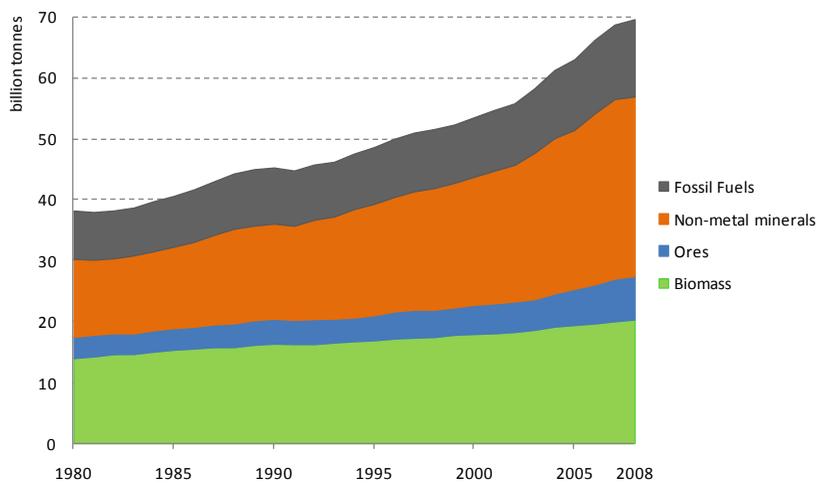


Eco-innovation Action Plan

Aurelio Politano
DG Environment, E.4 "LIFE Environment and Eco-innovation"
European Commission

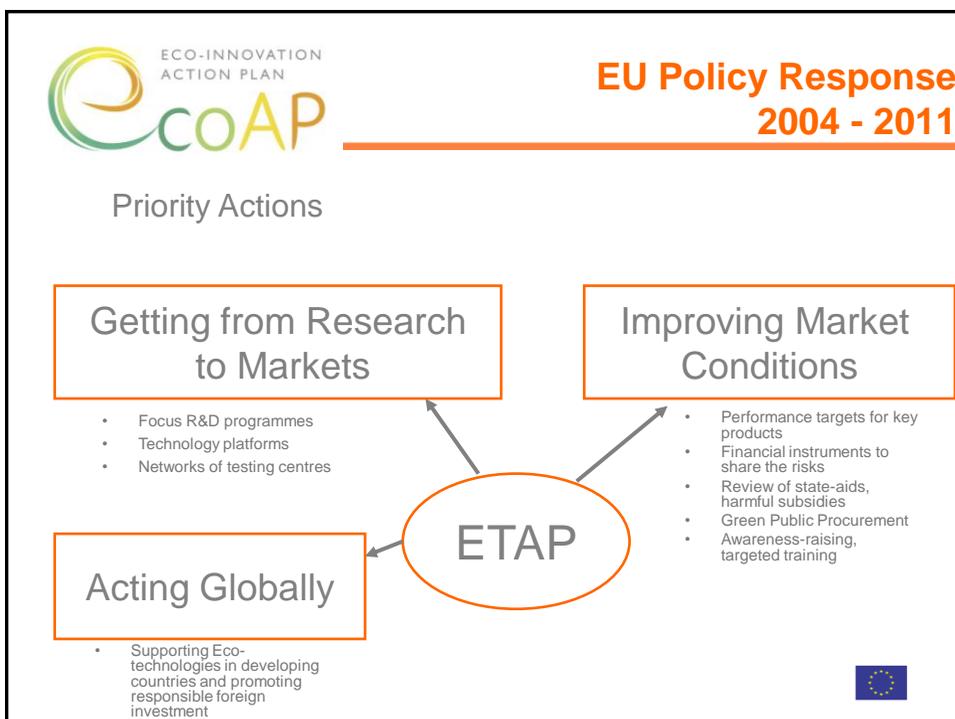
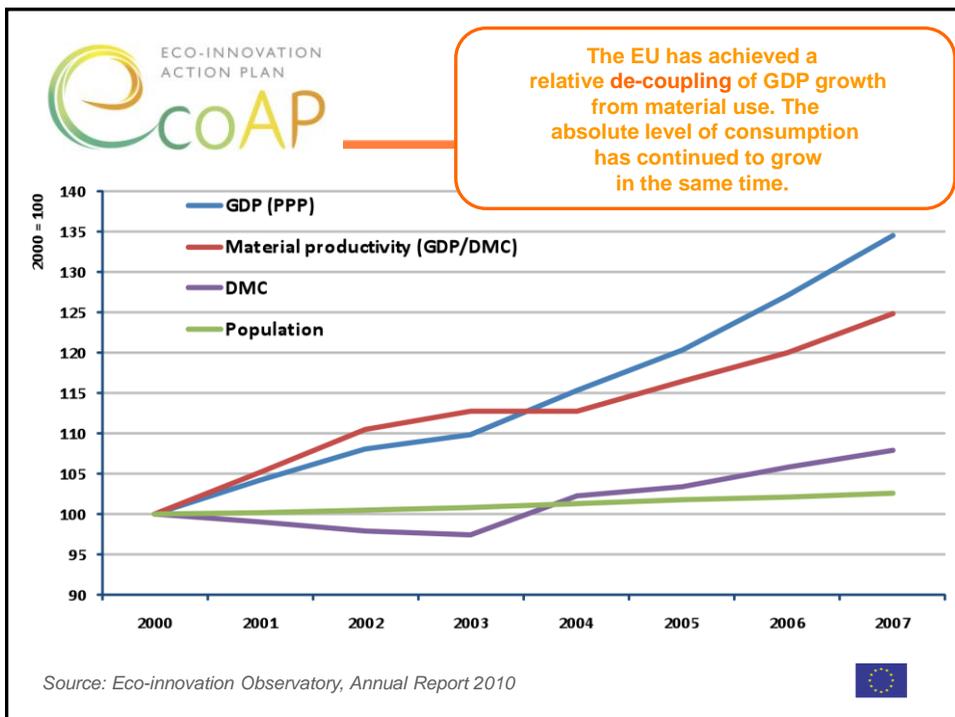


Global use of natural resources, 1980 - 2008



Source: Eco-innovation Observatory, Annual Report 2010







Looking to the future: Europe 2020

- The course for the EU economy for next 10 years and beyond and aims to support the transition towards a resource-efficient, low carbon economy
- 3 thematic **priorities**
 - ✓ **Smart growth**: developing an economy based on knowledge and innovation
 - ✓ **Sustainable growth**: promoting a more efficient, greener and more competitive economy
 - ✓ **Inclusive growth**: fostering a high-employment economy delivering social and territorial cohesion
- **Environmental considerations integrated into economic policy**
- **7 flagship initiatives: Innovation Union**, Youth on the move, A Digital Agenda for Europe, **Resource efficient Europe**, **An industrial policy for the globalisation era**, **An Agenda for new skills and jobs**, European Platform against Poverty



Eco-innovation Action Plan

- Need to upgrade support in light of eco-innovation lessons learnt (ETAP and env policy)
- Tackle eco-innovation specific barriers and drivers
- Exploit the economic opportunities and stakeholder commitment for eco-innovation
- Follow-up on commitments made in the Europe 2020 flagships

The Action Plan will complement the Innovation Union by focusing on specific eco-innovation barriers and opportunities and expanding the focus of innovation policies towards green technologies and eco-innovation.





Eco-innovation Action Plan - Actions

- Action 1: Environmental policies and regulations for promoting eco-innovation
 - Water policy
 - Waste policy
 - Clean air
- Action 2: Demonstration projects and partnerships for eco-innovation
 - Provide a transition period towards Horizon 2020



Eco-innovation Action Plan - Actions

- Action 3: Standards and performance targets for key goods, processes and services to reduce their environmental impact
 - Identify priority areas
 - Characterization of waste and waste treatment
 - Drinking water
 - Sustainable construction materials and insulation of buildings
- Action 4: Finance and support services for SMEs
 - Looking forward towards the new financial perspective
 - Support networks
 - ETV Pilot





Eco-innovation Action Plan - Actions

- Action 5: International cooperation
 - Eco-innovation in bilateral environmental dialogues
 - Networking of eco-innovators
 - Expansion of harmonization and benchmarking approaches
- Action 6: New skills and jobs
 - Identification of future skills needs and mismatches as part of the “EU Skills Panorama”
- Action 7: European Innovation Partnerships



The EcoAP and other EU policies

- One of the commitments of the **Innovation Union Flagship**
- Complements other Europe 2020 Flagship Initiatives, such as the **Industrial Policy for the Globalisation Era**, **A Resource Efficient Europe** and the **Agenda for New Skills and Jobs**
- Incorporates the Europe 2020 strategic goals and reinforces the EU's capacity to deliver smart, sustainable and inclusive growth.
 - ↓
- **Horizon 2020**, the Framework Programme for Research and Innovation, will strengthen the role of eco-innovation and provide financial means for the implementation of this Action Plan post-2013 within the context of the Societal Challenge "**Climate Action and Resource Efficiency, including Raw Materials**" (3160 million € proposed total funding)
 - ↓
- In cooperation with all stakeholders and pooling efforts at MS level





Conclusions

- All these actions are relevant to the creation of new business models
- Ongoing and planned cooperation with OECD will help to:
 - better understand BM in eco-innovation
 - define the role policy can play
 - integrate BM concerns in implementing actions

