



Federal Ministry for the  
Environment, Nature Conservation  
and Nuclear Safety

## **WORKSHOP ON ENVIRONMENTAL INNOVATION AND GLOBAL MARKETS**

**Berlin, 20-21 September 2007**

**Organised by the Organisation for Economic Co-operation and Development (OECD) and  
the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)**

**Webpage: [www.oecd.org/environment/innovation/globalmarkets](http://www.oecd.org/environment/innovation/globalmarkets)**

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## **Background and purpose of the workshop**

The OECD is currently exploring the links between environmental innovation and globalisation. The main output of this project will be a report, "Environmental Innovation and Global Markets", based on interviews with companies and government officials in 8 OECD countries (Denmark, Finland, Germany, Japan, the Netherlands, Spain, United Kingdom, United States). A separate report will deal with environmental innovation in China. The reports focus on innovation in the fields of energy efficiency and renewable energies.

The project aims to facilitate a policy dialogue between industry and government on how best to promote innovation that meets environmental objectives in a context of increasingly globalised markets.

This workshop provides a forum for that dialogue. The outcomes of the workshop discussions will serve to finalise the conclusions of the report.

## **Speakers and participants**

Key speakers will be representatives from governments and companies who took part in the interviews of the previous phase of the project. Other experts from governments, business, NGOs and academia will also be invited.

Each session will start with some short presentations, and will allow ample time for an open discussion with all participants.

The workshop will be held in English.

## **Workshop papers**

The draft OECD report "Environmental Innovation and Global Markets" will serve as background report for the workshop. Speakers will be invited to submit their presentations in advance of the workshop.

Logistical information, the background report and speaker's submissions will be made available on this webpage: [www.oecd.org/environment/innovation/globalmarkets](http://www.oecd.org/environment/innovation/globalmarkets).

## **Venue**

The workshop will take place at:  
Bundespresseamt  
Reichstagerufer 14  
10117 Berlin (Germany)

## AGENDA

Thursday 20 September, Day 1	
9:30-10:00	<p><b>Welcome and Opening remarks</b></p> <ul style="list-style-type: none"> <li>• <i>Brendan Gillespie and Cristina Tébar Less (OECD Environment Directorate)</i></li> <li>• <i>Matthias Machnig (State Secretary for Environment, Germany)</i></li> <li>• <i>Heinrich Höfer (German Industry Association - BDI)</i></li> <li>• <i>Raymond Van Ermen (European Partners for Environment - EPE), moderator of the workshop</i></li> </ul>
<p>10:00-12:30</p> <p><b>(including a coffee break around 11.00)</b></p>	<p><b>Session I: Environmentally-related innovation in global markets: Opportunities and challenges for companies</b></p> <p>This session will examine the opportunities and challenges of globalisation for environmental innovation, from the perspective of companies.</p> <p>Issues for discussion could include:</p> <ul style="list-style-type: none"> <li>• How do companies see global markets for environmental technologies evolving?</li> <li>• What are the key factors driving these markets and providing incentives for environmental innovation?</li> <li>• What are the main obstacles that companies face in regard to environmental innovation?</li> <li>• How is globalisation influencing companies' strategies for developing and marketing environmental technologies?</li> <li>• What kind of policy measures do companies expect from governments to support environmental innovation?</li> <li>• What is the role of governments and the financial sector in promoting environmental innovation?</li> </ul> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <i>Harri Turpeinen (Neste Oil): Innovating in biofuels</i></li> <li>• <i>Matthias Hensel (Luwoge GmbH/BASF): Improving energy efficiency in buildings</i></li> <li>• <i>Lise Backer (Vestas): Innovating world-wide in wind energy</i></li> <li>• <i>Kasushige Ohno (Ibiden): Environmental innovation in global supply chains</i></li> <li>• <i>Paul Vitello (United Technologies Corporation)</i></li> <li>• <i>Carlos Haertel (General Electric): "Ecomagination": a business strategy based on environmental innovation</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Bob Crawford (Unilever): Innovation in home and personal care products to improve use of energy, water and materials</i></li> <li>• <i>Luis Tadeu Furlan (Petrobras): Biofuels and renewable energy in Brazil</i></li> </ul>
<b>12:30-14:00</b>	<b>Lunch</b>
<b>14:00-16:00</b>	<p><b>Session II: Promoting environmentally-related innovation in global markets: the role of governments</b></p> <p>This session will examine the role of governments in promoting environmentally-related innovation and its diffusion in global markets. Representatives from several governments will present their strategies in this area and identify instruments that have been most effective.</p> <p>Issues to discuss could include:</p> <ul style="list-style-type: none"> <li>• Which policy instruments have been most effective in promoting environmentally-related innovation?</li> <li>• Are some policy instruments ineffective and lead to market distortions?</li> <li>• How are governments' policies for environmentally-related innovation affected by globalisation?</li> <li>• How can government policies contribute to both meeting environmental objectives and promoting competitiveness in global markets?</li> <li>• What public funding mechanisms in support of environmental innovation are the most effective?</li> </ul> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <i>Ian Clark (EC Commission, DG Environment)</i></li> <li>• <i>Frans Duynhouwer (Ministry of Housing, Spatial Planning and the Environment, the Netherlands)</i></li> <li>• <i>David Widawsky (U.S. Environmental Protection Agency)</i></li> <li>• <i>Koichi Akaishi (Japan Machinery Center for Trade and Investment - JMC)</i></li> <li>• <i>Cao Ying (Chinese Academy for Environmental Planning)</i></li> <li>• <i>Ottmar Edenhofer (Potsdam Institute for Climate Impact Research - PIK-Potsdam)</i></li> <li>• <i>Heikki Sundquist (Finnish Innovation Fund - SITRA)</i></li> </ul>
<b>16:00-16:30</b>	<b>Coffee break</b>
<b>16:30-18:15</b>	<b>Discussion based on sessions I and II</b>
<b>18:30-20:30</b>	<b>Boat trip and reception sponsored by BASF</b>

**Friday 21 September, Day 2**

**9:00-11:00**

**Session III: Promoting environmentally-related innovation in global markets**

This session will examine key issues related to the promotion of environmentally-related innovation in global markets. To facilitate discussion, participants will be divided into two working groups, one focusing on environmental policy instruments that contribute to stimulating environmental innovation, the second one on cooperation to promote innovation and diffusion of environmental technologies.

***Group 1: Policy instruments to stimulate environmental innovation in global markets***

- Which policy instruments contribute best to promoting innovation in global markets?
- What inhibits environmental innovation?
- Which features are most important in the future design of policies for the purpose of stimulating environmental innovation?
- How do environmental standards contribute to shaping global markets?

*Chair: Mr. Jan Pieters (Ministry of Housing, Spatial Planning and the Environment, the Netherlands)*

*Speakers:*

- *Nick Johnstone (OECD Environment Directorate)*
- *Alvaro Ponce (Isofotón)*
- *Ingrid Snijkers-Hendrickx (Philips Lighting)*
- *Felix Creutzig (Bund für Umwelt und Naturschutz Deutschland e.V., BUND)*

***Group 2: Effective cooperation to promote innovation and diffusion of environmental technologies***

- How can governments and companies cooperate most effectively to promote innovation and diffusion of environmentally-related innovations in global markets?
- Should consultations with stakeholders (e.g., when developing new environmental regulation or standards) become more “global”?
- How can the private sector and governments cooperate to develop effective funding mechanisms (especially to promote innovation by small and medium sized enterprises)?

	<p><i>Chair: Peter Franz (Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany)</i></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <i>Olli-Pekka Mäkirintala (Nokia)</i></li> <li>• <i>John Hontelez (European Environmental Bureau EEB)</i></li> <li>• <i>Torsten Asbjørn Andersen (Danish Enterprise and Construction Authority)</i></li> <li>• <i>Orsola Mautone (European Environmental Agency EEA)</i></li> </ul>
<b>11:00-11:30</b>	<b>Coffee break</b>
<b>11:30-13:00</b>	<p><b>Session IV: The way forward: developing policies that promote environmental innovation in global markets</b></p> <p>The Chairs of the different workshop sessions will present the key points made during the discussions.</p> <p>Participants will then be invited to discuss the main conclusions emerging from the workshop and to identify areas where further efforts are needed by companies, governments, internationally, and, as appropriate, OECD. These views will be reflected in the final version of the OECD report “Environmental Innovation and Global Markets” and will be fed into further work on innovation to be carried out by the OECD.</p> <p><i>Moderator: Brendan Gillespie, OECD Environment Directorate</i></p> <p><i>Discussants:</i></p> <ul style="list-style-type: none"> <li>• <i>Peter Franz and Harald Neitzel (Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany)</i></li> <li>• <i>Jan Pieters (Ministry of Housing, Spatial Planning and the Environment, the Netherlands)</i></li> <li>• <i>Raymond Van Ermen (European Partners for Environment – EPE)</i></li> <li>• <i>Dirk Pilat (OECD Science, Technology and Industry Directorate)</i></li> </ul>
<b>13:00-14:00</b>	<b>Sandwich lunch</b>

### Speakers' institutions and companies: acronyms and websites

Speaker's name	Institution/company	Website
Matthias Machnig	Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) Germany	<a href="http://www.bmu.de/english">www.bmu.de/english</a>
Brendan Gillespie Cristina Tébar Less	OECD Environment Directorate	<a href="http://www.oecd.org">www.oecd.org</a>
Heinrich Höfer	BDI- Bundesverband der Deutschen Industrie (German Industry Association)	<a href="http://www.bdi-online.de">www.bdi-online.de</a>
Raymond van Ermen	EPE – European Partners for Environment	<a href="http://www.epe.be">www.epe.be</a>
Harri Turpeinen	Neste Oil	<a href="http://www.nesteoil.com">www.nesteoil.com</a>
Matthias Hensel	Luwoqe GmbH	<a href="http://www.luwoqe.de">www.luwoqe.de</a>
Lise Backer	Vestas	<a href="http://www.vestas.com">www.vestas.com</a>
Kasushige Ohno	Ibiden	<a href="http://www.ibiden.com">www.ibiden.com</a>
Carlos Haertel	General Electric (GE Research)	<a href="http://www.ge.com">www.ge.com</a>
Paul Vitello	United Technologies Corporation	<a href="http://www.utc.com">www.utc.com</a>
Bob Crawford	Unilever	<a href="http://www.unilever.com">www.unilever.com</a>
Luis Tadeu Furlan	Petrobras	<a href="http://www.petrobras.com">www.petrobras.com</a>
Ian Clark	EC Commission, DG Environment ETAP Programme	<a href="http://ec.europa.eu/environment/etap/index_en.htm">http://ec.europa.eu/environment/etap/index_en.htm</a>
Frans Duijnhouwer	Ministry of Housing, Spatial Planning and the Environment, Netherlands	<a href="http://international.vrom.nl">http://international.vrom.nl</a>
David Widawsky	U.S. Environmental Protection Agency	<a href="http://www.epa.gov">www.epa.gov</a>
Koichi Akaishi	Japan Machinery Center for Trade and Investment (JMC)	<a href="http://www.jmcti.org/jmchomepage/english">www.jmcti.org/jmchomepage/english</a>
Cao Ying	Chinese Academy for Environmental Planning	<a href="http://www.caep.org.cn">www.caep.org.cn</a>
Ottmar Edenhofer	Potsdam Institute for Climate Impact Research (PIK-Potsdam)	<a href="http://www.pik-potsdam.de">www.pik-potsdam.de</a>
Heikki Sundquist	SITRA – Finnish Innovation Fund	<a href="http://www.sitra.fi">www.sitra.fi</a>
Jan Pieters	Ministry of Housing, Spatial Planning and the Environment, Netherlands	<a href="http://international.vrom.nl">http://international.vrom.nl</a>
Nick Johnstone	OECD Environment Directorate	<a href="http://www.oecd.org">www.oecd.org</a>
Alvaro Ponce	Isofotón	<a href="http://www.isofoton.com">www.isofoton.com</a>

Ingrid Snijkers-Hendrickx	Philips Lighting	<a href="http://www.philips.com">www.philips.com</a>
Felix Creutzig	Bund für Umwelt und Naturschutz Deutschland e.V. (BUND)	<a href="http://www.bund.net">www.bund.net</a>
Peter Franz Harald Neitzel	Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), Germany	<a href="http://www.bmu.de/english">www.bmu.de/english</a>
Olli-Pekka Mäkirintala	Nokia	<a href="http://www.nokia.com">www.nokia.com</a>
Torsten Asbjørn Andersen	FORA, Danish Enterprise and Construction Authority	<a href="http://www.foranet.dk">www.foranet.dk</a>
John Hontelez	European Environmental Bureau	<a href="http://www.eeb.org">www.eeb.org</a>
Orsola Mautone	European Environment Agency	<a href="http://www.eea.europa.eu">www.eea.europa.eu</a>
Dirk Pilat	OECD Science, Technology and Industry Directorate	<a href="http://www.oecd.org">www.oecd.org</a>