OECD GLOBAL FORUM ON ENVIRONMENT ON ECO-INNOVATION

4-5 November, 2009, Paris, France
OECD Conference Centre, 2 rue André-Pascal, 75016 Paris, France

The OECD Environment Directorate organises a Global Forum on Environment, focused on eco-innovation, November 4-5, 2009, at the OECD Conference Centre in Paris, France.

Rationale for a Global Forum on Environment, focused on eco-innovation now

The crisis is not an excuse to delay tackling urgent environmental challenges, such as climate change or unsustainable water management. Recent OECD analysis shows that ambitious policy in these areas makes economic sense and that delaying action could be costly. The *OECD Strategic Response to the Financial and Economic Crisis* is supporting countries to recover from the crisis and to create a stronger, cleaner and fairer world economy.

For the environment, the crisis can provide an opportunity and an incentive to improve efficiency in the use of energy and materials, to move towards more sustainable manufacturing, and to develop new green businesses and industries. Investing in the environment is an important element of many of the stimulus packages being put in place by governments in OECD and emerging economies.

In that context, policy makers and industry leaders look at innovation as the key to making radical environmental improvements for tacking global challenges. New green technologies can help to cut the future cost of addressing environmental challenges such as climate change.

Governments can take a number of approaches to help spur environment-friendly innovation (eco-innovation) in the context of economic recovery. The OECD has inventoried policies in place in member countries to support the development and deployment of eco-innovation. In parallel, the OECD Innovation Strategy is looking in-depth at how government policies can best support innovation to address key challenges, including environmental challenges.

Measures which can support eco-innovation in the context of economic recovery include:

- provide a clear price signal to internalise the cost of environmentally harmful activities, in order to encourage innovation towards greater efficiency in the use of energy and natural resources, and reduced waste;
- develop proactive policies to support innovation and environment-related technological development and uptake, including investment in basic R&D, where there are market barriers which lead to under-investment by the private sector;
- apply technological impact assessments to assess the potential gains and risks of new technologies, including for the environment;

- identify the infrastructures needed to facilitate a move to a low-carbon and environmentally sustainable economy, and develop policies to encourage the necessary investments (public and private);
- develop international co-operation and collaboration for large-scale projects on clean technologies, as well as to facilitate international transfer and rapid uptake of new technologies, whilst taking account of the role of intellectual property rights (IPR);
- increase training and education to develop the new skill sets needed for green jobs, and raise consumer awareness to better reflect sustainability concerns in their daily decisions;
- ensure policy integration, benchmarking for performance, and evaluation of the approaches applied to check that they effectively help to develop and diffuse green technologies, while contributing to economic growth.

Based on its extensive knowledge base and empirical resources, the OECD has identified policy issues which have to be tackled to support eco-innovation efficiently. These include:

- How can the performance of eco-innovation policies be monitored and measured? Should the focus be on the innovations induced by policies, or should policy analysis consider such results as the development of markets for environmental goods and services, the environmental performance of the economy, or the timeliness of innovations to meet urgent challenges?
- How should policy instruments be designed to effectively and efficiently support eco-innovation, taking account of a variety of technologies and contexts? How can a variety of instruments be combined and coordinated? How can competition issues be avoided or addressed?
- How to best organise partnerships between public and private actors? What lessons can be learned regarding the structure, the mode of operation, the value added of the partnership? How to make the best use of public funds?
- How to lower barriers to the diffusion of eco-innovation in developing countries? What are the lessons learned from ongoing experience in the environmental domain and in other areas (e.g. vaccines)?

The objective of the Global Forum on Environment focused on eco-innovation is to share experience on these policy issues and to fine-tune messages on how to make environment and innovation policies mutually supportive in the current context. A special focus will be on emerging and developing countries.

The Global Forum on Environment will be an important contribution to the OECD Innovation Strategy and to the Green Growth Strategy.

Contact

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Please visit the website for an updated version of the agenda, the registration form, background documentation and related reports (www.oecd.org/environment/innoation/globalforum).

Wednesday, 4 November 2009	
8:30–9:00	**Registration**
9:00-10:30	**Opening session: Setting the scene** **Chair: Mr. Pier Carlo Padoan** (OECD Deputy Secretary-General) **Mr. Pier Carlo Padoan** (Deputy Secretary-General, OECD) will situate the Global Forum on Environment in the context of the OECD Strategic Response to the financial and economic crisis and of the OECD Innovation Strategy. **Dr. David Popp** (Syracuse University, USA) will pinpoint the main issues regarding policies to develop and transfer eco-innovation today. A scoping note commissioned by the OECD is available on the website. **Mr. Moon-Seob Youn** (Executive Director for Environmental Technology, KEITI, Korea) will share Korean experience on eco-innovation policies and highlight the role eco-innovation plays in the stimulus package in Korea. **Mr. Ronaldo Seroa da Motta** (IPEA; Brazil) will share Brazil's experience on the need to access technologies to address environmental challenges and on the main policy issues regarding the development and diffusion of eco-innovation.
10:30–12:00	**Session 1: Measuring eco-innovation** **Chair: Mr. Jan Boom** (Danish EPA) The objective of this session is to highlight the difficulties related to assessing the impact of policies to support eco-innovation. Two sets of questions arise: 1. Is it enough to measure innovations induced by particular policies, or should the quality of these innovations be considered (e.g. in terms of market opportunities or environmental performance)? 2. What are the gaps between the needs of policy makers and the available information and indicators? Are additional indicators needed? **Dr. David Widawsky** (Associate Director of the National Center for Environmental Innovation, US EPA) will explain what needs to be measured from a policy perspective, what instruments are implemented by US EPA and what the gaps are. **Dr. Mícheál Lehane** (Programme Manager for Environmental Research and Assessment, Irish EPA) will share the vision of Irish EPA, with a particular focus on research and innovation to support the development of a green economy). **Pr. Shukla** (Professor, Indian Institute of Management) and **Dr. Jiang Kejun** (Energy Research Institute, NDRC, China) will share the perspective of emerging countries, building on ongoing Japanese international cooperation on green technologies. **Dr. René Kemp** (Maastricht University/United Nations University-MERIT) will share the latest developments in indicators for eco-innovation, based on the OECD project on sustainable manufacturing and eco-innovation, recent OECD work on the development of patent-based indicators of environmentally sound technologies, and Measuring Eco-Innovation, a recent research project for the European Commission.

12:00–14:00	***Lunch break***
14:00–18:00	**Session 2: Strengthening the design of policy instruments** **Chair: Mr. Hervé Martin** (EC/DG Environment/Environmental Technology Action Plan) The objective of this session is to shed light on the rationale for public support for eco-innovation and to wrap up what we know about the most effective ways of inducing innovation that serves the objectives of environment policies. The discussion will: 1. Assess the cost-effectiveness of selected policy instruments. Discuss the impact of *specific attributes* of policy instruments (e.g. flexibility, stability, stringency). 2. Discuss the impact of the design and implementation *process*, as it can build trust, help share information, build partnerships and make necessary adjustments; 3. Identify the capacities needed to operate specific instruments. **Dr. Gilles Leblanc** (Research fellow at CERNA – Mines Paris Tech) will set the scene, emphasizing that instruments have to be bounded in packages and that policies interact with other drivers to spur eco-innovation. He will build on ongoing case studies undertaken jointly by the OECD and the European Commission. A methodological note is available on the website. Participants are invited to send written comments at gfsd.eco-innovation@oecd.org by the end of November. **Ms. Wiana Partakusuma** (Director of the Interdepartmental Programme for Sustainable Procurement, VROM) will present the Dutch experience on public procurement and how it promotes eco-innovation. **Ms. Frida Gavelin** (Naturvårdsverket, Sweden) and **Dr. Lena Höglund Isaksson** (International Institute for Applied Systems Analysis, Austria) will present the innovation effects of the Swedish charge on NOx emissions. **Dr. Yael Mason** (Ministry of Environmental Protection, Israel) will discuss the benefits of standards vis-à-vis other instruments to prevent salination of aquifers. **Dr. Herman Vollebergh** (Netherlands Environmental Assessment Agency) will act as a discussant and put each presentation in perspective, to kick-off discussion.
18:00	***Cocktail***

Thursday, 5 November 2009	
9:00–12:00	**Session 3: Public-Private Partnerships for eco-innovation** **Chair: Kerry Rhoades** (Industry Canada/Environmental Industries Directorate) Partnerships between public and private actors are key to promote eco-innovation. A number of questions arise, regarding their organisation and the best use of public resources. Issues to be tackled include: 1. Rationale for public-private partnerships: when to set them up, what are the risks associated with them (e.g. crowding out)? Should public support be focused on early *vs* late technologies? How to optimise the allocation of public funds and the coordination of instruments? Are there competition issues and how can they be tackled? 2. What mechanisms work to stimulate private sector investment in eco-innovation? How to support SMEs as both technology suppliers and buyers? Focus on innovative partnerships (e.g. the role of governments as buyers of eco-innovation). **Mr. Soung-An Kwon** (Environmental Industry & of Technology Institute, Seoul; former Director of Environmental Technology Business Incubation, KIETI) will share experience with Korea's incubator for environmental industries. **Mr. Arnold Black** (Deputy Director, The Environmental Sustainability Knowledge Transfer Network, UK) will explain recent developments in the organisation and management of knowledge transfer networks in the UK. **Mr. Klaus Plate** (CEO of Technologiepark Heidelberg GmbH, Germany) will discuss the role science parks can play and the features of green technologies (as compared with ICT and biotechnologies). **Mr. Gianluca Salvatori** (President, Manifattura Domani) will share experience with the Green Innovation Hub in Trentino, Italy. **Mr. Gernot Klotz** (Executive Director for Research & Innovation, the European Chemical Industry Association) will give a business perspective based, *inter alia*, on the experience with the EU High-Level Group on Chemicals Competitiveness. **Dr. Herman Vollebergh** (Netherlands Environmental Assessment Agency) will act as a discussant and put each presentation in perspective.

12:00–14:00	***Lunch break***
14:00–17:30	**Session 4: Particular challenges for non-OECD countries** **Chair: Jyoti Prasad Painuly** (UNEP Risoe Centre in Denmark) The objectives of this session are to identify barriers to the diffusion of clean technologies in emerging/developing countries, to assess the existing mechanisms for international co-operation in this area and to discuss new opportunities for further co-operation. Issues to be debated include: 1. Barriers to the diffusion of eco-innovation and green tech in emerging/developing countries (e.g. access to knowledge; capacity; patent protection and intellectual property rights); 2. Instruments to overcome these barriers (e.g. multilateral co-operation on environmental challenges and multilateral environmental agreements; responsible trade and investment; trade in environmental goods and services; the Green Commons Initiative). **Dr. David Ockwell** (University of Sussex, SPRU) will scope the barriers to the diffusion of eco-innovation in developing countries, based, *inter alia*, on research commissioned by the UK and Indian governments on the transfer of low-carbon technologies. A draft paper commissioned by the OECD, with the support of the European Commission, is available on the website. Participants are invited to send written comments at gfsd.eco-innovation@oecd.org by the end of November. **Dr. Nuna E. Almanzor** (Director of the Industrial Technology Development Institute, Department of Science and Technology, the Philippines) will share her views about the opportunities and challenges regarding eco-innovation in the Philippines. She will explain the role Environmental Technology Verification can play in this context. **Mr. Paul Ginies** (International Institute for Water and Environmental Engineering, Burkina Faso) will discuss the role of education as a driver for the diffusion of eco-innovation in African countries. **Prof. Alfred Oteng-Yeboah** (Deputy Director General, Council for Scientific and Industrial Research, Ghana) will discuss the impacts of the Convention on Biological Diversity on innovations in the sustainable use of biological resources.
17:30–18:00	**Concluding session** The OECD secretariat will highlight some of the things that have been heard during the sessions, and how they will be integrated in further OECD work.