



**ECO-INNOVATION**  
WHEN BUSINESS MEETS THE ENVIRONMENT

# Eco-innovation

## Closing the gap between research and markets

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WssTP, 1 June 2010



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



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## 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 »**

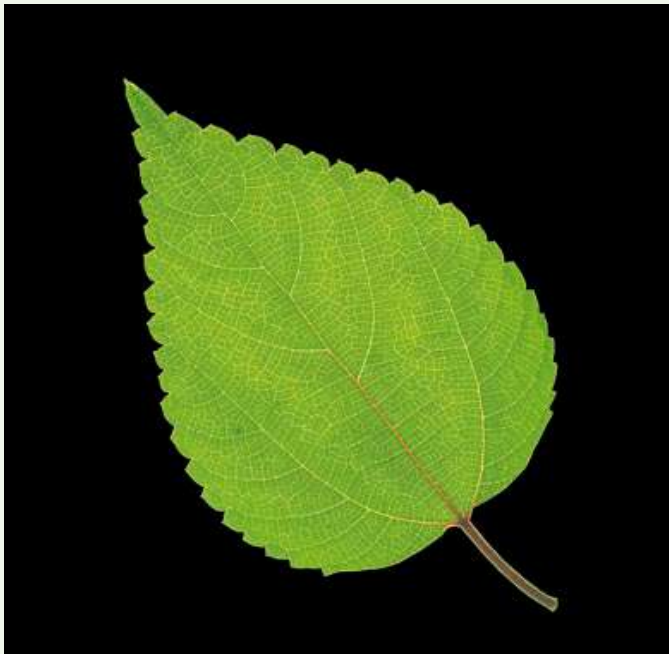


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## Eco-innovation market replication projects



- 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



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## 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%)
- 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
- Now Call 2010 open! Closing on 9 September 2010

**Good for business, good for the environment**



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## Four priorities



- **Materials recycling**
- **Building**
- **Food and drink**
- **Greening business and smart purchasing**

→ 2010 call, more emphasis on resource efficiency



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## Performance indicators



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

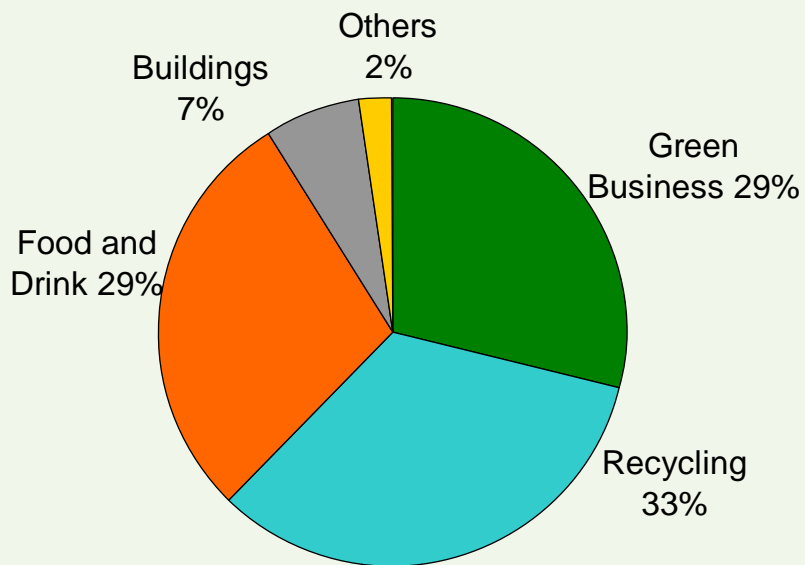




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## Call 2009 results

### Selected projects



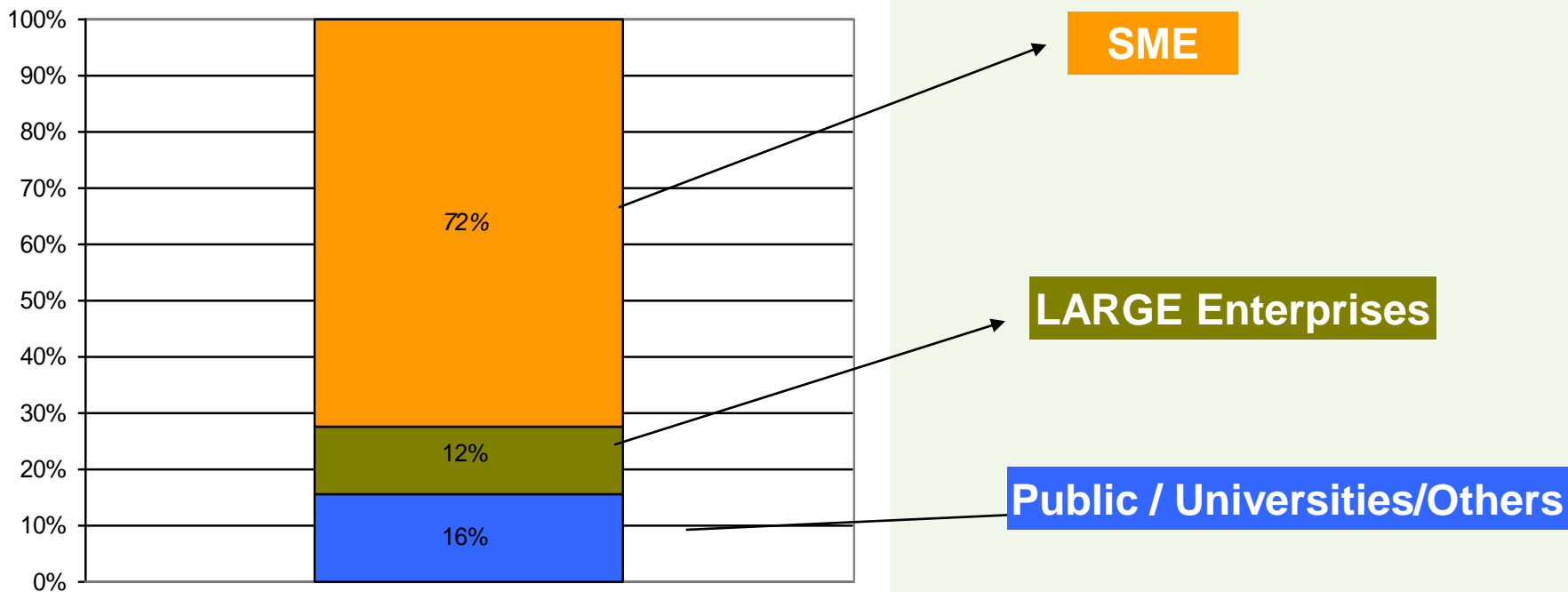
- **56 green ideas out of 202 selected - 45 funded due to budget constraints**
- **50% support of eligible costs**
- **Despite the economy context, 50% more proposals compared to 2008**
- **Cross-cutting approach including services, products, processes and business**





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# Reaching the target group: more than 70%!



## Our beneficiaries





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## Food & Drink: outcome and Briter-Water project

**-Industrial waste water treatment  
-New Fertilizers and other by-products such as poliphenols  
-Food packaging and labelling**



- **Bamboo farming to clean grey water and dairy effluents**
- **Lower investment and operation costs, no sludge, commercial harvesting possible**
- **Better water quality and carbon capture gains**
- **Use for laundry, paper and printing industry and municipal wastewater possible**







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## Materials Recycling: the ACE project

- 350 million old tyres per year in the EU
- Objective: convert them into a new hybrid material (95% recycled)
- Focus on construction and automotive uses
- SMEs and a research body from Sweden, Germany, Greece and Slovenia





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## Leather and Tannery Industries



- Heavily polluting sector with a 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.
- Green ideas on new production process that uses free solvent pigments.
- Green ideas on production of organic fertilizers from tannery waste



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## Overview of the Building Sector

- ▶ **Construction materials which reduce consumption of resources and production of waste**
- ▶ **Thermal insulation materials using recycled waste (cellulose materials, pumice stone, fiber glass...)**
- ▶ **Efficient use of water**





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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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## Overview of Green Business

### ■ Types of on-going green ideas:

- ▶ **New products**
  - Bio-plastics
- ▶ **New production processes**
  - For the ceramic, leather or motorcycle industry
- ▶ **Greening services**
  - Tourism, printing, production of electronic and electrical equipment
- ▶ **Certification schemes**
  - Forestry, plastics recycling

**-ECOTPU New bio-plastic for sports shoes  
-Involvement of footwear and chemical industry**





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## Conclusion

- **Market on eco-innovation exists**
- **SMEs respond to Eco-innovation and we are able to reach them**
- **Growing interest despite the crisis**
- **Water as part of the horizontal priority on resource efficiency. Not a priority on its own. Important role in the Food and Drink.**
- **Important next steps:**
  - ▶ **Manage expectations (~30M€ per year)**
  - ▶ **Learn from successes and failures**
  - ▶ **Quantify environmental and market effects**

