



ECO-INNOVATION

WHEN BUSINESS MEETS THE ENVIRONMENT

CIP Eco-Innovation Call 2010: Market Replication Projects

Closing the gap between research and markets

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



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Who are we?



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



EUROPEAN COMMISSION

executive agency
eaci
for competitiveness & innovation

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What do we do?



CIP: Competitiveness and Innovation Programme



EIP: Entrepreneurship and Innovation Programme



Eco-innovation – the market replication definition

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

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



Eco-innovation in the EU – Opportunities* and challenges



■ Eco-Industries in EU

- ▶ Turnover €319 billion (8% annual growth)
- ▶ = 2.5% of GDP
- ▶ = 3.4 M jobs

■ EU strong player

- ▶ ~ 30% of world turnover
- ▶ Leading global position in recycling (50%), renewable energy (40%)



■ Green House Gas emissions

energy-related CO₂ emissions will increase by 25% by 2030

■ Metals and Minerals consumption

35-40% growth in 10 years

■ Plastic materials

~ 50% still goes to landfill (12Mill. tonnes yearly)

■ Waste volumes

municipal waste expected to grow by 25% from 2005 -2020

* 2008 data

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Eco-innovation market replication projects



- Support innovative ideas which can be turned into 'marketable' green products and services
- These need incentives to penetrate the market.
- Potential for replication and wider application must be demonstrated
- Budget ~ €200 million (2008-2013)



Main target group: SMEs



- 23 million SMEs in the EU
- The backbone of the economy
 - 99% of all enterprises
 - 1/3 world market shares
- Yet causing 60-70% of the EU's industrial pollution

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How does it work?



- Risk sharing for green ideas (50% per project)
- Market orientation
- Bridging the gap between RTD and commercialisation.
- Direct funding (no intermediaries)

Good for business, good for the environment

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How does it work?



- Life cycle assessment thinking
- SME focus
- Flexible - no partnerships required but EU added value important
- Funding contracts are drawn up rather quickly

Good for business, good for the environment

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Four priorities



- **Materials recycling**
 - **Sustainable building products**
 - **Food and drink**
 - **Greening business/ smart purchasing**
- **~35m€ for ~45-50 projects**

→ Compared to the 2009 call, more emphasis on resource efficiency and small adaptations in Buildings and Greening Business

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Materials recycling

- Better sorting processes and methods
- Innovative products using recycled material or facilitating material recycling
- Business innovations to strengthen the competitiveness of recycling industries, such as new market structures for recycling products, supply chains or harmonised manufacturing and recycling processes.

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Sustainable building products

- **Construction products and related processes that reduce consumption of resources, embodied carbon and production of by-product wastes. More environmentally friendly construction materials and innovative manufacturing processes.**



Food and Drink Sector

- **Cleaner and innovative products, including packaging aiming at higher resources efficiency, reduction of waste and greenhouse gas emissions, or/and increasing recycling and recovery**
- **Improved efficiency in the water consumption**
- **Innovative cleaner products, processes and services aiming at reducing the environmental impact of consumption of food and drinks**



Greening business and smart purchasing

- Innovative products that will decrease environmental impacts and use less resources
- Services facilitating a better match between supply and demand of eco-innovative solutions and helping eco-innovation into the market
- Substitution of materials with reduced environmental impacts and higher resource efficiency (e.g. bio-based products), substitution of scarce materials and increased use of secondary raw material
- Greening of production and clean production processes, including industrial symbiosis
- Gradual innovation by introducing re-manufacturing mechanisms and innovative repairing services

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Performance indicators



- Improved environmental performance
- Better use of resources
- Economic Performance / Market Replication

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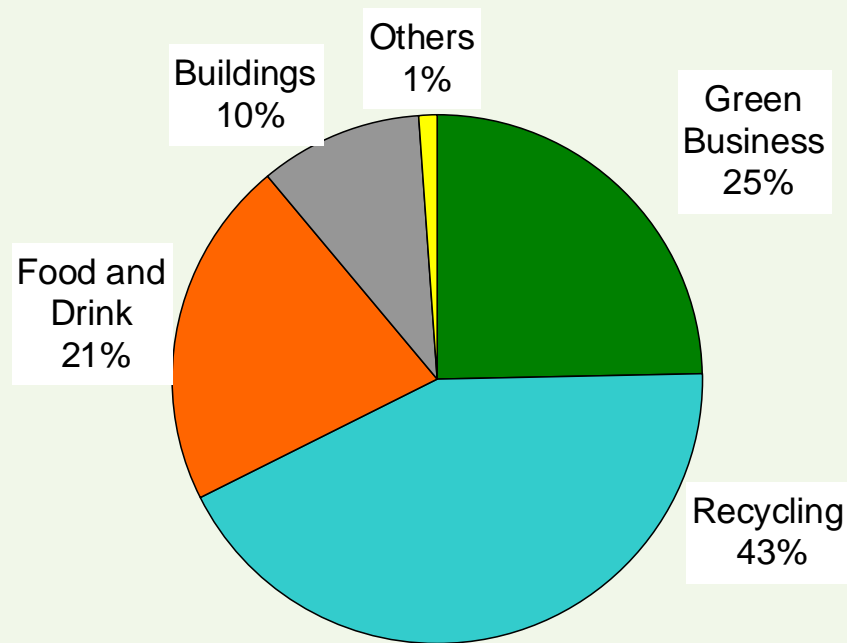




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Calls 2008 and 2009: results

Selected projects



- 2009: 56 green ideas out of 202 selected - 45 funded due to budget constraints
- Despite the economy context, 50% more proposals compared to 2008
- 59m€ to mobilise 120m€
- Cross-cutting approach including services, products, processes and business
- International consortia in ~70% of all projects

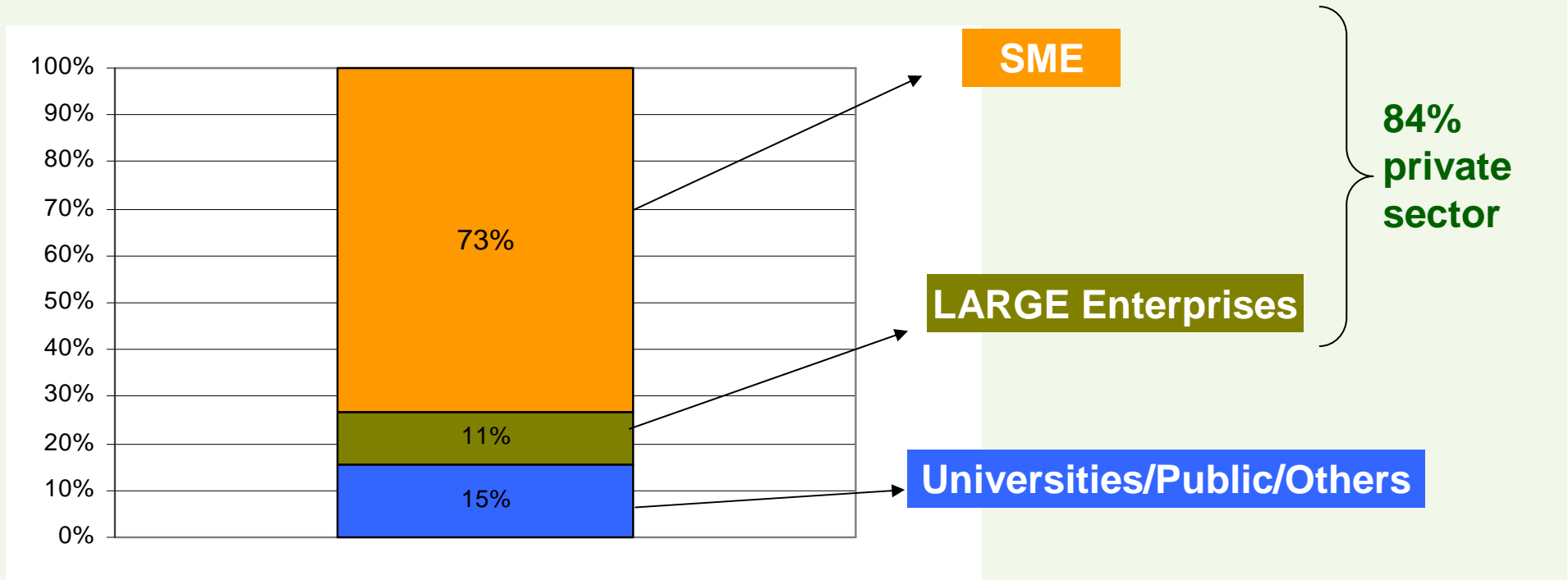
This summer, around 100 projects of 2008 and 2009 will be ongoing

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Reaching the target group: more than 70% SMEs!



Our beneficiaries (Source: calls 2008 and 2009)

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Call planning 2010



- **Third Call: 13 April with a closing date of 9 September 2010, 17h00**
- **Electronic submission (EPSS)**
- **Evaluation: end of 2010**
- **First projects start April 2011**
- **50% funding rate of eligible costs**
- **Max 3 years contract duration**

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Eco-I versus FP 7 Research

- Post research
- Adaptation for market uptake
- Industrialisation
- First commercial deployment
- Market demonstration



- Basic research
- Applied research
- Prototyping/first practical use of technology
- Technology demonstration
- Knowledge gathering



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Eco-I versus IEE

- First application of solution and market uptake
- Integrated approach covering various environmental aspects (resource efficiency including water, energy and raw materials...)
- Life-cycle approach
- Explicit SME and private sector focus
- Market uptake important

- Promotion & dissemination of well-proven intelligent energy solutions
- Energy focus: energy efficiency & renewable energy sources, including transport
- Stimulates action through better market conditions & admin. procedures, training, awareness raising, policy analysis etc
- No investment project, no RTD
- Impact and contribution to 2020 EU energy targets important



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Eco-I versus LIFE +

- Priority on private sector, businesses
- CIP umbrella
- Market competitiveness and market uptake
- Replication is crucial
- Integrated environmental impacts (e.g. water only one aspect)

- Mainly public sector
- Policy development and Implementation of legislation
- Dissemination, awareness raising, capacity building
- Land-use, urban planning and water management
- Environmental solutions but market uptake is not vital



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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



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Thank you very much

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

In >95% we reply within 14 days!



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