Eco-Innovera and Eco-Pol

What is in it for Slovenia?
Material productivity in 2007
(*2005 for OECD countries)

Ref. EEA 2010
Landfill, Recycling and Incineration of municipal solid waste

Source: EEA, 2007
Trends (Eurobarometer 2011)

75% of European businesses experience price increases
90% expects in the future
50% of company’s costs is material costs

50% SME’s introduced eco-innovative technologies
40% SMEs reported reduced material use of up to 20%

70% of SME's looks for suitable partners
and good info/knowledge

Economic and financial constraints, external financing
Some experiences in Netherlands on resource efficiency

Chain management: 15 - 30%  
- Closing the gypsum chain  
- Construction, Food, Paper  
- Jeans for Jeans (J4J)

Chain action works ......  
...and makes new business
Some experiences in Netherlands on resource efficiency

Sector action
- Awareness - reporting - marketing
- Sharing of best practices – capacity-building
- Joint R&D - labelling

Chain action - Leverage partnerships
- Clear benefits - shared objectives
- Involve different affiliations
- Chain agreements?

Changing roles for Governments
- Mobilize - facilitate - moderate – unite
- Inform – make use of experiences - cooperate
ECO-INNOVERA

25 partners from 20 countries/regions

Organizations from research, environment and economy

Slovenia: MVZT Ministry of Technology

Funding period: 10/2010 – 9/2014

Boosting Eco-Innovation through Cooperation in Research
Focus of ECO-INNOVERA

- Research on eco-innovation
  - Coordination of national research programmes
  - Joint trans-national funding

- Implementation of eco-innovation in Europe
  - Networking platform on eco-innovation
  - Dissemination: from research to markets

Ljubljana, 23 November 2011
### Call 1

- Encourage LC-thinking
- Technology
- Soc-econom.
- Organisational

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Strategy – Joint vision

Value chains and business models

Systems thinking in different sectors

National programmes / research landscape

Common understanding of eco-innovation

Understanding how to act differently & in specific sectors for the highest impact

Metrics

Sectoral Roadmaps

Understanding capabilities and activities (this could also be called the eco-innovation framework)

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Other expected outputs

- Coordination of national programmes
- Best practices in boosting eco-innovation
- Common metrics for ex-ante assessment
- Staff exchange
- Involve industry; network with Technology Platforms
- Eco-innovation parks
- Establishment of a self-sustaining network
Join Eco-Innovera

- Participate in activities

- Networking:
  - www.eco-innovera.eu
  - LinkedIn group Eco-Innovera

- 2nd Joint Call for transnational funding
  - Expected 2013

- ECO-INNOVERA / EcoPol Conference (ETAP Forum in Autumn 2012)
Overview of ECOPOL Project

- Eco-innovation programme owners in 6 countries
  - Austria, Germany, Finland, Greece, Portugal

- Better eco-innovation policies and instruments.
ECOPOL key focus areas

- Green Public Procurement
  - Powerful demand-side instrument

- Waste and Recycling Management
  - High CO2 footprint

- Internationalisation of eco-innovative SMEs
  - Enlargement the markets for eco-innovators
Better eco-innovation practises

- **Short-term**
  - pilot actions within ECOPOL in each of three key target areas

- **Mid-term**
  - recommendations for new practices or improved existing ones

- **Long-term**
  - joint eco-innovation programmes by participating agencies
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