



## TAILORED RESOURCE EFFICIENCY GUIDANCE & SUPPORT SERVICES FOR SMEs



The I-GO solution transforms resource efficiency guidance and support services into concrete business improvement actions for increased resilience, productivity and competitiveness of small and medium-sized enterprises (SMEs).

### I-GO'S THREE-STEP APPROACH:

#### 1. CONSOLIDATE

resource efficiency guidance and support services through a dedicated SME support centre.

#### 3. COORDINATE

SME feedback and gap analyses with partner organizations to improve guidance and support services.



#### 2. ENABLE SMEs

to implement tailored resource efficiency actions with the I-GO self-assessment tool.

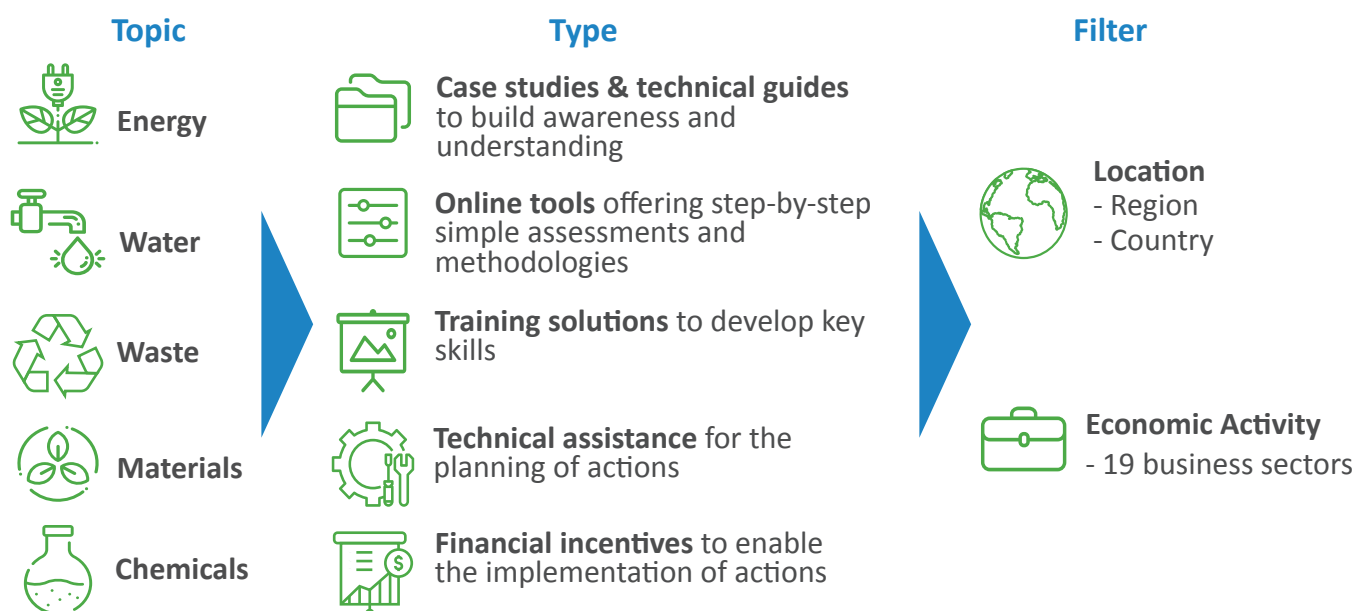
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## STEP 1: CONSOLIDATE RESOURCE EFFICIENCY GUIDANCE AND SUPPORT SERVICES

The Green Industry Platform, through its dedicated **SME support centre**, brings together an array of guidance and support services (available in different languages) from leading organizations and experts from around the world. The support centre provides a user-friendly online approach for SMEs to find what they need to develop a resource efficiency strategy, and/or to implement specific actions.



## STEP 2: ENABLE SMEs TO IMPLEMENT TAILORED RESOURCE EFFICIENCY ACTIONS



The core of the I-GO solution is a self-assessment tool that quickly determines an SME's resource efficiency status based on its actions to date and taking into account their location, business sector and size.



Based on this diagnosis, the I-GO self-assessment tool provides a tailored selection of guidance and support services most relevant to the SME's needs, along with a set of customized recommendations on how to most effectively improve their resource efficiency.



In addition to the self-assessment tool, the I-GO solution provides SMEs with the opportunity to share their experiences with other businesses and offer expert advice through a dedicated space on the Green Forum – a leading green growth community space.



### STEP 3: COORDINATE SME FEEDBACK WITH PARTNER ORGANIZATIONS



The I-GO self-assessment tool and the Green Forum provide a unique opportunity for the I-GO solution to actively engage directly with a wide range of SMEs and get their ongoing feedback on available resource efficiency guidance and support services.



Building on the feedback, the I-GO solution manages a gap analysis on the usefulness of existing guidance and support services to determine what further resources need to be developed, improved and adapted.



The I-GO solution uses the outcomes of the gap analysis to actively work with organisations providing SMEs with resource efficiency guidance and support services in order to better help them improve their practices.

## STRATEGIC GLOBAL AND LOCAL PARTNERSHIPS FOR IMPACTFUL CHANGE

The success of the I-GO solution relies on strategic partnerships at all levels – national, regional and international. I-GO partnerships are essential for both the effective compilation of a wide range of resource efficiency guidance and support services and building awareness of the I-GO solution among SME networks.

I-GO partners are organizations that:



Provide accessible resource efficiency guidance and/or support services relevant to SMEs, such as NGOs, governments and international development organizations



Engage directly with SME networks, such as business associations and large companies with SME supply chains

### HOW TO ENGAGE?

For more information, contact us at:  
[contact@greenindustryplatform.org](mailto:contact@greenindustryplatform.org)





The I-GO solution needs your support to upscale transformative business action through greater resource efficiency.



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