



ECO-INNOVATION
WHEN BUSINESS MEETS THE ENVIRONMENT

Eco-innovation, when business meets the environment

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European Business & Innovation Centre Network Projects Seminar
27 January 2010, Brussels



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



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Who are we?



<http://ec.europa.eu/eaci>



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What do we do?



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What is eco-innovation?

- **New services:
greening businesses**
- **New processes:
cleaner production**
- **New management
methods, new technologies and products**

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

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First Application and Market replication projects ~195m€ million

- Aim at bridging the gap between Research & Development and commercialisation
- Support projects concerned with the first application or market replication of eco-innovative techniques, products, processes or services, which
 - ▶ due to remaining risks need incentives to penetrate significantly the market.
- Projects should aim at reducing environmental impacts, increasing resource efficiency or improve environmental performance of enterprises.
- Create and enlarge markets, with a strong emphasis on SMEs
- NEXT CALL: April 2010, infoday foreseen on 13 April in Brussels

Good for business, good for the environment

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CIP Market replication initiative: What's in it for SMEs?



- **Market orientation**
- **SME focus**
- **Risk sharing for green ideas**
- **Direct funding (no intermediaries)**
- **Grants – no loans**
- **Multiple partnership not required– but EU added value important**
- **Relatively short timing between proposal submission and the contract**

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Main priority areas

- **Materials recycling**: Better sorting processes, innovative recycling products, new recycling solutions, new markets for recycling products ...
- **Buildings**: Sustainable construction materials, innovative ways of reusing and recycling of construction and demolition wastes, water treatment/saving ...
- **Food and drink sector**: Cleaner production processes aiming at higher resources efficiency, reduction of waste and increasing recycling and recovery, high efficiency in the water process ...
- **Greening business and smart purchasing**: Integration of eco-innovation in supply chains and purchasing, innovative approaches to EMAS and Eco-Label, greening of production ...

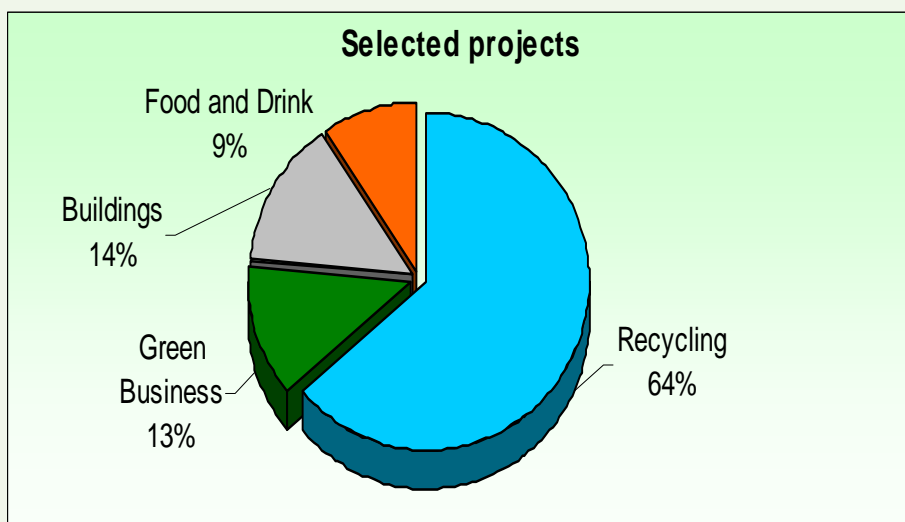
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1st Eco-Innovation Call by sector



- 44 out of 134 project proposals selected, average funding around 800.000€
- €28 million EU funding to mobilise €60 million
- Cross cutting approach including services, products, processes and business

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Some examples: Leather and Tannery Industries:



- Heavily polluting sector
- Usually very concentrated (geo)
- Bad Image / consumer perception
- Key economic activity In Europe:
25% of the world's leather
production. €8 billion of turnover.
3000 companies and 50.000
employees

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Briter-Water: bamboo remediation for food industry grey water

- Large scale bamboo farming for cleaning grey water (from fruit juice bottling plant) and dairy effluents.
- Less land required; lower cost of investment and operation; no sludge produced; can then be commercially harvested.
- Environmental objectives:
 - ▶ Considerably improve biological quality
 - ▶ Carbon capture
- Other possible markets: municipal effluent, printing industry.



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INSULA TFH: pre-insulated wall panels from recycled materials

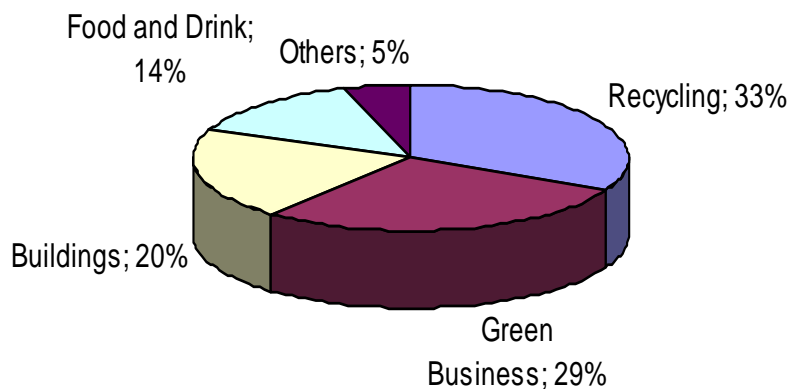
- Low cost process to produce pre-insulated timber frame panels with cellulose fibre insulation.
- Pulp processing; controlled filling into wall panels; delivery on site.
- Environmental benefits:
 - ▶ Recycling of waste paper and wood
 - ▶ Materials with low embodied energy
 - ▶ Reduced transport
 - ▶ Reduced packaging and landfill



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Snapshot of 2009 Call



- **Sectors: all priorities of the Call covered**
- **More than 200 proposals have been submitted**
- **More than 600 participants**
- **SMEs: ~70 % of all participants,**
- **Total funding requested is >m€150**

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Eco-Innovation website as source of information

- Newsflash subscription
- Call for proposals
- Guide for proposers
- Frequently asked questions
- Info days
- Contact



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Thank you very much for your attention

For more info:

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

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