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June 2014

# SPREE Newsletter No.3

Servicizing Policy for Resource Efficient Economy

[www.spreeproject.com](http://www.spreeproject.com)



## Key facts

Project start: **1 July 2012**  
Duration: **3 years**

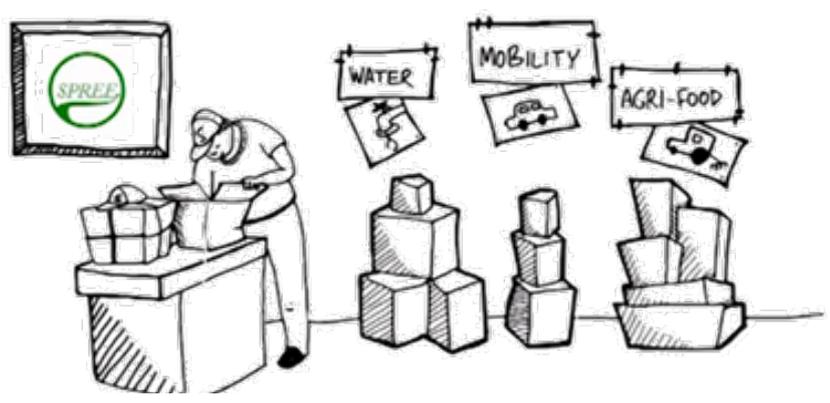
Funding Scheme:  
**Seventh Framework Programme**  
EU Contribution: 2 400 000 €  
Consortium: 10 partners  
from 7 different countries

**Project Coordinator**  
Prof. Eugenijus Butkus  
Research Council of Lithuania

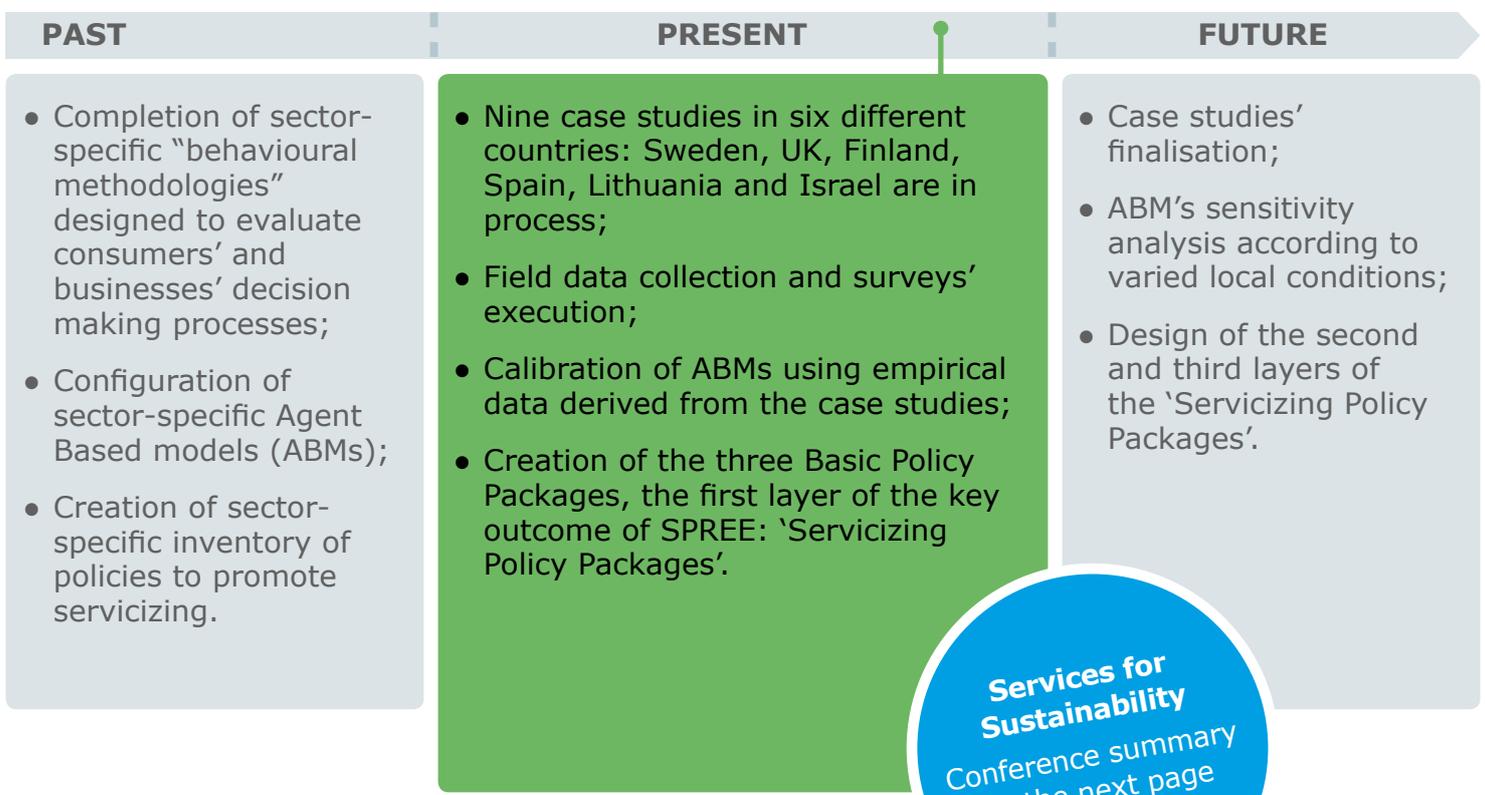
**Project Manager**  
Ms. Yael Marom  
The Jerusalem Institute  
for Israel Studies

The SPREE project aims at bringing the European community closer to achieving a truly sustainable economy characterized by decoupling of economic growth and social prosperity from inefficient use of resources. SPREE research focuses on three sectors: Water, Mobility and Agri-food.

We are now entering the third and final year of our work. Below are few highlights of our work during the last six months.



## Research progress



Services for Sustainability  
Conference summary  
on the next page

Follow us and learn more:



The SPREE "Services for Sustainability" Conference and the subsequent "Servicizing from Vision to Practice" Interactive Workshop were a great success! Take a look [here](#).

We were joined by approximately 70 participants, 20 of which also attended the workshop. The participants came from diverse backgrounds, contributing to a vibrant range of perspectives. Participants included European Commission's officials from DG RTD, DG Environment, DG Mobility and Transportation and DG Enterprise and Industry, as well as representatives from industrial organizations, business sector, CSOs and academia.

The conference generated fruitful discussions and at the same time contributed to the ongoing debate on servicizing right at the centre of the European Union.

The conference also served to inform the SPREE team on what is happening on the ground and to collect questions, comments and feedback, all of which have already been incorporated into SPREE study.



## Conference Summary

**Eugenijus Butkus** (LMT), SPREE Project's Coordinator, welcomed the participants and introduced SPREE overarching goal and agenda.

Ms. **Luisa Prista** from DG Research and Innovation introduced the European Commission's special focus and recent work on System Innovation and Circular Economy.

SPREE Project Manager **Yael Marom** (JIIS) introduced the content of the project, including its objectives, methodologies and structure.

**Oksana Mont** (LUND) presented the concept of servicizing and its added values. The potential impact was presented on the economic, environmental and social levels. Rebound effects which can outbalance the value added by servicizing were an essential part of the discussion, as servicizing can also lead to unintended effects.

**Tzruya Chebach** (TAU) discussed the possibilities of measuring sustainability impact of switching to servicizing and presented SPREE's approach to measuring decoupling.

**Igor Nikolic** (TU Delft) walked the audience through the concept and ontology of Agent Based Modelling and explained how the impact of servicizing can be successfully explored by using this kind of unique modelling. Examples from the mobility case study's test runs were presented as well.

Following the opening lectures, the insights from SPREE research in the three sectors were presented by **Nihan Akyelken** and **Karen Anderton** (Oxford) for the mobility sector; **Ángeles Pereira** (USC) for the agri-food sector and **Jonathan Chenoweth** and **Alma Lopez-Aviles** (Surrey) for the water sector.

The closing lecture was given by **Moshe Givoni** (TAU) who spoke about why and how Policy Packages can be used to advance servicizing.

One hour of illuminating Q&A session closed SPREE morning conference on "Services for Sustainability".

## Workshop Summary

A special interactive "Servicizing from Vision to Practice" Workshop for 20 participants, led by **Stephan Morse** (Surrey), complemented the morning conference's discussions. The purpose was to bring together a small group of stakeholders from a variety of sectors in order to learn about their point of view on how servicizing should be encouraged and implemented. A comprehensive report summarizing the workshop will be available soon on SPREE website. Take a look at SPREE report from the previous workshop [here](#).

SPREE Mobility Report is available on our [website](#).

Mobility ABM can be viewed [here](#).



SPREE Water Report is available on our [website](#).

Water ABM can be viewed [here](#).



SPREE Agri-food Report is available on our [website](#).

Agri-food ABM can be viewed [here](#).



For further inquiries and clarifications please contact the responsible sector teams:



## Research teams and their role



**The Research Council of Lithuania (LMT)** is SPREE project's coordinator. The team is led by Prof. Dr. Eugenijus Butkus and consists of Dr. Eugenijus Stumbrys, Dr. Reda Cimpperman, Dr. Zita Duchovskienė, Ms. Agnė Prakapienė (PhD student) and Ms. Danguolė Radzevičienė. As the coordinator, the team is responsible for all technical, administrative, financial, ethical and legal aspects of the project. Additionally, LMT team is responsible for the agri-food case study in Lithuania. The work includes analysis of the role of eco-innovation in facilitating servicing systems as well as developing and adapting specific methodologies of data collection in the sector. LMT team explores servicing's best practices and potential opportunities in the Lithuanian agri-food sector, while working closely with the agri-food sector team from the University of Santiago de Compostela. The data will be delivered to TU Delft modelling team enabling the execution of the ABM sensitivity analysis.

Dr. Zita Duchovskienė, Dr. Eugenijus Stumbrys, Agnė Prakapienė, Danguolė Radzevičienė, Dr. Reda Cimpperman, Prof. Dr. Eugenijus Butkus (from left)

**The Finnish Environment Institute (SYKE)** is responsible for management, coordination and recording of SPREE project's dissemination and exploitation activities. The team consists of Ms. Sirkka Koskela, Mr. Jáchym Judl and Ms. Marja Salo. In this framework, the design and distribution of SPREE newsletters is an essential part of the work. In addition, as SYKE team's main expertise is environmental sustainability assessment, the team contributed to defining methods to measure decoupling. Furthermore, SYKE team is responsible for the mobility case study in Finland, focusing on car sharing in the Helsinki Metropolitan Region and on existing barriers hindering its proliferation. At the moment the team is in the middle of the data collection while working closely with the mobility sector team from Oxford University. The data will be delivered to TU Delft modelling team enabling the execution of the ABM sensitivity analysis.



Ms. Marja Salo, Mr. Jáchym Judl and Ms. Sirkka Koskela (from left)

## Project partners



The Jerusalem Institute for Israel Studies



Research Council of Lithuania

The Research Council of Lithuania



School for Geography and Environment, Transport Studies Unit, Oxford University



Centre for Environmental Strategy, Surrey University



S Y K E

The Finnish Environment Institute



Faculty of Technology, Policy and Management, Delft University of Technology



The International Institute for Industrial Environmental Economics, Lund University



The Faculty of Management, Tel Aviv University



ICEDE Research Group, University of Santiago de Compostela



The department of Business Management, Ben Gurion University of the Negev