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Community research

WP2011 Eco-Innovation Call

Andrea Tilche

European Commission – DG RTD





Eco-Innovation

- New Commissioner delegation for Research and Innovation
- Mandate to coordinate the EU Innovation policy – key issue of the EU2020 strategy
- Eco-innovation as an essential element of any future EU Innovation policy
- A large, ambitious independent call to respond to the new policy drive





Eco-Innovation!

- Main part of the Call (approximately 43M€):
 - Bottom-up topic on 2 areas (no fixed subject, excluding energy and transport – avoid overlaps with CIP and LIFE+):
 - System innovation (also organisational, institutional, business model, etc.)
 - Technological innovation (particular solicitation on biomimetic technologies)
 - Evaluation criteria:
 - Maximise sustainability performance
 - Life-cycle thinking
 - Market potential and feasibility
 - 2-step evaluation; Collaborative Projects with no upper financial threshold; no upper number of proposals to be funded; SME/Industry oriented (min. 30% budget to SMEs)





What the proposals should address

- Research and development of system solutions, in production processes or consumption of goods and services, to be achieved through a variable mix of organisational (e.g. at business model level), and/or institutional measures, in combination with appropriate technical solutions. Proposals should **maximise eco-efficiency**, and this shall be demonstrated through appropriate economic/environmental social/**indicators**;
- Research and development of **novel eco-efficient environmental technologies** (including monitoring) whose direct or indirect use can substantially contribute to the reduction of materials and resource use, energy consumption, polluting emissions, etc., and whose effectiveness can be demonstrated through a set of key environmental performance indicators. A particular solicitation is made for presenting proposals on **bio-mimetic technologies** capable of deriving from nature's way of functioning the design principles that lead to eco-efficient processes.

[1] Environmental technologies include – as defined in the Environmental Technologies Action Plan (ETAP - COM(2004) 38 final) - "all technologies whose use is less environmentally harmful than relevant alternatives". They encompass technologies and processes to manage pollution (e.g. air pollution control, waste management, pollution monitoring technologies), less polluting and less resource-intensive products and services and ways to manage resources more efficiently.





How proposals will be evaluated

- Proposals should address direct and indirect impacts, as well as primary or secondary effects, and should clearly demonstrate a substantial improvement of the sustainability performance along the entire life cycle of the proposed solutions – also considering rebound effects –, with respect to currently available state-of-the-art technologies.
- Proposals should adequately demonstrate the potential market dimension, the marketing feasibility and the eventual regulatory and non-regulatory barriers that might limit the exploitation of the proposed innovation. Elements of business plans may considerably help to demonstrate the feasibility and the market potential.





Eco-Innovation

- Other topics dedicated to measuring eco-innovation and eco-efficiency and to e-dissemination of results:
 - **Development of eco-efficiency meso-level indicators for technology assessment (CP-FP)**
 - **Macro-Indicators to monitor the environmental impact of innovation (CP-FP)**
 - **Dynamic e-dissemination systems and platforms for enterprises including SMEs to exploit results for eco-innovation (CSA)**
- Single step evaluation associated with the 1st step
- Up-to 1 project per topic; overall availability of about 7 M€



Deadlines

- First stage:
 - Mid-November 2010 (probably 16/11)
 - Outline proposals of the Eco-Innovation! topic + full proposals of the three ancillary topics
 - Evaluation December 2010 – January 2011; letters to GO outlines for the second stage to be sent by 20 January
- Second stage:
 - End of April 2011 (probably 26/4)
 - Evaluation mid-May to mid-June 2011
 - Opening negotiations end of June 2011





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Environment (including climate change) and Eco- Innovation Calls Info Day

12-13 July 2010

BRUSSELS – CCAB

