



Information Center for Environment and Economy  
Infozentrum UmweltWirtschaft IZU

## A Public Service for the Business Community

### Introduction

What do the new provisions of the environmental law mean for my business? Can I apply for support if I develop an improved production process? And where can I turn to get more information concerning this? What do I have to consider when applying for a licence of my new production plant and who can help me with this? When businessmen search answers to these or similar questions, then the Information Center for Environment and Economy (IZU) is the place to go.

### Description

IZU is a service of the Bavarian Environment Agency (LfU) in the framework of the Environmental Pact of Bavaria for the Bavarian business community – first and foremost for small and medium-sized companies from all sectors – and for the Bavarian authorities. The core focus of the service introduced to users in 2004 is placed on providing information via the internet which is supplemented by events, publications, a newsletter and individual contacts. The Bavarian State Government, the Association of Bavarian Chambers of Industry and Commerce and the State Congress of Bavarian Chambers of Trade and Skilled Crafts inform companies on the IZU offers and are jointly expanding this information service on the basis of regular experience exchange. This public service center at the Bavarian Environment Agency was created to help quickly and effectively with environmental questions.

The main focus of IZU's work is the operation of an internet platform accessible through our webpage at [www.izu.bayern.de](http://www.izu.bayern.de). The webpage of the Information Center offers the following organized by topic

- advices for the practical implementation of environmental measures
- good practice portfolio
- an overview of publicly funded programs
- information about environmental law and its practical implementation
- guide that helps you to find the right personal contacts
- numerous links and much more



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## Methodology

The offers of the Information Center were developed and realized according to the wishes and needs of the enterprises which we found out in several interviews, surveys, discussions and workshops. Businessmen can submit specific questions based on their individual business needs by using the category "Frequently Asked Questions" in our internet service, or directly by phoning the IZU. Suggestions, special requests or critical comments about our service are also welcome here. We evaluate the hit rates, the number of subscribers of the newsletter and the failed search words to get an impression of our clients requests. The user's feedback will be used to extend the Information Center still further, so that over time a tool develops which is closely attuned to the day-to-day needs of companies.

## Evaluation

After running the IZU for one year we commissioned an webdesign agency to evaluate our webpage. We were looking for to receiving ideas for technical improvements concerning the technical part and the content of the website. The suggestions are realised by now.

## Effectiveness

- Over 6000 Subscriber of the newsletter, nearly 85% enterprises
- Hit rate is continuously increasing
- Increasing interest joining the good practice portfolio by enterprises

## Costs

The building up of the Information Center Environment and Economy was a project under the auspices of the Environmental Pact of Bavaria and building up was financed by the High-Tech-Offensive.

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**Internet:** [www.izu.bayern.de](http://www.izu.bayern.de), online subscription to our newsletter

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