



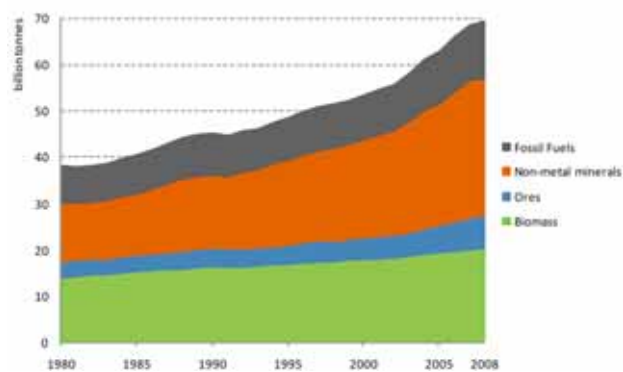
Sustainable Innovation 2012
Resource Efficiency, Innovation and Lifestyles
17th International Conference - 29th-30th October 2012
Alanus University – Bonn, Germany

Eco-innovation Action Plan & Resource Efficiency

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Scene Setter



Global use of natural resource 1980 - 2008

We have no option – we must change the way we think, generate growth and grow our economy



Policy Context – Europe 2020 strategy

- **Supporting the transition towards a resource-efficient, low carbon economy**
- **7 Flagship initiatives:**
 1. Youth on the move
 2. A Digital Agenda for Europe
 3. European Platform against Poverty
 4. An industrial policy for the globalisation era
 5. An Agenda for new skills and jobs
 6. Resource efficient Europe
 7. Innovation Union

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The Eco-innovation Challenge

- **Where there are challenges there are opportunities**
- **Eco-Innovation:**
 - Definition
 - Eco-innovation and resource efficiency

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The Eco-innovation Challenge

Eco-Innovation Action Plan (EcoAP):

- 15 December 2011
- Innovation Union – Resource Efficient Europe
- 7 actions and a set of initiatives

Strategic Implementation Plan (SIP):

- Implementation of the EcoAP
- Regular Updates

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Strategic Implementation Plan

Objectives:

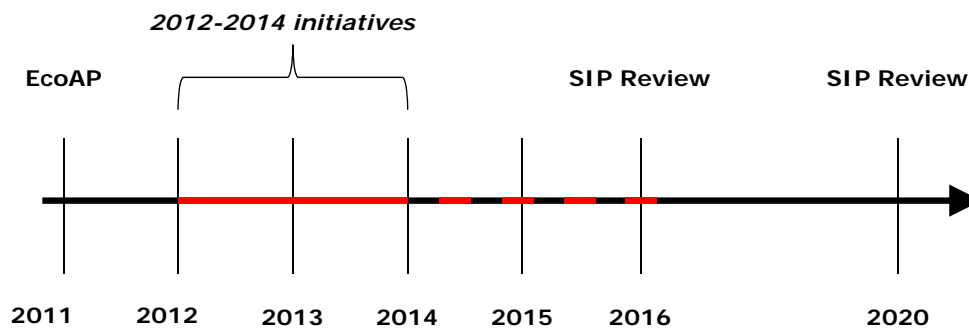
1. Increase the eco-innovation performance across the 27 EU Member States;
2. Increase the share of eco-innovation projects funded by the European Commission;
3. Reduce the barriers and enhance the drivers for uptake of eco-innovation by EU Entrepreneurs.

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Strategic Implementation Plan

Time scale of the implementation



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Strategic Implementation Plan

Action 1 - Environment policy and legislation

- screening

Action 2 – Demonstration projects

- EACI

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Strategic Implementation Plan

Action 3 - Standards

- Identify and prioritise areas
- Dynamic Standards
- ETV

Action 4 – Finance and support to SMEs

- Network of financiers
- New financial instrument

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Strategic Implementation Plan

Action 5 – International cooperation

- Exchange of policy and best practise
- Eco-Innovation international Forum

Action 6 – New Skills and green jobs

- EU Sector Council on green jobs
- Mapping green jobs

Action 7 – European Innovation Partnership

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Strategic Implementation Plan

Initiatives on Governance and Awareness

- Multi-Stakeholders Working Group
- High Level Working Group
- Eco-Innovation Scoreboard
- Eco-Innovation Fora

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Conclusion

Is Eco-innovation worth it?

Yes, it is worth it!

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Thank you for your attention

European Commission
Directorate-General for Environment, Unit E.4 LIFE Environment & Eco-
innovation

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