



eco-innovation

WHEN BUSINESS MEETS THE ENVIRONMENT

CIP Eco-Innovation Call 2010: Market Replication Projects

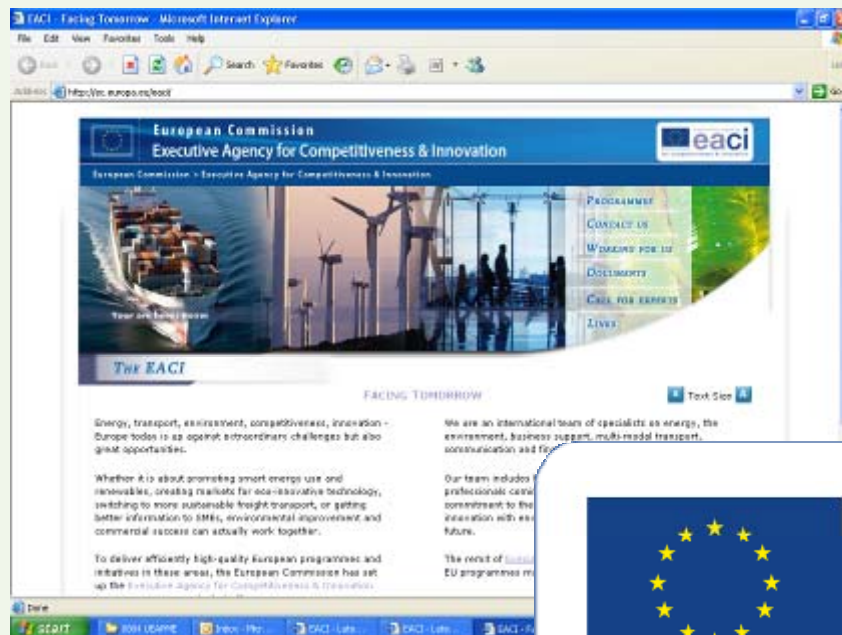
Closing the gap between research and markets

**Eco-innovation, EACI, European Commission
Market Replication Eco-Innovation and Intelligent Energy**



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

Who are we?



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



EUROPEAN COMMISSION

for competitiveness & innovation

executive agency
eaci



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



What do we do?



CIP: Competitiveness and Innovation Programme

EIP: Entrepreneurship and Innovation Programme



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

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 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



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



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



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



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.



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



Performance indicators



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



Realistic costing is required !

- **Direct staff costs – hourly costs must equal actual salary (from pay slips) + social charges**
Be sure you can substantiate staff costs (eg: copies of payslips)
- **Equipment and infrastructure (depreciated, only parts for innovative action)**
- **Sub-contracts to specialised professionals but not core tasks – up to 35% of total eligible costs**
- **Meetings and travel – budget should be reasonable**
- **Other specific cost (not: electricity & gas)**
- **7% of the total eligible direct costs for overheads/indirect costs**

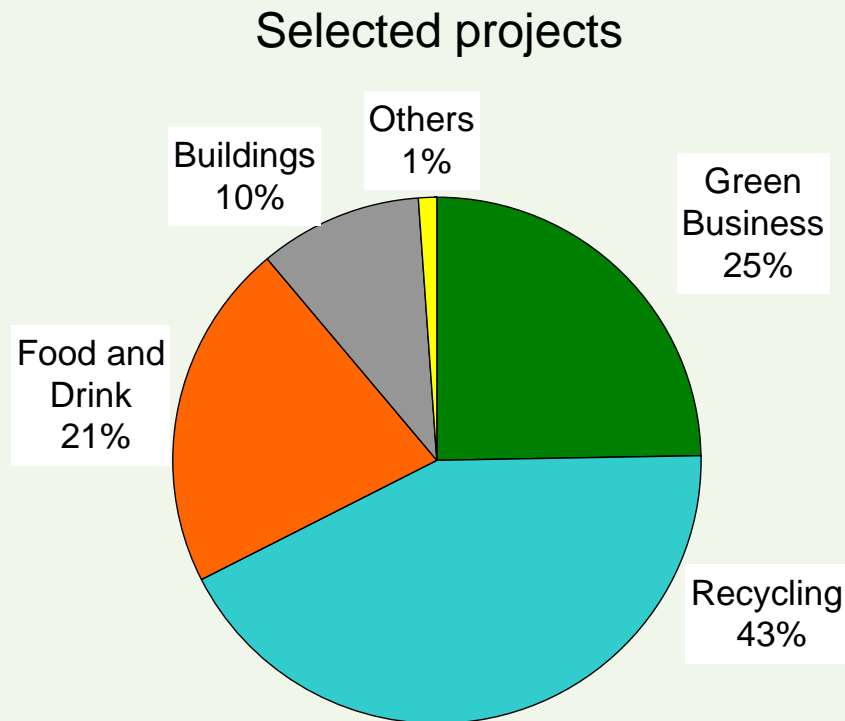


Equipment and Infrastructure

- A clear description should be given for each item
- Durable equipment must be specifically required for the action
 - no budget for standard office equipment will be accepted
- Includes only the portion of the equipment's depreciation
 - ▶ necessary to realise the proposed action and clearly directly related to the innovative action proposed
 - ▶ corresponding to the duration of the action and to
 - ▶ the rate of actual use for the purpose of the action
- The purchase cost must be capitalised in the books of the beneficiary or co-beneficiary according to the applicable accounting rules



Calls 2008 and 2009: results

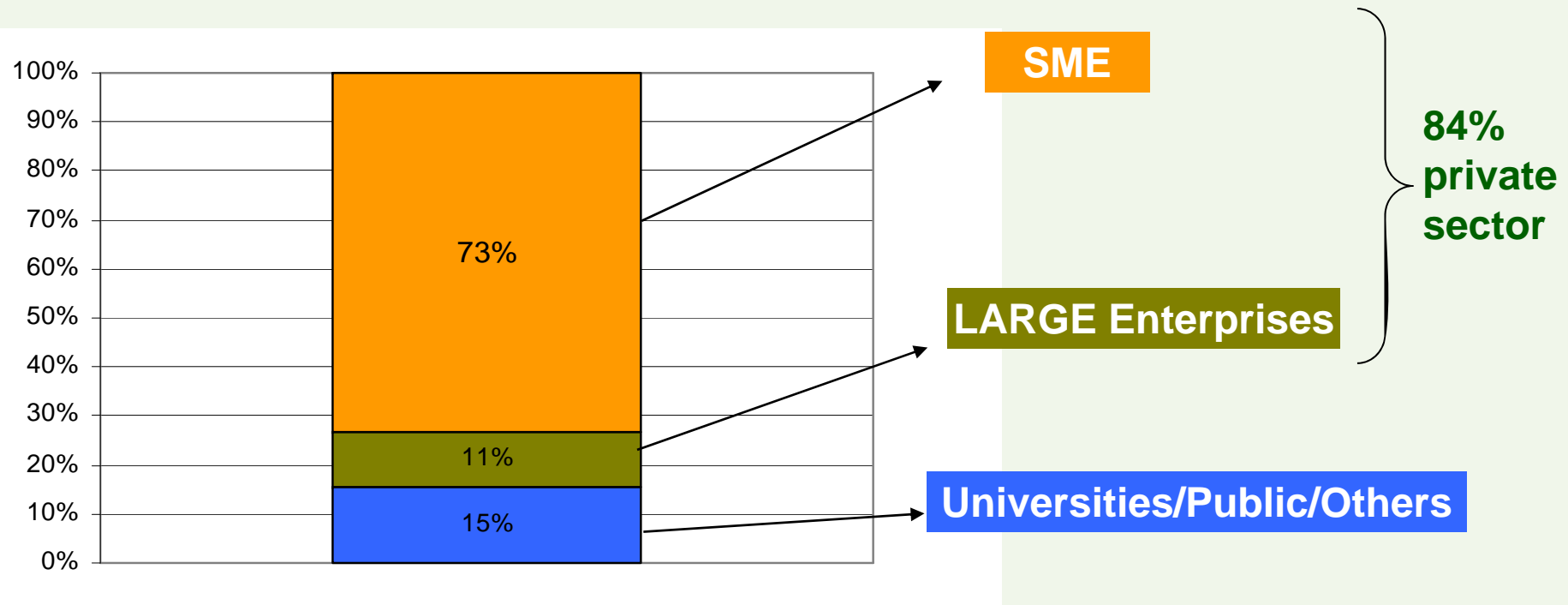


- 2009: 56 green ideas out of 202 selected - 45 funded due to budget constraints
- Despite the economy context, 50% more proposals compared to 2008
- 59m€ to mobilise 120m€
- Cross-cutting approach including services, products, processes and business
- International consortia in ~70% of all projects

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



Reaching the target group: more than 70% SMEs!



Our beneficiaries (Source: calls 2008 and 2009)



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**



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



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

Intelligent Energy  Europe



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



Materials recycling priority

Commercialization of Eco-rubber (ACE)

New Recycling Processes/Technologies

new sorting methods, clean tanning, recovery of metals.

New Products from Recycled Materials

Textiles, ceramic, metals and tyres are emerging as the most interested sectors.

New Recycling Services

reuse and recycling of used carpets, vegetable oil collection.



- 350 million end-of-life tyres arise each year in the EU
- Industrialisation of a patented hybrid material composed of 95% recycled rubber bound to a plastic polymer
- Focus on two markets: Construction (e.g. insulation) and Automotive (e.g. plastic filters)



Green product out of a green market: Bio-based thermoplastic material for shoes (ECOTPU)

New products

Bio-plastics

New production processes

For the ceramic, leather or motorcycle industry

Greening services

Tourism, printing, production of electronic and electrical equipment



- New bioplastic (TPU) for sport shoes coming from oil plants or sugars.
- Production line (5.000 tons/year) will be set up and started.
- Involvement of footwear and chemical industry.



FERTILANDIA

Tannery waste as fertiliser

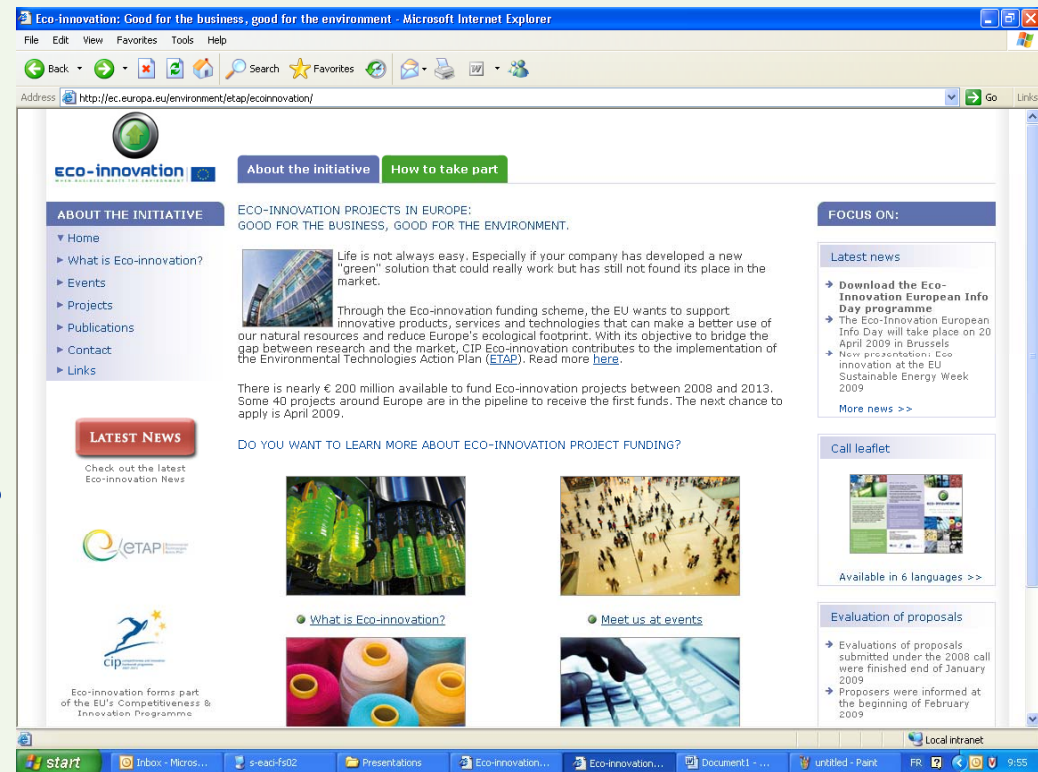


- **Problem:**
Leather tanning is polluting – most leftovers are put into landfill
- **Proposed solution:**
Create organic fertilizer from leather meal with dewatered leather sludge
- **Potential:**
Production and sales of 36,000 tons of integrated leather meal per year



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



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





ECO-innovation

WHEN BUSINESS MEETS THE ENVIRONMENT

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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