



Germany: Location for Green Innovations

ELEKTRA

Environmental Stewardship

Many small and medium-sized enterprises (SMEs) are under growing pressure through what we became used to call globalization. This pressure is still increased by environmental regulation and stakeholders' concern about environmental impacts. SMEs, however, lack the human and financial resources to thoroughly tackle environmental problems related to product development and production.

ELEKTRA-Toolbox

In close co-operation with partners from the electrical and electronics industry the project ELEKTRA elaborates hands-on a collection of management tools especially suited for small and medium sized enterprises. Based on state-of-the-art methods of economics the tool collection integrates ecological aspects as well. Aiming at market success, the Toolbox supports greening of production and product-integrated innovation. The said set of tools will be available on CD-ROM by the end of the year 2000.

Working with SMEs

How to engage small businesses in environmental stewardship? This question lies at the heart of the project ELEKTRA. In a nutshell, it has proven to be a question of adequate information, personal motivation and trust, thus depending on both technological and psychological factors. Project-staff was working from the very beginning with industry partners on real life innovation projects, channelling green information into the company process. Also, ELEKTRA backed up networking essential to ecological success, within the company and between companies.

Project Set-Up

ELEKTRA is a joint project of *the Institute for Industrial Production and Organization* and the *Institute for Applied Biotechnology and Systems Analysis* at Witten/Herdecke University..

Project partners are

- Eichhoff GmbH, Schlitz
- Martel GmbH, Marienheide
- Trilux-Lenze GmbH, Arnsberg
- Gebrüder Merten GmbH & Co. KG, Wiehl
- Cloer Elektrogeräte GmbH, Arnsberg
- SIC Software Industrie Consult GmbH, Dortmund
- UWH Forschungsgesellschaft mbH, Witten
- IUC Institut für Unternehmensführung und Controlling GmbH, Witten.



Production



Product Design



Software Development