

guiding vision

The Energy Network South East (ENSO) is the leading corporate network for sustainable regional supply and disposal. Our core activities encompass sustainable technological solutions for energy, water, environment and waste in South- and East-European regions.

WHAT WE PURSUE WITH ALL OUR POWER:

„Sustainable regions for a better life quality“

Business success depends upon the sustainable value that companies generate for society. Safeguarding quality of life for present and future generations is the prominent endeavour of sustainable development. The concept relies on three „pillars“: Acting in a sustainable way means offering solutions that optimize economic, social and ecological aspects simultaneously. With its innovative technologies for regional supply and disposal ENSO has the competence and the will to contribute to such an all-embracing increase in life quality.

This can be achieved through

- sustainable management of energy
- sustainable management of resources and waste
- responsible water management and
- sustainable management of human and financial resources

HOW WE DISTINGUISH OURSELVES FROM OTHERS:

„Supporting regions on their way to sustainability“

Our core activities encompass development and realization of sustainable, regional infrastructure concepts that orient themselves to the needs of the local residents. Our goods and services contribute to a sustainable use of raw materials, energy, water, as well as financial and human capital. This calls for wholistic solutions, which in turn require learning. To foster a learning environment we emphasize the communication of knowledge among the members of ENSO and between the network and its partners.

- Members of ENSO are firms and companies that share our qualitative requirements, our vision, values and code of conduct.
- Partners of ENSO are politicians, citizens, firms, research institutes and other regional institutions.

OBJECTIVES EMERGING FROM OUR VISION:

„Aiming at best practice for regional sustainability“

Our leading position in the provision of sustainable, regional infrastructure becomes manifest in our objectives. Values, vision and mission become more concrete by the way they shape our strategies and operational activities. We consider the following strategic paths:

- Stakeholder Dialogues with local residents
- Developing markets and involving strong local partners
- Offering innovative models for financing
- Developing the network according to the quality standards of the market (best practice) and according to our vision, values and code of conduct
- Accomplishing and evaluating joint pilot projects
- Building up self-reliant regional networks

HOW OUR SUCCESS WILL BE MEASURED:

„Our indicators are steps towards sustainable solutions“

We evaluate our success regularly on the basis of indicators that were especially developed for ENSO. Because we think that real success goes beyond the sphere of economy, we consider on a wide range of factors:

- Transparency of the ENSO management (eg. concerning the flow of information)
- Involvement of local partners
- Corporate variety within the network
- Member satisfaction within the network
- High profile of the network
- Number and size of ENSO projects and how far they have advanced to completion
- Export rate of the ENSO companies
- Changes in the business volumes of the ENSO companies



Foto: ÖW

association

ROLE AND ASSIGNMENT OF THE ASSOCIATION WITHIN THE NETWORK:

- Developing concrete action plans for supporting the business activities of its members; this is done by generating strategic aims and implementing measures that assist the acquisition and carrying out of international projects
- Developing and applying marketing strategies for products within the business segments energy, water and environment. International Marketing will encompass both the joint products of the network as well as the individual products of the members.
- Compiling a joint strategic position in the South-East region for the market segments energy, water and environment
- Conducting regular workshops in order to foster communication an exchange of experiences among the network members

commitment

WHAT WE FEEL DEEPLY OBLIGED TO:

**„Corporate Responsibility
to sustain regions“**

Planning and implementing sustainable, regional infrastructure concepts and simultaneously balancing economic, social and ecological aspects lies at the very heart of our activities. In all our projects we take care of sustainable use of resources, sustainable generation and supply of energy, responsible water management, and intelligent deployment of financial and human resources. Our business activities are targeted at safeguarding quality of life for present and future generations within the regions where we operate.

Gilbert Frizberg
honorary president

Wolfgang Malik
president

Hans Roth
vize-president

Among many other members the LEAD PARTNERS of the network announce that they are obliged to this commitment:

ESTAG

GAW

Grazer Stadtwerke

Hereschwerke

Saubermacher

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STENUM (Consultancy and Research for environmental issues)

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vision & strategy



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*„Sustainable regions and
better life quality“*

preamble

Foto: Verbund

ENSO (Energy Network South-East, Province of Styria, Austria) integrates the concept of Sustainable Development into its network-strategy, thus considering its members' and clients' economic and social interests.

Aligning all aims and measures with a sustainable guiding vision forms the basis of every positive, long-ranging, future-oriented development. This is true on every level – no matter if single companies or whole economies are concerned. Sustainable Development is as topical as ever because this concept allows to satisfy current needs while simultaneously safeguarding that future generations will also be able to meet their demands.

Sustainability means offering the best solution – in an ecological, social, technical and economic sense. Global challenges in the next decades to come will call for economies to produce technologies, products and services that meet the requirements of a sustainable future.

All this motivated more than 170 countries to commit themselves to the concept of sustainable development at the UN conference on Environment and Development in Rio de Janeiro in 1992. Ten years later the commitment was confirmed and enhanced in Johannesburg, this time with active participation of the private sector. Only recently the European Union has passed a sustainability strategy and thus has shown its dedication to a sound and balanced environmental, economic and social development. Austria's commitment to this European process is outlined in its own national strategy on sustainable development. On provincial level Styria is the leading region in Austria. With its programme on ecological reform Styria has actually started to integrate the principles of sustainability into all policy sectors.

ENSO provides sustainable projects and services. All endeavors are designed to contribute actively to sustainable development – within and across the borders of Styria.

vision

WHAT WE PURSUE WITH ALL OUR POWER:

„Sustainable regions and better life quality“

ENSO strives to raise the quality of life in a given region through sustainable supply and sustainable disposal. Geographically we focus on the candidate countries for the EU-enlargement. In these South- and East-European countries we want to contribute to a long-lasting, balanced economic development by following these principles:

- Applying wholistic approaches by optimizing systems rather than solving isolated problems
- Orientating ourselves to the people's needs
- Aiming at services as optimal solutions

The heart of all our activities is the development and realization of sustainable regional infrastructure concepts that utilize material, energy, water, money, financial and human capi-

tal in a responsible and effective way. We carefully consider sustainable alternatives, decentralized technologies, security standards and the minimization of risks. This allows us to align out activities to the concept of securing the quality of life in our target markets for the future.

ENSO'S „SUSTAINABLE MATERIAL-MANAGEMENT“ AIMS AT:

- Use of renewable, regionally available resources
- Minimalization of material flows through optimized utilization
- Using material in cascades (e.g. using waste to generate energy instead of burning primary resources)
- Development of alternative local concepts for regional material flows, e.g. by closing regional circuits

water

mission

HOW WE DISTINGUISH OURSELVES FROM OTHERS:

„Supporting regions on their way to sustainability“

ENSO's objective is planning and implementing infrastructural development of regions through self-contained projects.

- This makes it necessary for the individual members of ENSO to collect experiences how regions can be optimized by offering services jointly in a network.
- ENSO develops new markets for Austrian – and especially Styrian – companies. It seizes its chances as a pioneer and early adaptor of recent knowledge.
- ENSO's innovative know-how, products and services are deployed to serve the regions and their residents.

THE VALUES WE LIVE UP TO:

The ENSO-network is a partner that provides wholistic services (consulting, planning, implementing and operating) for sustainable regional development. We therefore commit ourselves to the following values:

- Ensuring and raising quality of life in a long term perspective
- Transparency and candor

- Safeguarding employment and standard of living in the target region
- Offering solutions that fit into the individual situation of a given region and that remain adaptable to changing circumstances
- High professional competence of all network-members
- Transfer of knowledge and aptitude to learning
- Striving for the optimal, not the maximal solution

THE CODE OF CONDUCT WITHIN THE ENSO-NETWORK COMPRISES THE FOLLOWING ASPECTS:

- Decision-makers are personally involved and committed within the network
- Continuity and regular meetings
- Exchange of information is open and transparent. Thus equal access to knowledge is guaranteed.
- Responsibilities are clearly assigned. Tasks and competences of the network-management are precisely defined.
- The members have a shared identity.
- All members follow mandatory rules when acquiring new business projects.
- The members share success in a just way.
- All members are equal. There are no hierarchies and predominant positions within ENSO.

ENSO'S „SUSTAINABLE ENERGY MANAGEMENT“ FURTHERS:

- Increase in and optimization of efficiency by applying the latest technologies
- Intelligent and decentralized use of renewable resources
- Systemic regional solutions in the energy supply

ENSO'S „RESPONSIBLE WATER MANAGEMENT“ MEANS:

- Gentle, economical and long sighted use of water
- Cleansing, conditioning and exploiting new water resources
- Safeguarding water resources for the future

„SUSTAINABLE MANAGEMENT OF HUMAN AND FINANCIAL RESOURCES“ OBLIGES US TO THE FOLLOWING ASPECTS:

- Qualification, education and transfer of knowledge
- Integration of local citizens and local firms
- Orientation to the region's and its residents' needs
- Activating regional capabilities for a sustainable development
- Integrating local professionals and researchers

environment

strategy

OBJECTIVES EMERGING FROM OUR VISION:

"Aiming at best practice for regional sustainability"

Our leading position in providing sustainable, regional infrastructure becomes manifest in our objectives. Values, vision and mission become more concrete by the way they shape our strategies and operational activities. We consider the following strategic paths:

- Stakeholder Dialogues with citizens in order to get to know their specific needs; further Dialogues with planners, politicians, civil servants, suppliers, disposers, researchers and managers for regional processes
- Developing markets by involving strong local partners, by cooperating with Regional Development Agencies (RDAs) and regional research institutes, and by carrying out studies (on the market and other aspects) and spreading the results
- Offering innovative models for financing
- Developing the ENSO network according to the quality standards of the market (best practice) and according to our vision, values and code of conduct
- Accomplishing and evaluating joint pilot projects

Our guiding vision is to offer sustainable regional development of infrastructure in order to heighten the quality of life of the local residents. We thus pursue the following aims:

LONG TERM OBJECTIVES:

- Achieving the level of "best practice" in the sustainable management of water, energy, ecology and waste
- Building up independent networks in target regions
- Offering and implementing wholistic infrastructural solutions that encompass all aspects: energy, water, natural environment, human and financial resources
- Planning, constructing and operating conducted by one provider; communicating ENSO's unique quality in the target countries
- Establishing ENSO as a corporate network in Austria that provides wholistic, regional infrastructure-projects in South-East-Europe

MEDIUM TERM OBJECTIVES

- Building up Know-how for all aspects of regional supply and disposal
- Developing a focus on several topics within the areas of planning, constructing and operating, which will be offered in modules
- Accomplishing several best practice infrastructure projects in two to four South-East European regions that function as showcases for sustainable minimization of waste, material flow and energy consumption
- Consolidating ENSO as a network of about 20 to 30 Austrian corporations that are in a leading position concerning infrastructural solutions for supply and disposal

SHORT TERM OBJECTIVES

- Stabilizing the network and safeguarding its financial support
- Further extension of the network structures that make internal communication more transparent and that attract new projects in a professional way
- Further development of innovative services for water, energy and environment technologies
- Implementing and maintaining internal quality management for ENSO
- Realization of ENSO showcase projects in two regions

energy

