



OECD workshop
Environmental innovation and globalisation
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Eco-innovation: the EEA approach

- Atlas web portal on eco-innovation
- Environmental Tax reform (ETR)
- Pension funds



The EEA

- Agency of the EU
- To provide environmental data and analysis
- Clients: EU bodies; Member States
- Communication and contacts with public and private actors



Atlas web portal

- Map on where eco-innovation spots in Europe are (research centres; businesses)

EEA action: comparison with governments' policies?



ETR and eco-innovation

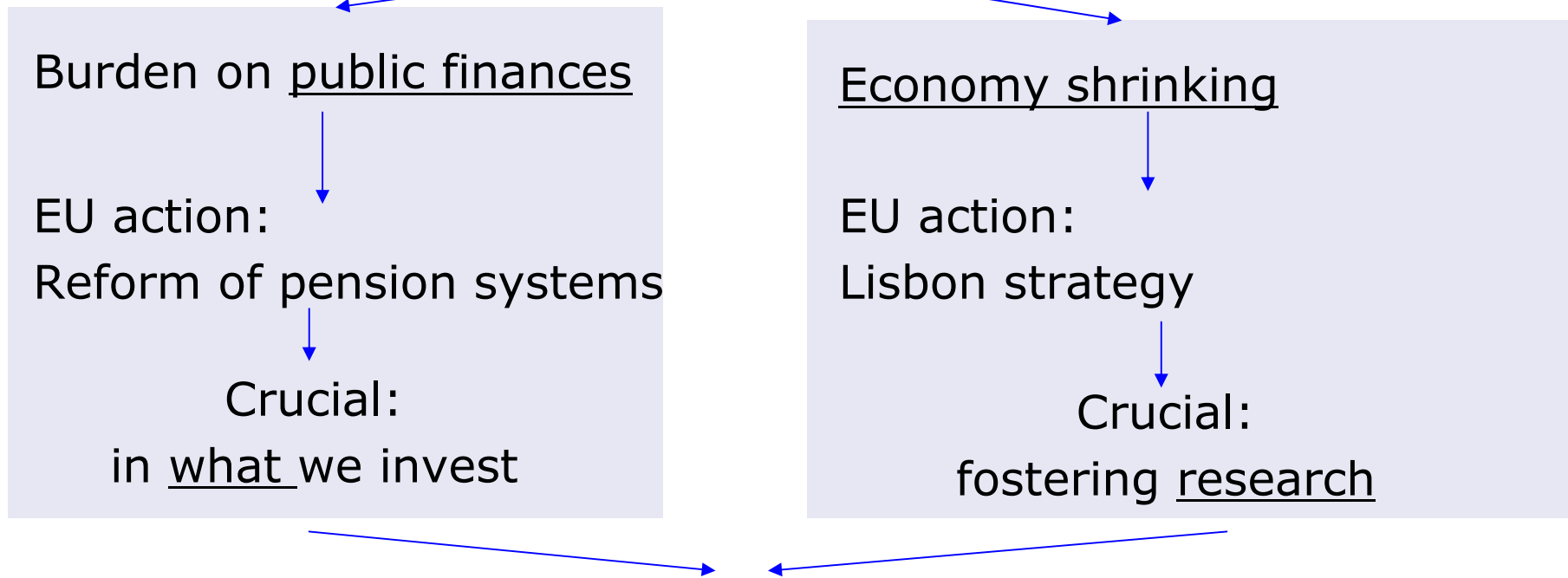
- ETR: shift of the tax base away from taxing 'good' resources (such as investment and labour), towards taxing 'bad' resources (such as pollution and inefficient use)
- One potentiality: eco-innovation
- Investment in eco-innovation as an opportunity for the risk of economy shrinking in Europe due to ageing

EEA action: substantial scenarios



Pension funds and eco-innovation

Europe is ageing - consequences:



Eco-investments in pension funds?



Pension funds and eco-innovation

Public expenditure:

- Their job: to take care of society
- Decisions made on the basis of public reasons (including socio-environmental ones)
- Medium-long term orientation

Private capital markets:

- Their job: to make money
- Decisions made on the basis of profitability
- (recently) short-term orientation

How to create contacts?

EEA actions:

- to put them together + other international actors working on this
- to investigate profitability of green investments (ops – nowadays green or grey/green funds?)



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