

# Eco-innovation

## 2008 Call for proposals



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EACI, European Commission**



# THE EACI

The first Executive Agency created by the Commission  
- previously known as the IE EA



# ...EXECUTIVE AGENCY ?

## A new player in the EU team

- created by the Commission
- to implement Community programmes
- for a limited duration, and
- under Commission control and responsibility



# What is eco-innovation?

- **New services:  
greening businesses**
- **New processes:  
cleaner production**
- **New management  
methods and products:  
eco-labelling, eco-  
management**



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

# The umbrella

## Eco-innovation is managed by the EACI



Competitiveness and Innovation  
Programme (CIP) 2007-13

Intelligent Energy  
- Europe



Enterprise  
Europe network



soon

Eco-innovation



soon

EIP

Marco Polo



soon



# IEE 2008 CALL: EXPECTED FUNDING AREAS



## ENERGY EFFICIENCY

- Buildings
- Industry excellence



## RENEWABLE ENERGY SOURCES

- Electricity
- Biofuels
- Heating & Cooling
- Domestic & small-scale



## ENERGY IN TRANSPORT

- Alternative fuels and clean vehicles
- Energy-efficient transport
- Capacity building in agencies

# IEE - 60 NEW LOCAL OR REGIONAL ENERGY AGENCIES



# ENTERPRISE EUROPE NETWORK

- Evolves from Euro Info Centres and Innovation Relay Centres
- More than 500 centres with 4000 professionals in 40 European and third countries



*Business and Innovation support at your doorstep*



- Information about EU matters
- Trans-national business and technological co-operation
- Support knowledge transfer and to innovative projects
- Easier SME participation in the EU Research Framework Programmes





# MARCO POLO



- Supports European projects to shift freight transport from the road to sea, rail and inland waterways

- Budget: about €400 million from 2007-13

- Mainly for companies in the freight transport business - only commercial undertakings can apply



# Eco-innovation in the EIP (part of the CIP)



**Financial instruments**



**Network of actors**



**Pilot and market replication projects**

# Eco-innovation in the EU - Opportunities and challenges



## ■ Eco-Industries in EU

- ▶ Turnover €227 billion
- ▶ = 2.2% of GDP
- ▶ = 3.4 M jobs

## ■ EU strong player

- ▶ ~ 30% of world turnover
- ▶ 50% of the world share of water and waste management



## ■ Green House Gas emissions

2.5 to 3 fold increase by 2050

## ■ Metals and Minerals consumption

35-40% growth in 10 years

## ■ Plastic to landfill

up 21% from 1990-2002

## ■ Waste volumes

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

# Pilot and Market replication projects

## €195 million (2008-2013)

- Support the first applications and market uptake of innovative technologies and practices
- Aim at bridging the gap between Research & Development and commercialisation
- Cover market oriented activities, with a strong emphasis on SMEs
- To be run by the EACI in close cooperation with DG Environment

« Good for the business,  
good for the  
environment »



# Objectives of market replication eco-innovation

- Promote new and integrated approaches to eco-innovation in relation to products, processes and services
- Remove obstacles to the wide application of eco-innovation
- Create an enlarged market for eco-innovative products and services
- Increase innovation capacities of SMEs



# Main client: SMEs

- **23 million SMEs in the EU**
- **The backbone of the European Economy**
  - ▶ 99% of all enterprises
  - ▶ 57% of value added
  - ▶ 1/3 world market shares
- **Yet causing 60-70% of the EU's industrial pollution**

# Call for proposals 2008: Main priority areas

**Final priorities only to be published 21 April 08**

- **Materials recycling:** Better sorting processes, innovative recycling products, new recycling solutions, new markets for recycling products.
- **Buildings:** Innovative processes and products in the building sector. Sustainable construction materials, 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:** Application of (new) EMAS, cluster approach, eco-design, support to eco-labelling, integration of eco-innovation in supply chains.

# Call for proposals 2008: Award Criteria

Final award criteria only to be published on 21 April 08



**Pilot and market  
replication projects**

- **Relevance of the action:** innovation and substantial environmental benefits;
- **Quality of the proposed actions:** Soundness and coherence of project from the financial, technical and project management perspective;
- **Impact on target audience:** High potential for replication, potential to create or enlarge markets;
- **Budget and cost-effectiveness:** appropriated level of effort and increased competitiveness;
- **European added value**





# Eco-innovation pilot and market replication: Borderline to other funding programmes

- Projects oriented to public authorities should be presented to LIFE+ <http://ec.europa.eu/environment/life/index.htm>
- Projects at an early stage of research with high technology risks: DG RTD <http://cordis.lu>
- Projects with a very high financial risk:  
EIP financing instruments [http://ec.europa.eu/cip/eip\\_en.htm](http://ec.europa.eu/cip/eip_en.htm)
- Projects focusing on energy efficiency or renewable energy sources: Intelligent Energy Europe  
[http://ec.europa.eu/energy/intelligent/index\\_en.html](http://ec.europa.eu/energy/intelligent/index_en.html)
- Projects focusing on land-use, urban planning and water management: LIFE+ or to DG RTD

# For illustration: Example Project I

## Integrated Recycling Plant for Agricultural Plastics

### ■ Objectives

- ▶ **Construct and commission a recycling plant for agricultural plastics**
- ▶ **Use this plant as catalyst for other plants**
- ▶ **Eliminate the negative environmental impacts of discarded plastic**
  - **soil contamination**
  - **surface and groundwater pollution**
  - **visual impact on the landscape**
  - **increase life cycle**
  - **save resources**
- ▶ **Bring together recycling and transformation processes with important replication factors**



# For illustration: Example Project I

## Integrated Recycling Plant for Agricultural Plastics

### ■ Environmental benefits :

- ▶ Prevention of 7.000 tons of abandoned or dumped plastic waste per year
- ▶ Reduction of environment cost (emission, noise, risks, use of fossil fuels, etc.) caused by transport to landfill sites
- ▶ Saving on consumption of non-renewable energy (fossil fuels)
- ▶ Reduction of air pollution by avoiding the need to produce new plastic and reducing the incidence of uncontrolled burning of waste material

### ■ Replication of the project in the agricultural sector

# For illustration: Example Project II

## Integrated management in the winemaking industry waste

### ■ Objectives:

- ▶ To develop an economically feasible process for the integrated management of the waste generated by the winemaking industry.
- ▶ Production of added value natural products and organic fertilisers.



**A financially appealing and environmentally acceptable solution.**

# For illustration: Example Project II

## Integrated management in the winemaking industry waste

### ■ Environmental benefits

- ▶ Waste is being processed
- ▶ To recover the high added value polyphenols. These natural products are widely used as nutritional supplements or raw materials for food, cosmetics or pharmaceutical industries.
- ▶ To use the remaining waste for the production of high nutritional value animal food or natural organic fertilizer.

# Call for proposals 2008: Planning for market replication projects



**Pilot and market  
replication projects**

- **First call 21 April 2008**
- **Deadline for proposal submission:  
11 September 2008, electronic only**
- **Approximate funding budget: 28 M€ for  
2008.**
- **Funding rate: 40% - 60% of the total  
eligible costs**
- **Hardware costs eligible**
- **Maximum three years contract**
- **Approximate average EC contribution  
€700,000.**

# Call for proposals 2008: Eligible participants



**Pilot and market  
replication projects**

**Any legal person, which is located in one of the following countries:\***

- **27 EU Member States**
- **Emphasis on SMEs**
- **EFTA countries, which are members of the EEA: Iceland, Liechtenstein, Norway**
- **Accession and Candidate Countries  
Croatia, Turkey**
- ***Further, and to be confirmed:***
  - ▶ *Other third countries: Israel*
  - ▶ *Western Balkans*

\* Third countries' participation is only possible in cases where the Memorandum of Understanding has entered into force with the call deadline - see also Article 4 of the CIP legal base



# Call for proposals 2008: Promotion of call

■ Information day in Brussels: 8 May 2008 (morning)

■ Information at our Website:

[http://ec.europa.eu/environment/etap/ecoinnovation/index\\_en.htm](http://ec.europa.eu/environment/etap/ecoinnovation/index_en.htm)

■ Synergies at EACI:

- ▶ Europe Enterprise Networks
- ▶ Cooperation with IEE

■ DG ENV communication channels



**Thank you very much for  
your attention and good  
cooperation**

