

Innovative centres and SME:s as vehicles in regional development in Euroregion Baltic

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The Natural Step



“Accelerate the global shift to sustainability”



- International NGO
- Scientific Consensus
- Framework for Strategic S.D
- Create Role models
- Advice & Education

15 years...



Developed and contributed a key framework for strategic sustainability

(http://www.naturalstep.org/learn/understand_sust.php)

Developed and disseminated tools and processes to apply this strategic approach

(<http://www.naturalstep.org/services>)

Helped communities build strategic sustainability programs based on the TNS framework

(http://www.naturalstep.org/learn/docs/cs/whistler_case.pdf)

Developed a new design methodology for sustainable product design

(<http://www.naturalstep.org/services/design.php>)

Published articles in academic and popular press (<http://www.naturalstep.org/newsroom>)

Founded an international Masters degree program on Sustainability and Leadership

(http://www.naturalstep.org/newsroom/news_090103.php)

Educated tens of thousands of people in this framework

(<http://www.naturalstep.org/learn/principles.php>)

Acknowledged in corporate reports including Nike, Home Depot, NCC, Starbucks, McDonald's, IKEA, Panasonic, Bank of America, Interface, Norm Thompson

15 years...



And we have just started...

Small and Medium size Enterprises (SME)

situation and needs?

A network project supported by:



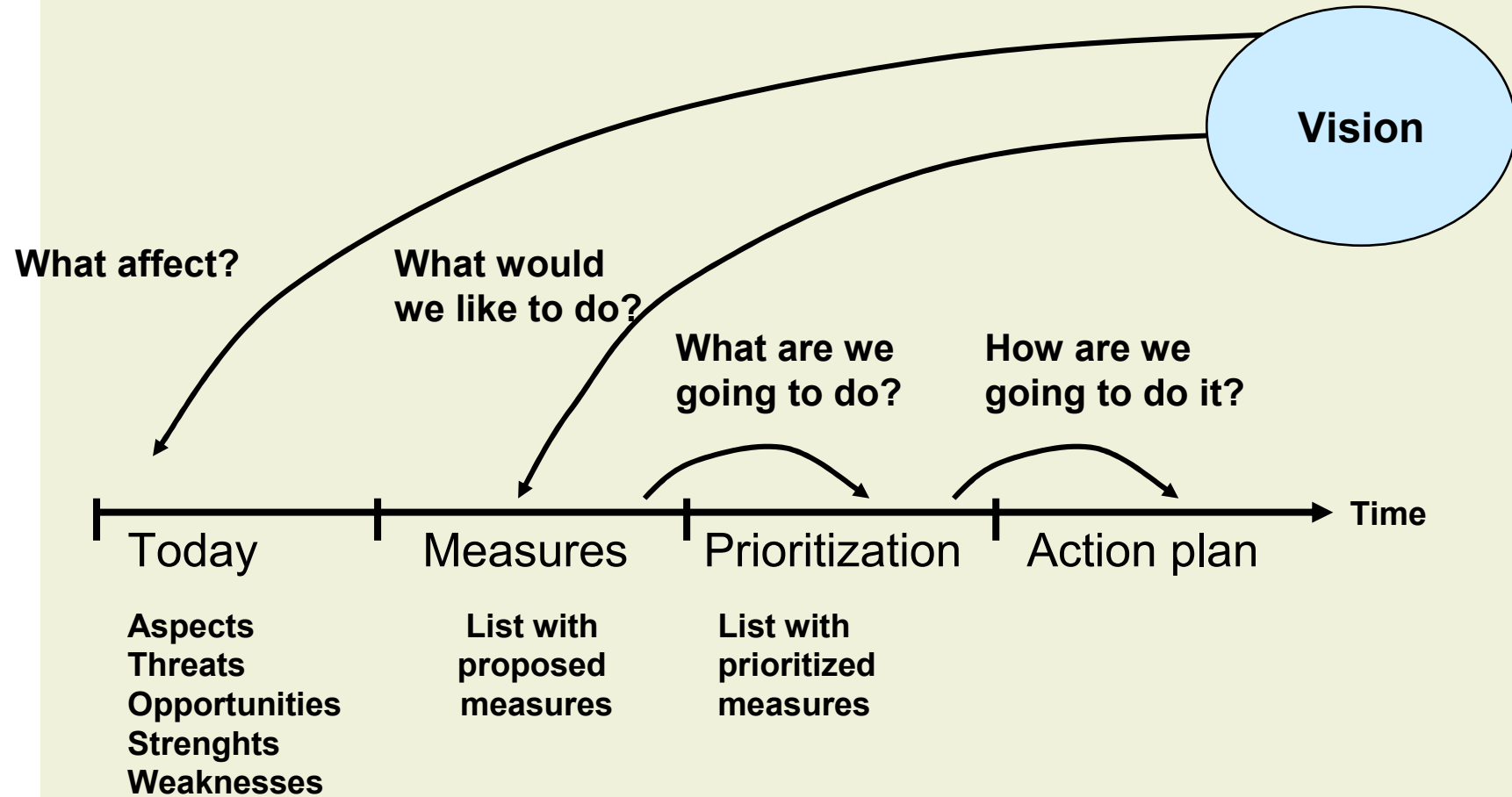
www.nutek.se



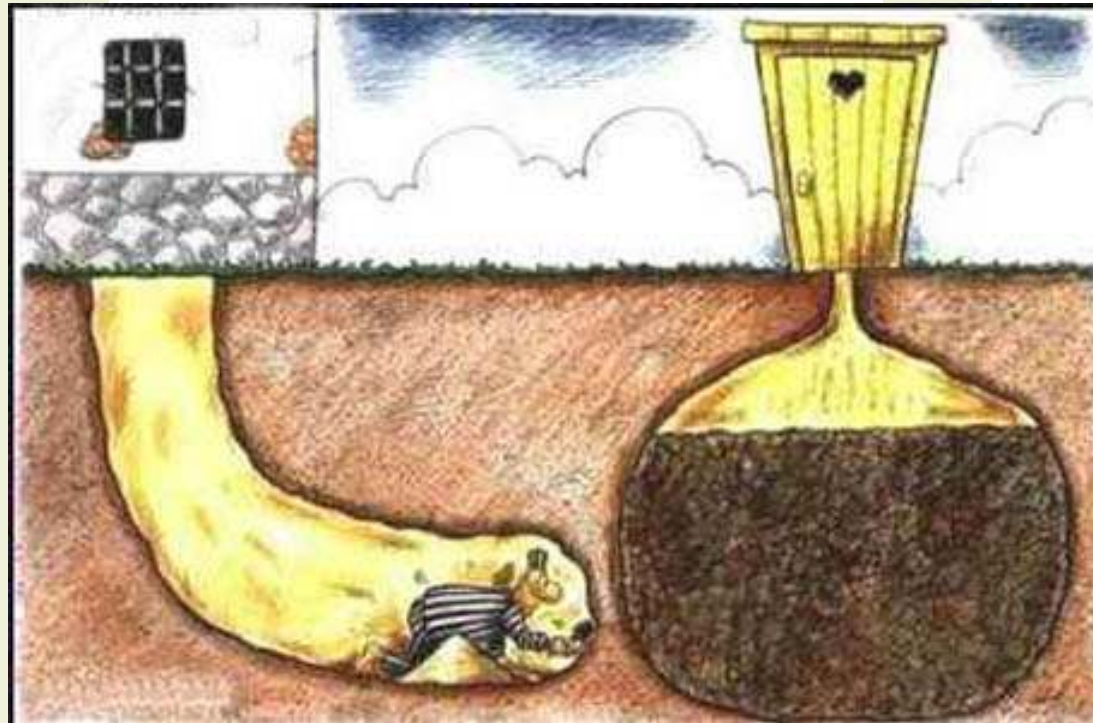
www.vgregion.se



www.kraftprov.nu

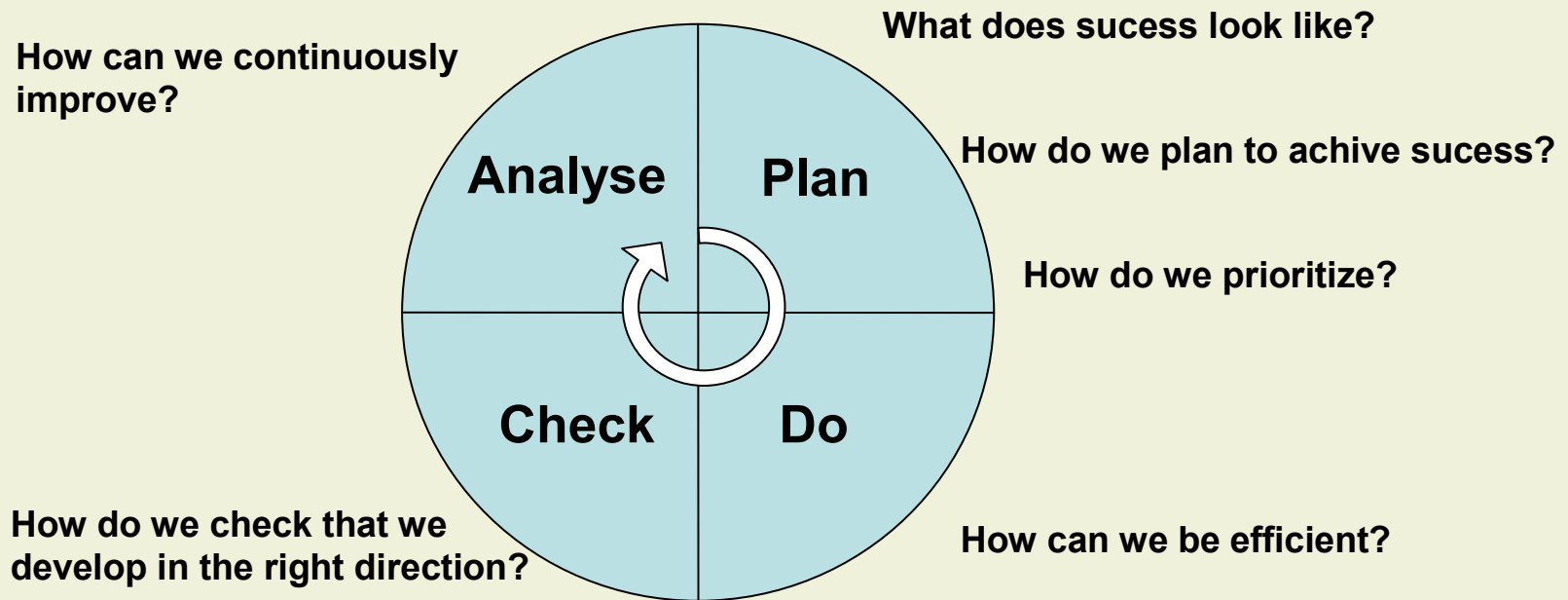


Overview is to prefer...

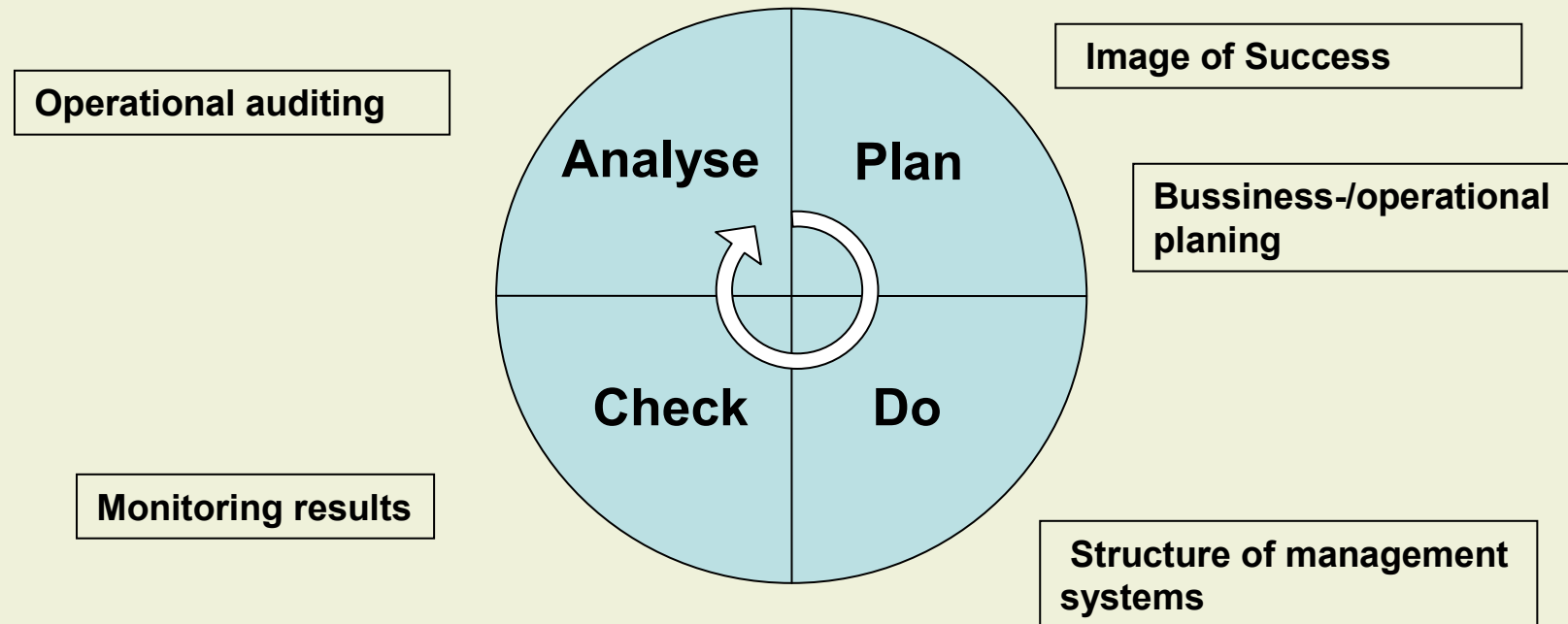


for all decision makers...

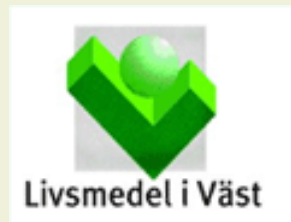
Strategic management



Tool – Guidance for Strategic management



New project with regional "players"



INNOVATUM

HÖGSKOLAN I BORÅS



företagarna®



Work shop

Experiences from the participating companies

Tool – guidance for strategic management

How to make this happen in your region
(Experiences from the region of Västra Götaland)

“The TNS Framework allows the user to stay at the forefront of development, making corporate development dependent on what is going to happen rather than what has already happened. On a practical level in companies, this leads to proactive approaches with greater manoeuvring room at earlier stages in the decision-making process, rather than the traditional behaviour of first making rules, then compliance.”

Leif Johansson, CEO, Volvo