



# SPIN Project

*Public Benefits - Private Profits*

Seminar on Sustainable Construction

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# The project:

Sustainable Production  
through Innovation in SMEs

- Interreg project
- Partners from 7 Baltic Sea countries
- Lead partner UBA Germany
- Matching supply and demand for sustainable innovations
- Help SME's to access to technologies, services and tools
- [www.spin-project.eu](http://www.spin-project.eu)



Baltic Sea Region  
Programme 2007-2013

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## **SPIN – Sustainable Production through INnovation in SMEs**

**Objective:** support SME to implement eco-innovations

- Identification of innovation highlights (= supply side)  
→ database
- SME needs: what needs have to be satisfied to support implementation of eco-innovations? (= demand side)  
→ help companies to become more sustainable
- Toolbox (e.g. Environmental Management System)
- SPIN national and transnational network (meetings, workshops for SMEs)

Key issue: (transnational) matchmaking of offer and demand



# Match making

The man, who wanted a low gas consuming car:

