



# Profit is no longer the only measure of success in companies

15 Feb 2024, ZAG, Ljubljana Slovenia

## Workshop report



The hybrid workshop titled "How a Company Can Improve its Sustainability with ETV " provided a comprehensive exploration of the Environmental Technology Verification (ETV) system and its role in addressing contemporary challenges faced by businesses. It provided a comprehensive exploration of the **Environmental Technology Verification (ETV)** system and its role in addressing contemporary challenges faced by businesses. The workshop was organised by ZAG as a part of the ETV promotion campaign in Slovenia.

Experts from various sectors, including industry leaders, government officials, and verification bodies, gathered to stress the importance of integrating sustainability into corporate operations, recognizing that profit alone no longer defines success.

**Ms. Marija Čebular Zajec**, the Secretary at the Ministry of Economic Development and Technology, emphasized the increasing importance of sustainability reporting, with over 500 companies in Slovenia mandated to report, signalling a shift towards environmental responsibility. Insights from the analysis of industry potential for decarbonization revealed promising opportunities in process renovation, circular economy initiatives, and carbon capture and utilization, offering companies avenues to reduce their carbon footprint and foster sustainability.



**Ms. Izabela Ratman Klosinska**, coordinator of the LIFEproETV project and body manager at IETU (verification body for ETV scheme), highlighted the vital role of ETV as a tool that truly supports circular economy principles and enhances the sustainability of businesses by promoting innovative technologies. She emphasized the challenges faced by both technology developers and users/investors in marketing and purchasing environmental technologies, respectively. Technology developers struggle with marketing innovative technologies, while users and investors face challenges in purchasing them due to a lack of proof regarding their effectiveness and performance. She emphasized the importance of ETV statements, which include measured values obtained from credible laboratories accredited by ISO standard 17025, in substantiating environmental claims and demonstrating the effectiveness of technologies. It is important to know that ETV is not applicable only to technologies, but also for processes and services.

**Mr. Peter Fritzel**, a Senior Project Manager at ETA Denmark, elaborated on the role of ETA Denmark in Environmental Technology Verification (ETV) and the intricate process involved in verifying environmental technologies. He explained that the ETV verification process comprises multiple steps, with some parts handled by ETA Denmark, some by technology owners, and some by the Danish Technology Institute, which conducts technology testing. Furthermore, Mr. Fritzel emphasized Denmark's unique approach to promoting green technologies through a specialized technology list. This list comprises verified green technologies, such as those for air cleaning in farming systems, allowing farmers to easily access and adopt environmentally friendly solutions without the need for additional environmental permits.



**Mr. Luka Kramarič** shared insightful perspectives on sustainability practices within company M Sora, which is just transitioning from a medium-sized to a large company due to increased employee numbers. He discussed the company's recent preparation of its first sustainability report, wherein all emissions were consolidated. This enabled the company to identify key sources of emissions and associated expenses. He emphasized that having clear data highlights which areas contribute most to emissions and associated costs, facilitating targeted efforts to mitigate environmental impact. Overall, Mr. Kramarič's presentation provided valuable insights into practical sustainability initiatives within M Sora, highlighting the importance of data-driven approaches in identifying and addressing environmental challenges.

Following the presentations, a round table discussion was held with all speakers and **Ms. Tinkara Kopar**, Head of Quality at ZAG, moderated by **Ms. Alenka Mauko Pranjič**. Participants concluded that **ETV requires more awareness** to successfully promote innovative

technologies with environmental benefits. They acknowledged the challenges companies face on their journey towards sustainability and emphasized the need for collaborative efforts to address them effectively. ETV was recognized for providing **trust, confidence, and credible data**, thanks to its adherence to ISO standards. It was noted that utilizing ETV facilitates easier alignment with EU goals and enhances company performance.



In conclusion, the workshop underscored collaborative efforts among stakeholders to leverage tools like ETV in advancing sustainability and driving positive environmental outcomes within companies.