



**ECO-innovation**  
WHERE BUSINESS MEETS THE ENVIRONMENT

## **Making a case for business: Work from the EU**

Maciej Szymanowicz  
European Commission  
LIFE+ and Eco-innovation



1

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



**ECO-innovation**  
WHERE BUSINESS MEETS THE ENVIRONMENT

## **Eco-innovation – the 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)**



2

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



**ECO-innovation**  
WHERE BUSINESS MEETS THE ENVIRONMENT

## Eco-innovation – the market replication projects

- **New services: greening businesses**
- **New processes: cleaner production**
- **New materials**
- **New products**

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



3

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



**ECO-innovation**  
WHERE BUSINESS MEETS THE ENVIRONMENT

## Eco-innovation – the market replication projects

- **Materials recycling**
- **Sustainable building products**
- **Food and drink**
- **Water → NEW!**
- **Greening businesses/ smart purchasing**

→ **38M€ for ~45-50 projects annually**

**Resource efficiency transversal priority, new water priority and small fine tuning on the rest**



4

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



ECO-innovation  
WHERE BUSINESS MEETS THE ENVIRONMENT

## The link with business models

- An implicit but direct policy measure
- Supply side measures (mostly funding based) have proved to be very relevant in supporting new business models
- The eco-innovation market replication grant programme falls into this category
- It provides some good examples of new business models
- Let's see some of them..



5

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



ECO-innovation  
WHERE BUSINESS MEETS THE ENVIRONMENT

## ECO/10/277303: REWASH

- **Consortium:** two French companies; Eco2Distrib and DMS Project.
- **Concept:** replicate and encourage the eco-friendly reuse of liquid detergent containers.
- **Business Model:** more efficient supply chain management (containers instead of bottles), leasing contracts (including maintenance and upgrades) with large retailers, successful partnerships with some of Europe's leading liquid detergent market players and retailer organisations.



6

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



ECO-innovation  
WITH BUSINESS MEETS THE ENVIRONMENT

## ECO/10/277303: REWASH

- **Impact:** preliminary evaluations suggest a five-fold reduction on packaging sent to landfill, reduction on recycling burden, and cost reductions for eco-friendly liquid detergents consumers.

Rewash also encourages positive market perception on reusable packaging and offer significant reductions in water, oil, and CO2 consumption.



7

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



ECO-innovation  
WITH BUSINESS MEETS THE ENVIRONMENT

## ECO/09/256142: DESSO

- **Consortium:** Desso France SAS, Desso Germany GMBH, and Desso UK Ltd.
- **Concept:** sorting and separating of carpet waste into light and heavy fraction, the light fraction is recycled for use in new carpets, where heavy fraction is recycled for the construction of road surfaces.
- **Business Model:** ensuring supply by paying a higher fee than landfill and incineration fees and providing custom made containers for collection, other branded carpets are not excluded from the collection system



The Floor is Yours



8

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



ECO-innovation  
WITH BUSINESS MEETS THE ENVIRONMENT

## ECO/09/256142: DESSO

- **Impact:** reduction in use of virgin materials by 8,000 tons, diversion of 8,000 tons of carpet waste from landfills, reduction in energy consumption of 36,000,000 kWh, and eventually, securing feedstock for the carpet industry with less need for petroleum-based raw materials.

DESSO

The Floor is Yours



9

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



ECO-innovation  
WITH BUSINESS MEETS THE ENVIRONMENT

## ECO/10/277298: EUROCELL

- **Consortium:** five British and one Dutch SME; University of Bath, White Design Associates, Integral Engineering Design Ltd, Modcell Ltd, and BB-Architecten.
- **Concept:** innovative prefabricated low carbon cellulose-based panel building system designed for use in a wide variety of construction sectors, including housing, schools and retail projects
- **Business Model:** UK patented prefabricated straw bale panel, a licensable production process with franchising opportunities and low capital investment.

modcell®  
helping you build a more sustainable future



10

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



eco-innovation  
WITH BUSINESS MEETS THE ENVIRONMENT

## ECO/10/277298: EUROCELL

- **Impact:** over a 60 year use period (including disposal), global warming potential is reduced by nearly 40%, with human toxicity potential (including air quality, chemical irritants, and carcinogens) being improved by 20-25%, and super-insulation reducing indoor heating by 80%.

modcell®  
helping you build a more sustainable future



11

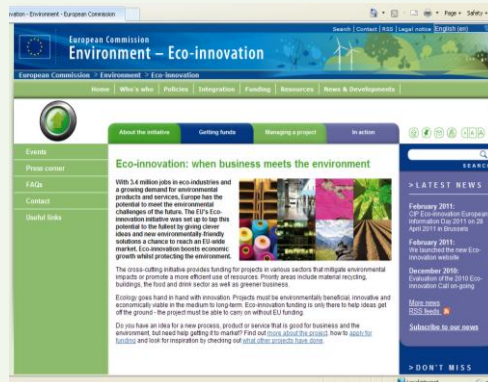
<http://ec.europa.eu/environment/etap/ecoinnovation>



eco-innovation  
WITH BUSINESS MEETS THE ENVIRONMENT

## Eco-Innovation website

- Newsflash subscription
- Call for proposals
- Guide for proposers
- Frequently asked questions
- Grant Agreement and Financial Guidelines
- Info days + slides/recordings
- Pre-screening: max 2 pages summary
- Link to EPSS
- Projects database



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

12