become the trendsetters for the "green technologies" of today and tomorrow prove that the vision is highly valuable.

Styrian companies in the area of biomass, solar technology, waste treatment, water and wastewater technology such as Andritz AG are focusing on research and securing a top position on the global market with their innovative technologies.

What do a Portuguese pump storage plant and the solar cooling at the Olympic logistics centre in Beijing have in common? Environmental technology made in Styria (Austria), and those are just two examples of many. AUTHOR: Helmut Römer

Siemens is developing new combi-valves for the greater energy efficiency of buildings. **Andritz Hydro** has obtained a high-volume order for a pump storage plant from Portugal and **BT Wolfgang Binder GmbH** is building a state-of-the-art sorting facility for a recycling plant from Saubermacher. This is all the latest arbitrarily selected news from ECO WORLD STYRIA members who have something to prove: in environmental technologies Styrian companies are right at the forefront.

Future radar – the look ahead

By international comparison, many companies from the area of biomass, solar technology, waste treatment, water and wastewater

technology as well as energy optimisation are also very well positioned. A highly valuable method for taking advantage of the opportunities on the market of tomorrow is the ECO Future Radar.

"Companies see at first glance what technologies and social, economic, ecological and political developments are influencing their market, their products and their strategy," ECO WORLD STYRIA Managing Director Bernhard Puttinger explains.

Climate-friendly mobility

One of the most formidable trends is environmentally compatible and climate-neutral mobility. For this reason the company **BDI** (BioDiesel International) of Grambach, a

pioneer in the production of biodiesel from sustainable sources such as waste oil, is focusing on fuel production from microalgae. Algae not only generate half of the world's available oxygen, they also contain oils and fats from which biodiesel can be produced. "Biodiesel from microalgae has the potential to become the oil source of the future," BDI Research Director Heike Frühwirth is convinced. "In contrast to biofuel from agricultural production, it is available in nearly unlimited amounts and is ecologically fully harmless." Microalgae have another inestimable advantage: as it requires CO₂ for growth, greenhouse gas can be used as a source of energy for algae growth, thus the CO₂ balance is highly improved.

Energy-producing buildings

Who would have thought the world's first high-alpine passive house would be located on the Styrian Hochschwab at 2,150 metre above sea level? The replacement building for the Schiestl House is an exemplary project for this location, which is conceivably difficult to reach and ecologically sensitive. "Low-energy, zero-energy and plus-energy houses belong to the future," Ewald Selvicka is also convinced. He is the managing director of Gleisdorf-based firm **AEE INTEC**, which has

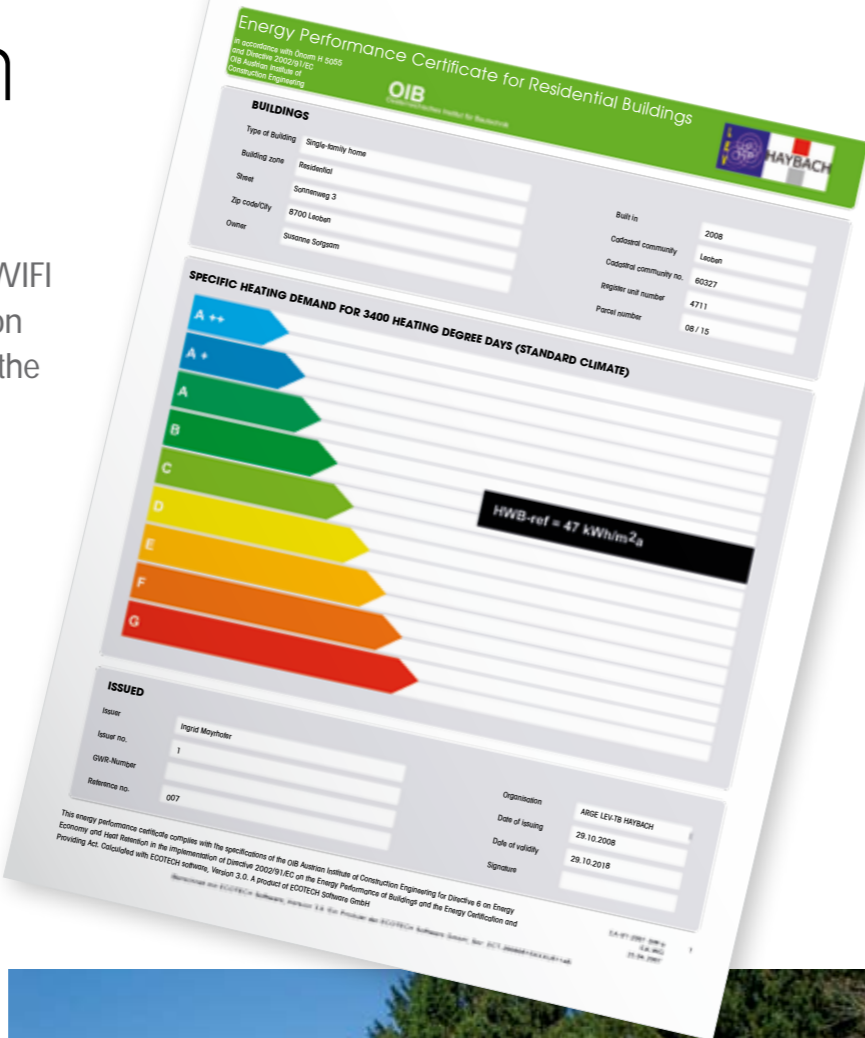
been very successfully involved in solar technology, water and wastewater disposal as well as with sustainable building refurbishment for more than 20 years. Quite a lot of energy can be saved, particularly in the area of buildings, for nearly one third of the total energy consumed is used for heating. For this reason the thermal refurbishment of existing old buildings, which guarantees a considerable number of jobs and removes a financial strain from residents, is very important. And last but not least, the environment is also protected.

Energy-Rich

The LandesEnergieVerein and WIFI are joining forces, a cooperation that will also have an effect on the issuing of energy performance certificates. AUTHOR: Birgit Brettenthaler

The subject of energy performance certificates is more current than ever. Those who move into a new house or new apartment will be informed of its standard energy consumption from the start. The "Total Energy Efficiency of Buildings" programme established by the regional energy agency LandesEnergieVerein (LEV) Styria and the Federal Institute for Economic Promotion (WIFI) is directed at those who issue the energy performance certificates and therefore ultimately protect consumers from unanticipated costs. As a professional commercial partner, WIFI supports this experienced trainer in the Styrian energy sector. For in the last 15 years LEV has demonstrated a bundle of energy in the education and further training of energy consultants. This way customers need not throw their money out the window, but have it available for greater comfort within their own four walls.

Training in "A-courses" for beginners (three days plus e-learning) and "F-courses" for advanced learners (ten days plus e-learning) is specifically adapted to industry experts such as builders, pipefitters and heating technicians and based on uniform guidelines of the ARGE-EBA energy consultant training programme and LEV's years of experience. E-learning, in particular, is to "spare employed energy consultants of the future from unreasonably long seminar times," says Gerhard Bittersmann of LEV in Graz. www.lev.at



For the construction, sale and letting of buildings an energy performance certificate is to be presented in accordance with the EU Energy Performance of Buildings Directive. It contains valuable information such as energy consumption, heat loss or the energy gains from the sun.

"Gyro Gearlooses" located in Graz



On the Murinsel in Graz experts from leading companies discussed the challenges of the future in the area of energy and environmental technology.

Energy, biogas, hydrogen – what's going to power our cars before long? "Club Zukunft" and experts from Graz take a look at the "tanks" of tomorrow. AUTHOR: Michael Jäger



The experts (from the left): Wolfgang Malik, Dr. Gerfried Jungmeier, Dr. Josef Affenzeller, Mag. Siegfried Nagl, Wolfgang Krieglner and Univ. Prof. Dr. Gottfried Kirchengast.

Gottfried Kirchengast (Wegener Zentrum), Wolfgang Krieglner (Magna Steyr), Josef Affenzeller (AVL List), Gerfried Jungmeier (JOANNEUM RESEARCH) and Graz AG's CTO Wolfgang Malik shared the "inside story" upon invitation from the Department of Economic and Tourism Development and in the presence of Mayor Siegfried Nagl at the Club Zukunft event on the Murinsel in Graz. For climate researcher Gottfried Kirchengast reasonable legislation and a social shift in thinking are the basis for feasible technological challenges. Despite the black clouds

hovering in the economic sky, according to hybrid product manager Wolfgang Krieglner, at Magna Steyr 120 experts are working on the development of more efficient and less expensive batteries for electric cars. Josef Affenzeller, coordinator of research at AVL List, is also pressing for the rapid filling of the professorship for battery technology at Graz University of Technology. For Gerfried Jungmeier (Institute for Energy Research at Joanneum Research), energy for E-cars is likely to originate exclusively from renewable energy sources (wind, water, sun and biomass).

In the long term Graz AG CTO Wolfgang Malik intends to "feed" the fleet of buses in Graz's public transportation system (currently 135 vehicles) with biogas. Until the "conventional cars" are in the minority on our streets there will still be a considerable amount of CO₂ and rust particles blown into the ether. But the opposing traffic in the form of "clean" vehicles is unstoppable. And: the "Gyro Gearlooses" responsible for this are also located in future-oriented companies in Graz.

www.wirtschaft.graz.at

ENVIRONMENTAL TECHNOLOGY

Energy-Saving Made Easy



Targeting savings potential in companies is the aim of WINenergy! This way the EU Energy Directive is implemented, companies' competitive capacity boosted and the dependency on fossil energy reduced. AUTHOR: Birgit Brettenhaler



Industry contributes 41 percent to Styrian energy consumption, with 50 percent of this amount represented by just 30 large-scale consumers. Alarming figures requiring companies to take action in view of rising energy costs, scarcer resources and the Energy Efficiency Directive stipulated by the EU. Companies are generally overextended, however, and often know nothing of their potential for improvement. Support is provided to them by the Sustainable Business Initiative (WIN) supported by the Styrian provincial government, the Styrian Chamber of Commerce and the Styrian Business Promotion Agency. In its new project WINenergy! companies are provided a € 1000 check twice for a subsidised energy consultation from a WIN consultant as well as subsequent professional support for the implementation of the required measures. The companies also

receive a booklet of coupons with discounted products and services for a total value of € 15,000. One of the companies that has already availed itself of the WINenergy! offer is Böhler Schmiedetechnik in Kapfenberg. With previously 63 GWh and € 3.5 million in energy costs per year, the group is one of the big energy consumers in Styria. The consultant from WIN discovered 28 options for saving energy there. They are being implemented step by step. For example, new fluorescent lighting and control units are to lower the energy use for room lighting by 40 percent, or the refurbishment of surfaces in the old forging furnaces is to reduce the waste heat and energy use. The by far greatest potential lies in the production of compressed air, however. By sealing leaks a savings of € 650,000 per year is possible.

Herk's automotive paint shop in Knittelfeld was advised by a consultant from WIN. By converting from the old oil system to a modern gas heating system and solar collectors as well as insulating the top floor, the savings is 6,230 litres of heating oil and 4,000 kWh of power per year. "By the end of the year we aim to implement the energy efficiency measures in 100 SMEs and ten large enterprises together with WINenergy!," says Wilhelm Himmel, the sustainability coordinator for the government of Styria, defining the project's target. In the last few years WIN has already generated an energy savings of 10.7 GWh in a total of 120 projects. This is equivalent to the energy consumption of about 3000 households.

www.win.steiermark.at



LIFESTYLE LABELS

In its limited edition production of stylish T-shirts the Zerum label of Graz is distinguished by its Fairtrade approach and most environmentally friendly production possible using pesticide-free organic cotton. www.zerum.eu



LIFESTYLE CHILDREN'S FURNITURE

The multiple award-winning Graz-based company perludi develops children's furniture with "zip" that lives up to the demands of small children and playfully encourages their spirit of discovery. Particular value is placed on environmentally friendly, 100 percent recyclable materials such as wood and loden as well as on short transport routes. www.perludi.com



LIFESTYLE FLOORS

With "BioDiele" the Preding-based wood-processing firm Leitinger and natural dye manufacturer Auro have developed an especially environmentally compatible concept: packing for the BioDiele is avoided, as the recyclable carton can be used as effective impact sound insulation. www.feelwood.at

A Network of Creative Minds

In 2009 "Creative Industries Styria" intends to develop its position as the driving force in the creative industries.

AUTHOR: Michael Jäger

When a harsh wind is blowing against the economy, networks are a proven remedy to defy the crisis. It is especially for this reason that the cluster organisation established in 2007 at the initiative of Regional Minister of Economy Christian Buchmann is particularly important today. As an active cooperation and contact partner for companies in the implementation of creative concepts, CIS Managing Director Eberhard Schrepf intends to make Graz and Styria the epicentre of the

creative industries and has a number of plans: Graz will soon apply for the UNESCO Creative Cities Network as a "City of Design," while a dense programme of events is to put the spotlight on the Styrian designer scene. Here an important factor is the ever-present demand for sustainability – an opportunity above all for 21st century design, which has long been more than just a trend and in fact contributes significantly to a sustainable green lifestyle. www.cis.at

