



ECO-INNOVATION
WHEN BUSINESS MEETS THE ENVIRONMENT

How to overcome barriers to a resource efficient economy? The case of Eco-innovation market replication projects

**Executive Agency for Competitiveness and Innovation
European Commission
Market Replication Eco-Innovation Unit**

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ECOTURF – Final Conference 2011 – Brussels, 15 December 2011



<http://ec.europa.eu/environment/etap/ecoinnovation>



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Executive Agency for Competitiveness and Innovation



MARCO POLO
NEW WAYS TO A GREEN HORIZON



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Business Support on Your Doorstep



3 funding schemes

1 network

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Eco-innovation – the market replication definition

« All forms of innovation reducing environmental impacts and/or optimising the use of resources »

- **New services: greening businesses**
- **New processes: cleaner production**
- **New materials**
- **New products**

Good for business, good for the environment





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How does it work? Rationale and purpose



- Remove barriers to eco-innovation
- Focus on SMEs
- Bridge the gap between research and market uptake
- Generate commercial prospects for eco-innovations
- Support replication of eco-innovations

Good for business, good for the environment

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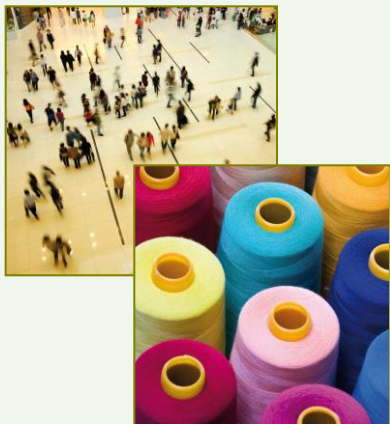
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How does it work? Key design elements

- **Budget ~ €200 million (2008-2013)**
- **Risk sharing (50% EC contribution)**
- **Flexibility - no partnerships required but EU added value important**
- **Simplicity - direct funding (no intermediaries), short time to contract**
- **Effectiveness – life cycle thinking approach, focus on advanced clean technologies, concrete actions to reach the market and replicate**



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Five priorities

- **Materials recycling**
- **Sustainable building products**
- **Food and drink**
- **Water**
- **Greening businesses/ smart purchasing**



→ **Resource efficiency is a cross-cutting priority**



Materials Recycling

- **The fastest-growing industrial sector in Europe:**
 - ▶ 4,2% annual growing rate
 - ▶ € 24 billion turnover
 - ▶ 500,000 employees,
 - ▶ strong world player (50% world share)
- **However:**
 - ▶ growth strongly driven by the creation of favourable framework conditions and environmental legislation





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Materials Recycling

■ Barriers to eco-innovation:

- ▶ negative image of recycled materials, technical barriers (e.g. low quality of recyclable materials, low level of innovation or over-engineered solutions depending of the area)

■ Drivers to eco-innovation:

- ▶ regulations, hidden economic value in recyclable material, high demand for critical raw materials

■ Example of eco-innovation projects:

- ▶ advanced sorting and separation technologies, innovative products using recycled materials, recovery of valuable metals from waste, closed loop collection and recovery of waste etc.





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Resource Efficiency

- **Cross-cutting area**
- **All kinds of resources are involved: materials, energy, water**
- **Many kinds of interventions: materials recycling, materials substitution, dematerialisation, clean production**
- **Example of eco-innovation projects:**
 - ▶ substitution of chrome in leather tanning, bio-based thermoplastic polyurethane in footwear etc.



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ECO/09/255727: TiLEATHER

- New eco-friendly “chromium free” leather treatment, with reduced energy and waste water pollution.
- Production line set up and started
- Involvement of footwear industry in ES and FR and three lines of shoes launched to the market
- Award for the best innovation by the newspaper “el Mundo”, Nov 2011

Le fabricant français de chaussures de sécurité

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ECO/09/256062: GREENBOTTLE

- Milk bottle made from paper with thin plastic lining
- The project achieved:
 - ▶ Production uses approx. 2 million tonnes of recycled paper
 - ▶ Initial roll out of 20 million bottles/year
 - ▶ Distribution to all Asda UK stores 2012
 - ▶ further applications in the pipeline





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ECO/10/276697: LEAKCURE

- **Trenchless repairing of small water pipe leaks**
 - ▶ addresses undetected leakages, seals and permanently cures.
- **Proposed by a Israeli SME targeting, as first client, the Thames Water, London.**
- **Finalist for The Water Industry Achievement Awards 2011 (UK).**
- **Plan for joint ventures in 3-4 EU countries.**



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Snapshot of call 2011



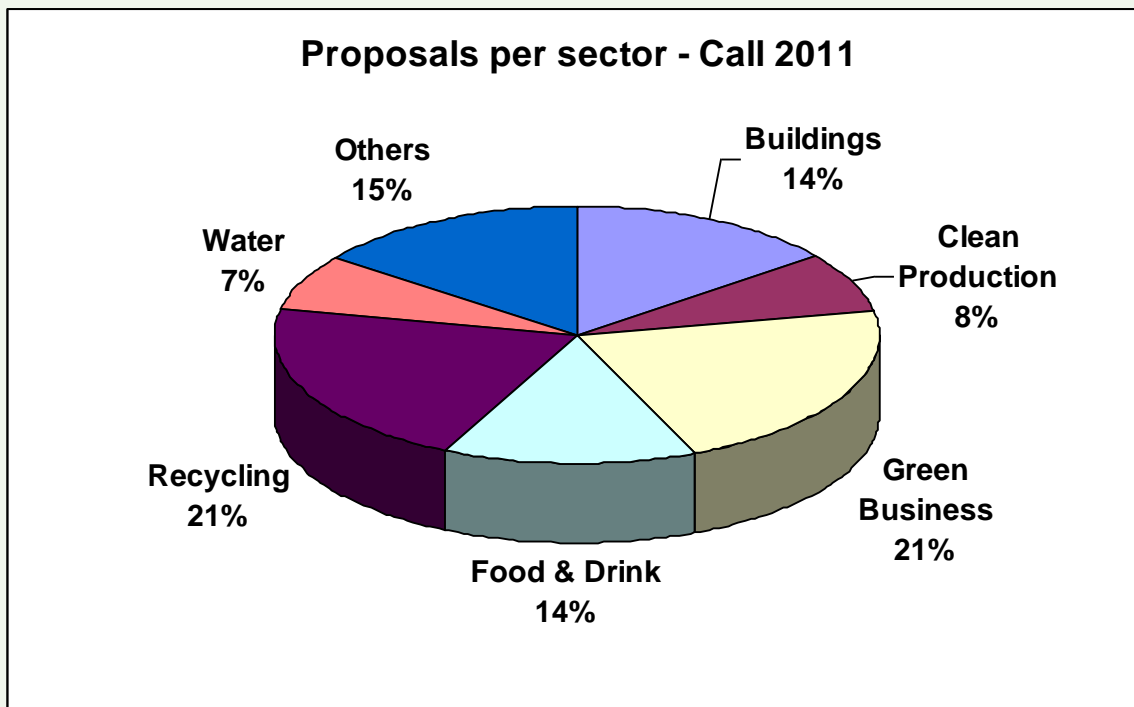
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Call for Proposals 2011

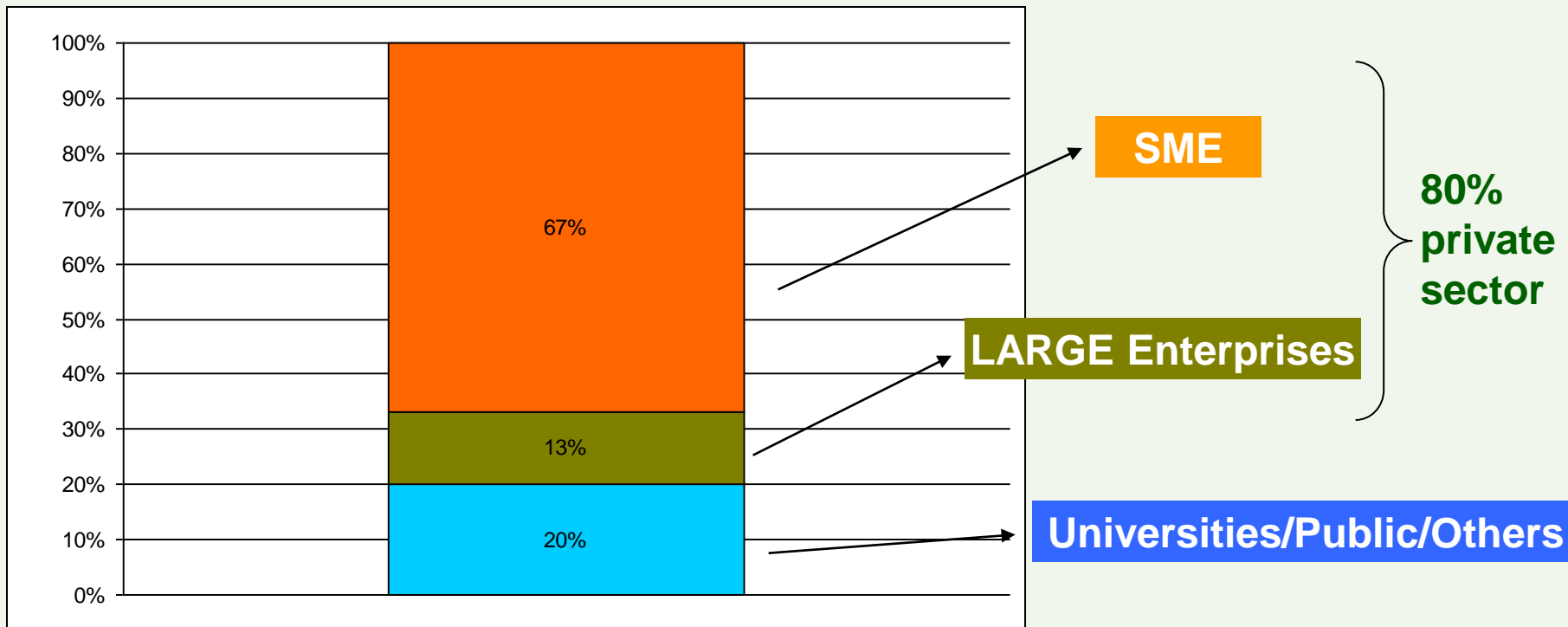
- **Sectors: all priorities of the Call covered.**





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Reaching the target group: 67% SMEs!



Participants (Source: call 2011)

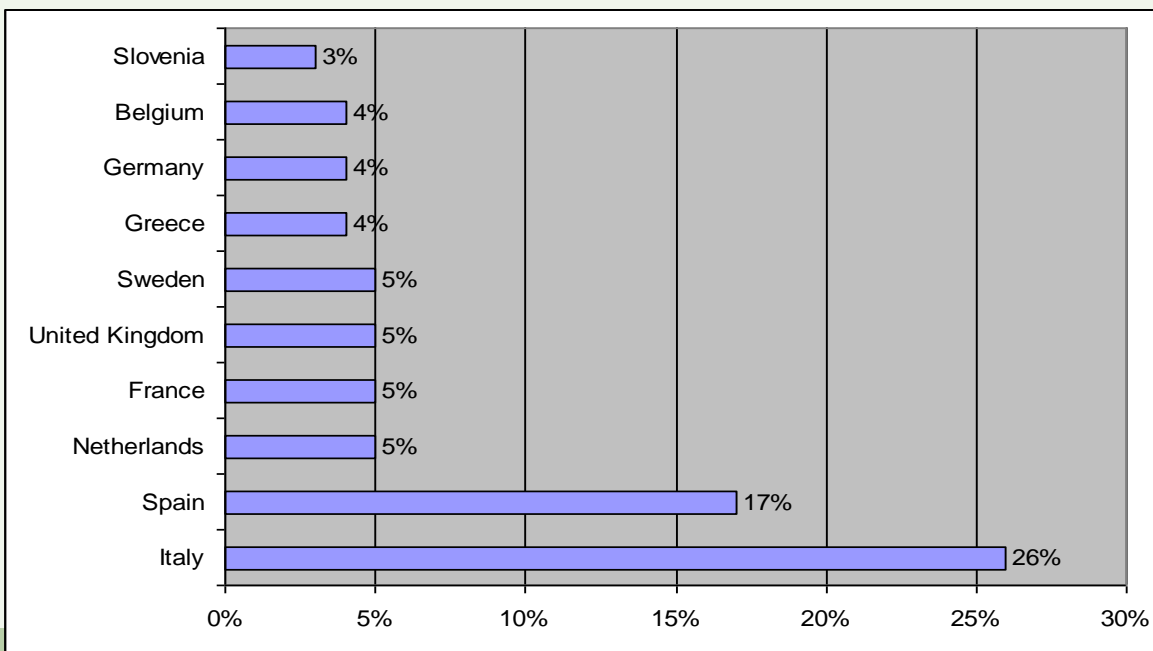




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Call for Proposals 2011

- **SMEs: 67 % of all participants, ~576 SMEs**
- **The 279 proposals have been submitted by 860 participants**
- **34 Countries (incl. 11 New Member States, 9 third countries):**



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Call for Proposals 2011: budget

- Total requested funding: ~200 m €
- Average total budget per proposal: 1.5 m €
- Requesting funding ~735.000 €





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Call planning 2012



- **Fifth Call: End of April / September 2012**
- **Electronic submission**
- **Evaluation: end of 2012**
- **First projects start May 2013**
- **50% funding rate of eligible costs**
- **Max 3 years contract duration**





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Conclusions

- Many obstacles exist on a firm's ability to get their eco-innovative solutions into the market
- The Eco-innovation initiative addresses a number of these barriers
- Applications have almost double since the launch of the initiative in 2008
- To date almost 150 ongoing projects with more than 400 SMEs financed by the Eco-innovation initiative

Now, it's important not to loose the positive response from the market and create opportunities for supporting SMEs, closing the gap between research and market uptake and have a significant impact on Europe's environmental and competitiveness goals.





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Thank you very much

For questions: contact our mailbox at
eaci-eco-innovation-enquiries@ec.europa.eu





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Eco-Innovation website as source of information

- Newsflash subscription
- Call for proposals
- Guide for proposers
- Frequently asked questions
- Grant Agreement and Financial Guidelines
- Info days + slides/recordings
- Contact including 2-page summaries for feedback
- Link to EPSS
- To come: projects database

The screenshot shows the Eco-innovation website interface. At the top, there's a search bar and navigation links for Contact, RSS, Legal notice, and English (en). The main header features the European Commission logo and the text 'Environment – Eco-innovation'. Below this is a navigation menu with links for Home, Who's who, Policies, Integration, Funding, Resources, and News & Developments. The main content area is titled 'Eco-innovation: when business meets the environment' and contains text about the initiative's goals and funding opportunities. A sidebar on the left lists 'Events', 'Press corner', 'FAQs', 'Contact', and 'Useful links'. A right sidebar includes a search bar, 'LATEST NEWS' section with recent updates, and 'DON'T MISS' section.

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