

# NORTH RHINE-WESTPHALIA DYNAMIC IN EUROPE

*With 18 million inhabitants, North Rhine-Westphalia (abbreviated as NRW) has the largest population of Germany's 16 states.*

*NRW has a gross domestic product of 600 billion euros – 22 percent of the entire German and 4.6 percent of the European gross domestic product. That makes it the strongest economy in Germany. Beyond this, NRW profits from a wide range of favourable factors,*

*among them its central location in Europe, its excellent infrastructure and people's high level of qualification. Industrial production is the heartbeat of economic activity in North Rhine-Westphalia. Finally, almost one-quarter of the foreign companies working in Germany has its headquarters in North Rhine-Westphalia. That makes it one of the trailblazers in international environmental technologies.*



# EFFIZIENZ-AGENTUR NRW



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# PROTECT RESOURCES STRENGTHEN THE ECONOMY

*Effizienz-Agentur NRW –  
For resource efficiency  
in industry and trades*

Contracted by  
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Landwirtschaft, Natur- und Verbraucherschutz  
des Landes Nordrhein-Westfalen



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## RESOURCE EFFICIENCY – BLAZING NEW TRAILS

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*The availability of raw materials, unstable prices, climate change, environmental pollution and reducing costs: Those are challenges the economy and society have to deal with all over the world.*

*Whether we're talking about enhancing process routines, driving down waste, eliminating emissions damaging the climate, using cutting-edge technologies or coming up with ecofriendly products: resource efficiency opens up a whole range of opportunities for companies to drive costs down, boost competitiveness while protecting the climate and environment.*

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## WITH MORE RESOURCE- EFFICIENT ECONOMIC ACTIVITY COMPANIES CAN:

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- *scale back the use of raw materials*
- *lower energy consumption*
- *diminish processing times*
- *decrease production costs*
- *boost product quality*
- *avoid emissions and*
- *improve working conditions*

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# 45

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## PERCENT

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45 Percent equals the average portion of material costs of the total costs in production companies.

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## EFA IN NORTH RHINE- WESTPHALIA (NRW)

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*Our agency is a neutral business partner for small and medium-sized businesses. Its range of services encompasses consultation on resource efficiency, financing activities and putting on events and training courses. As your innovative business partner, EFA has launched and guided more than 1,800 projects to date in and with companies from industry and trades in North Rhine-Westphalia.*

*With its experience from NRW, EFA is also a business partner in demand on the national level when we're talking about networks and consultation services. It was set up in 1998 at the initiative of the Environmental Ministry of the State of North Rhine-Westphalia.*

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## INTERNATIONAL EX- CHANGE JOINT BENEFITS

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*EFA works for and with companies from North Rhine-Westphalia – including the international transfer of knowledge on resource efficiency in production.*

*EFA passes on knowledge to others while also learning from them in a good working relationship with business partners from the Netherlands, France, Belgium to Turkey and Egypt right down to Asia. Consultant training, getting involved in EU projects or international networks on ecofriendly product design are just a small excerpt from EFA's broad range of international activities.*

*Take advantage of our specialised knowledge. Don't hesitate to get in contact with us for*

- *organisation and strategic development*
- *method development*
- *training consultants*

*We're glad to keep you on top of resource efficiency.*