

**OECD Meeting of the EPOC
at Ministerial Level
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Key Note - Session 3:

**Competitiveness, Eco-innovation
and Climate Change**

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- First of all I would like to thank you and the secretariat for the excellent work done in the preparation of this meeting.
- Being well aware of the time limits we are facing, let me just point out a few ideas and experiences, which in my opinion, are of vital importance – and I am happy to address in particular question 2: *What types of national measures, including public-private partnerships, have successfully promoted the development and deployment of low-carbon or energy efficient technologies?*
- We discussed yesterday in a detailed manner the results of the OECD Outlook, the progress and challenges we experienced in our efforts to protect the environment. Today we should discuss in depth the possibilities we have in order to apply a new set of tools and solutions which might enable us to better scope the challenges before us.
- One of them is the enhanced use of modern environmental technologies.
- Environmental technology is a key economic factor. Around 3.5 million people in the European Union have jobs in this sector. The European eco-industry generated over 216 billion Euros of sales in 2004, which is 2.1% of the EU GDP. Water supply, waste water and waste management accounts for the highest share.
- Austria has established a number of policy measures and programs aimed for promoting environmental technologies and thus reducing CO₂ emissions and using energy in a more efficient way.
- An important instrument in this regard is the Environmental Technology Master Plan, issued in April 2007. It has been developed in co-operation with decision-makers, the administration, industry and science. The private sector has played a key role in the preparation and in the implementation of the Master Plan. More than 100 companies are partners of this project.
- This involvement of all relevant stakeholders is also a driving force for research and development. The goal is to boost the development, implementation and diffusion of environmental and sustainable energy technologies.
- Furthermore, the Master Plan in Austria will make an essential contribution to achieve the following ambitious environmental and economic goals:
 - Double the share of the environmental technology sector in the GDP and in employment to 8% or 40.000 people
 - Reach a 2.5% share in global trade
 - Increase the export share to 80% and build up direct investments
 - Promote or obtain an international technology leadership
 - Raise the share of the physical assets production to 5%
- Another issue is how to finance and promote eco innovation and technological solutions? For several eco-industry sectors as the renewable energy sector, the cost and availability of finance still seems to be a barrier for their market

development. Therefore, the development and use of financial mechanisms for eco innovations and technologies are required. In Austria for example the energy and climate fund is a tool to provide incentives in this area.

- The establishment of the energy and climate fund contributes considerably to accelerate the launching of innovative products and services on the market.
- We also recognize the need to create mechanism for the transfer of our technologies and experiences to Eastern European countries as well as to developing countries.
- I personally support the spreading of environmental technologies by the “Initiative for Export of Austrian Environmental Technology”.
- The main goal of this initiative is to promote the international cooperation on environmental technology matters between Austria and partner countries.
- I am convinced that an orientation towards more sustainable development not only contributes to a relief of the environment, it also opens up completely new opportunities for development and the economy.
- An example: Saving energy and raw materials means developing considerably smarter and more efficient solutions and products to meet our needs. Only an economy based on the principles of sustainable development will be able to secure our prosperity and quality of life in the long run.

Dear colleagues,

- Let me conclude by saying that it lies within the responsibility of our countries to tackle the enormous environmental and economic problems. And the rapid changes in economic and environmental conditions accelerate the demand for efficient and innovative environmental technologies. The development of such technologies will help us to achieve success.

Thank you!
