

## Project partners

### ● Non-university research institutions

Wuppertal Institut (Project management)  
Borderstep Institut  
CSCP–UNEP / Wuppertal Institute Collaborating Centre  
ECN–Energy research Center of the Netherlands  
FhG IAO  
FhG UMSICHT  
GWS–Gesellschaft für Wirtschaftliche Strukturforschung  
IFEU  
IÖW  
Institut für Verbraucherjournalismus  
IZT  
Ökopool  
Trifolium  
ZEW

### ● Companies

BASF AG – GUP/CE  
Daimler AG – Forschungsgruppe „Gesellschaft und Technik“  
Thyssen Krupp Steel AG

### ● Universities

FU Berlin – FFU  
Hochschule Pforzheim – IAF  
RWTH Aachen – LFA  
SRH Hochschule Calw  
TU Berlin – IWF  
TU Darmstadt – PTW  
TU Dresden – ILK  
Universität Kassel – upp  
Universität Lüneburg – CSM

### ● Consulting services

demea – VDI / VDE-IT  
EFA NRW  
GoYa!  
MediaCompany  
Stiftung Warentest

## The Clients

The project “Material Efficiency and Resource Protection” (MaRes) is framed by the environmental research plan (UFOPLAN) launched annually by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety and by the Federal Environment Agency.  
Duration: July 2007 until December 2010.



## Project Co-ordination

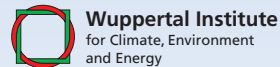
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<http://ressourcen.wupperinst.org>

Material Efficiency & Resource Conservation

## The Project Material Efficiency and Resource Conservation (MaRes)



Overview

## The challenges

The extraction and exploitation of resources, the associated emissions and the disposal of waste are a direct cause for environmental problems. These problems result in social and economic problems.

Other factors, such as the insecurity of supplies, the scarcity of resources and high and/or volatile raw material prices, can also lead to strong economic and social dislocation in every country on Earth - accompanied by international conflicts on resources. Competitive disadvantages arising from the inefficient use of resources endanger the development of businesses and jobs.

Increasing resource efficiency is also more and more frequently becoming a key issue in national and international politics.

## Project objectives

Hitherto, consistent strategies and approaches for successful policies on resource efficiency are missing. Thus, the project aims at gaining substantial information on the four core questions on increasing material efficiency and conserving resources:

- **Firstly, discovering ways how resource efficiency potential may be identified.**
- **Secondly, developing approaches for resource-efficiency policies specific to target groups.**
- **Thirdly, collating and examining results from impact analyses on a general and economic level.**
- **The fourth component is the expert monitoring of concrete implementation steps and of how the agenda is set, as well as the publication of results.**

Crucial target groups are: **Business** (e.g. companies, associations, trade unions), **Society** (e.g. NGOs, foundations, sciences and other multipliers), **Politics** (e.g. on federal, state, municipality level as well as on EU level) and **Media**.

## The Project Design: 14 work packages

