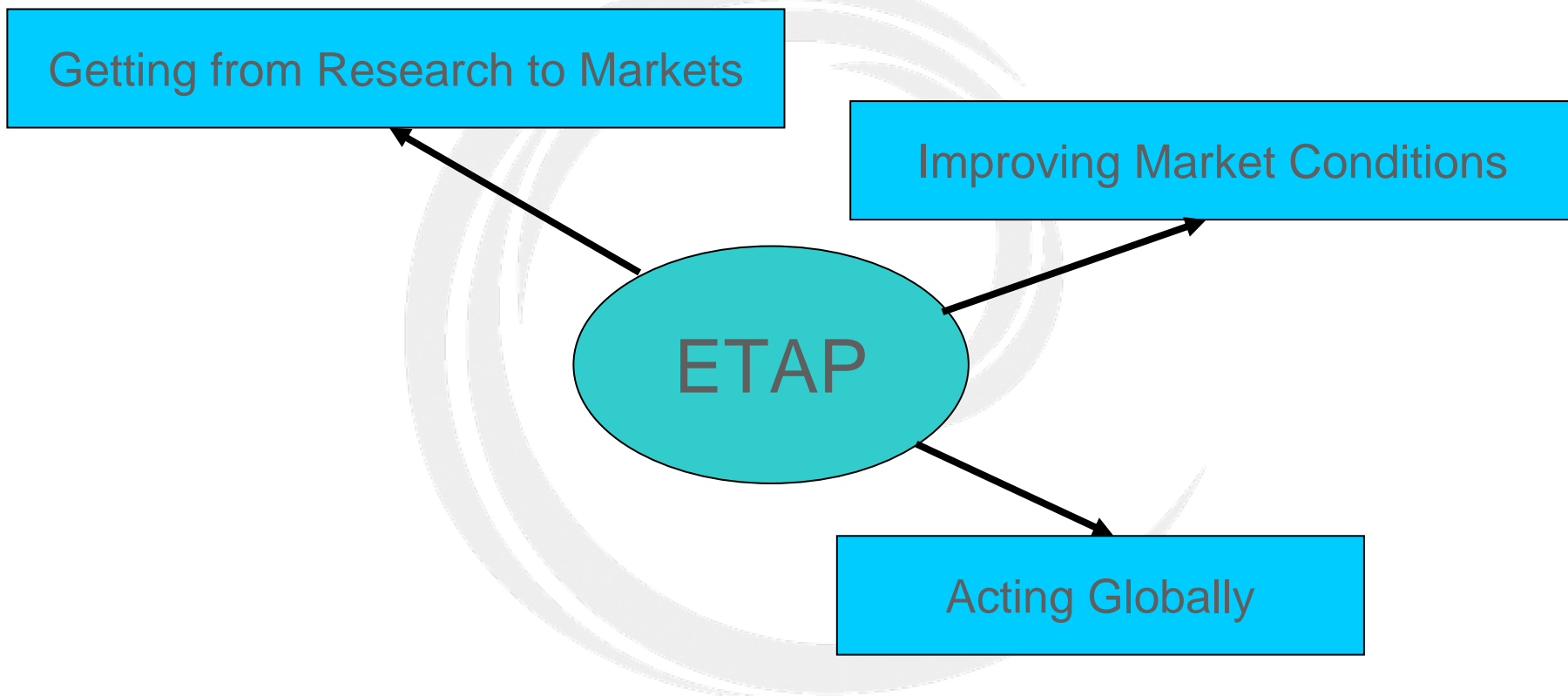


Eco-innovation for a sustainable future

The EU Environmental Technologies Action Plan Progress and Next Steps

- Eco-innovation => Cornerstone of EU Strategy
- Strong Political Support
- Initiatives by EU Presidencies
- The question is how to further stimulate and broaden eco-innovations



Progress in Key Priority Areas

- Focussing R&D programmes
- Technology platforms
- Verification and Testing
- Mobilising Financial Investments
- Review of state-aids, harmful subsidies
- Performance targets for key products
- Green Public Procurement
- Acting Globally
- National Roadmaps

Focus R&D programmes and Technology Platforms

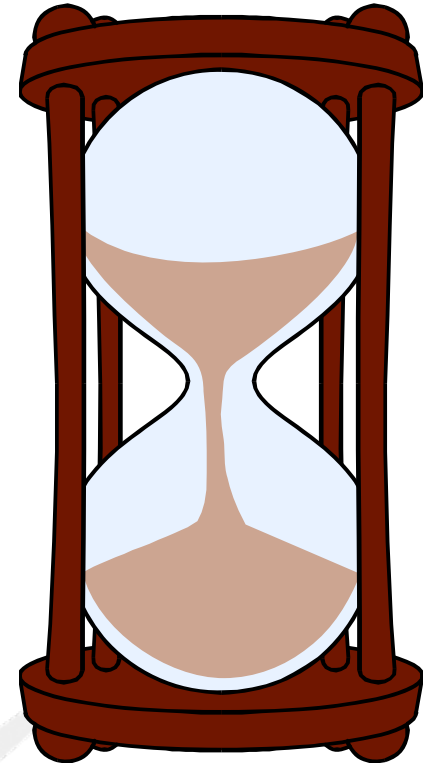
- At least €1.4 billion for environmental technologies under FP6 since 2004
- Under 7th Framework Programme support could be up to €10 billion
- More than 30 Technology Platforms:
Hydrogen and fuel cells,
Photovoltaic,
Water supply and sanitation,
Steel, Chemistry, Construction...



Intensify demand-side actions

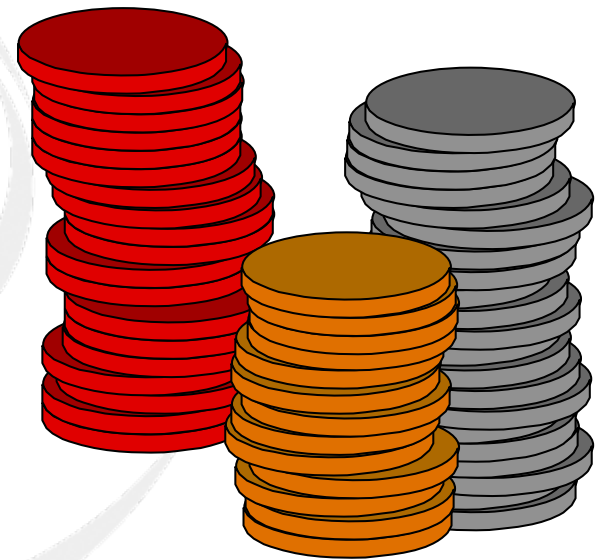
- Green procurement
- Mobilising Financial Investments
- Technology Verification
- Performance targets
- Build on promising Member State practice

Evolve Support measures



Leveraging investment

- Mobilising financial instruments to share the risk of investments
 - International Financing Institutions,
 - Cohesion Policy
- Global Energy Efficiency and Renewable Energy Fund
- LIFE- Environment and LIFE+



- New funding programme (€3.6 billion 2007-2013)
- €727 million to support renewable energies and energy efficiency
- €433 million to support eco-innovation in SMEs:
 - participation in investment funds
 - networking of actors
 - pilot projects on innovative technologies and practices



- Independent validation of performance is key to increase confidence
- Networking centres for the testing and validation of technologies
- Towards an EU Environmental Technology Verification Scheme



Performance Targets (Top Runner)

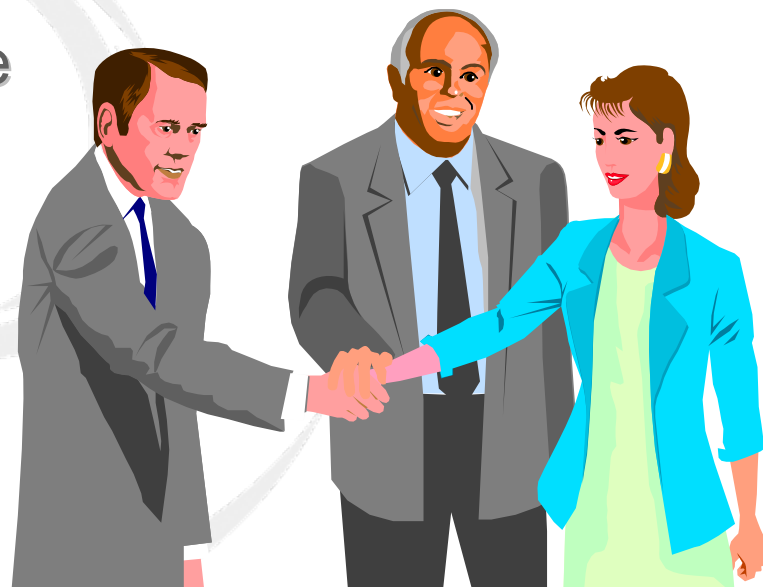
- Agree on ambitious environmental performance targets for key products, services, processes
- Focus on sectors with high gains:
 - Construction
 - Food and Drink
 - Private Transport
 - Recycling and Waste Water industries



Build on promising Member State practice

- National Roadmaps on the implementation of ETAP - integrated in Lisbon reporting
- Roadmaps point to extensive activities promoting eco-innovation and take up of environmental cooperation
- Follow up – use roadmaps as drivers of change
- Champion promising practice emphasising demand side activities
 - Share the knowledge between Member States
 - Create a multiplier effect

- Networked Observatory on eco-innovation
- Promoting Awareness and active participation (Forum on eco-innovation)
- Harnessing Research



www.ec.europa.eu/environment/etap

- Newsletter 'Clean, Clever, Competitive'
- Interviews, info on environmental technologies in Member States

