

Eco-innovation policy
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**For a competitive and sustainable
Europe**

Hervé Martin
European Commission



- **Towards an energy and resource efficient economy**
- **Reduce environmental stress to enable a more sustainable economy**
- **Change environmental challenges into economic opportunities**

The opportunity

- 2 million new jobs in EU in the renewable energy sector alone by 2020 (2,3 million FTE already!)
- EU global market share above 30% in environmental goods and services
- Positive trade balance
- Venture Capital : Cleantech still on the increase \$8.4 billion in 2008 of which \$1.8 billion in Europe



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*



A win-win situation

- Resource efficiency means reduced costs
- Eco-innovation means new products and **new markets**
- Early-adopters will reap the **benefits**
- SMEs better placed to benefit from eco-innovation?

Eco-friendly technologies are good for business, reduce pressure on the environment and can create new jobs.



- Energy & climate change package (2008)
- Sustainable Production and Consumption Action Plan and Sustainable Industries Policy (2008)
- Raw Materials Initiative (2008)
- Reviews of Sustainable Development Strategy and Strategy for Growth and Jobs (2009)
- Communication on Innovation Policy (2009)
- Eco-innovation Action Plan (2010?)

Priority Actions

Getting from Research to Markets

- Focus R&D programmes
- Technology platforms
- Networks of testing centres

Improving Market Conditions

- Performance targets for key products
- Financial instruments to share the risks
- Review of state-aids, harmful subsidies
- Green Public Procurement
- Awareness-raising, targeted training

Acting Globally

- Supporting Eco-technologies in developing countries and promoting responsible foreign investment

ETAP



- ETAP: Promote eco-innovation and the take-up of Environmental Technologies:
 - *R&D: up to €10 billion in FP7 for environmental technologies*
 - *30 technology platforms (fuel cells, H2)*
 - *CIP eco-innovation- € 433 million*
 - *Environmental Technology Verification*
 - *Review of state-aid → special attention for eco-innovation*
 - *Green Public Procurement → 50% target proposed*
 - *Awareness-raising → ETAP Forum (over 1000 participants)*
 - *Innovation in promising areas → Lead Markets*
- Economic stimulus and recovery → green economy



...€433 million to support full implementation of ETAP...



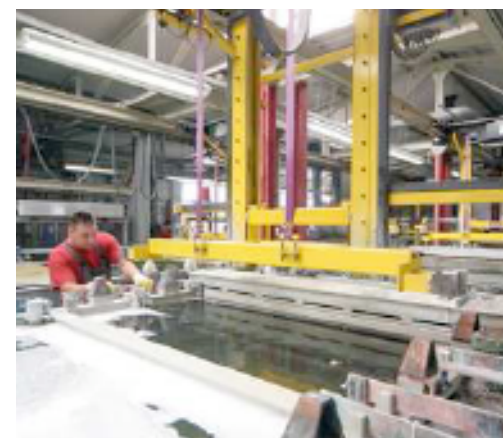
Financial
instruments

€ 228 million



Network
of actors

€ 10 million



Pilot and market
replication projects

€ 195 million

Budget: € 2.143 billion

- **at least 78% of LIFE+ for the co-financing of project action grants**
 - at least 50% of this amount is for nature and biodiversity projects
- **up to 22% for operational expenses of DG Environment**

- **Economic Recovery Package**
 - Speed up the shift towards a low carbon and resource efficient economy
- **Adaptation to Climate Change**
 - Likely aggravation and extension of existing problems – scarcity, floods
 - Opportunity for innovation
- **Review of ETAP**
 - 2009 review of 5 years implementation
 - Assess the mix of instruments – link to Innovation Act and new Lisbon?
 - Green Recovery and Green Growth