



## SUPPORTING BUSINESS, PROTECTING THE ENVIRONMENT

The European Union (EU) has launched a number of initiatives to promote eco-innovation and support the implementation of the Environmental Technologies Action Plan under the Competitiveness and Innovation Programme. Between 2008 and 2013 nearly €200 million will be available to fund projects that promote eco-innovation in Europe. The objective is to boost Europe's environmental and competitive standing by supporting innovative solutions that protect the environment while creating a larger market for 'green' technologies, management methods, products and services.

## THE AIM IS TO:

- > support first applications and market uptake of innovative technologies and practices;
- > help bridge the gap between research & development and the business world; and
- > help overcome the residual market barriers that currently hamper the success of eco-innovative products and services, especially those encountered by European small and medium-sized enterprises (SMEs).

## WHO CAN APPLY?

Although priority will be given to SMEs and private beneficiaries, the calls for proposals are open to all legal persons located in one of the following countries:

- > the 27 EU Member States and Iceland, Liechtenstein and Norway;
- > Albania, Croatia, the former Yugoslav Republic of Macedonia, Israel, Montenegro, Serbia and Turkey;
- > other non-EU countries provided they have the appropriate agreement in force.

Potential applicants should carefully check their suitability for this initiative.

## FIND OUT MORE ONLINE AT:

[ec.europa.eu/ecoinnovation](http://ec.europa.eu/ecoinnovation)

If you need further information you may contact us via the online form available on the website.

The CIP Eco-innovation call for first application and market replication projects is managed by the European Commission's Executive Agency for Competitiveness and Innovation (EACI) in close cooperation with the European Commission's Environment Directorate-General.

Executive Agency for Competitiveness and Innovation  
B-1049 Brussels

EA-78-09-656-EN-D  
© European Communities, 2009

The responsibility for the content of this publication lies with the authors. It does not necessarily represent the opinion of the European Community. The EACI is not responsible for any use that may be made of the information contained herein. The information contained is given for information purposes only and does not legally bind any of the parties involved.

Photos: istockphoto.com



# eco-innovation |

2 0 0 8 - 2 0 1 3

WHEN BUSINESS MEETS  
THE ENVIRONMENT





# ECO-INNOVATION

WHEN BUSINESS MEETS THE ENVIRONMENT



## ECO-INNOVATION, WORKING TOWARDS A SUSTAINABLE FUTURE

Eco-innovation is about changing consumption and production patterns and developing technologies, products and services to reduce our impact on the environment.

Business and innovation come together to create sustainable solutions that make better use of precious resources and reduce the negative side effects of our economy on the environment.

But it is not just the environment that stands to gain from eco-innovation. The world market for environmental products and services is growing every year. So, from a business standpoint, it is also a great time for Europe to step up its investment in this relatively new sector.

## HOW TO GET FUNDING

To attract funding under the CIP Eco-innovation initiative, projects must be innovative and present clear and substantial benefits in support of Europe's environmental policies.

They must also demonstrate potential for replication, broader marketability and wider application.

Only high-quality projects will be considered, in terms of technical, economic and environmental performance.

Annual calls for proposals are normally published in April each year, with a deadline for submissions in early September. The European Commission has earmarked around €30 million for each call, an amount which will increase as we approach 2013, and is particularly keen to receive applications from SMEs. Those tabling proposals should note that Community funding will cover 50% of eligible costs.

There is a large number of EU funding programmes available and they may be more appropriate for your project, particularly if you are focusing on research and development or on the public sector. Visit the Eco-innovation website before applying to check that your proposal fits the criteria:

[ec.europa.eu/ecoinnovation](http://ec.europa.eu/ecoinnovation)

## PRIORITY AREAS

Priority is given to sectors that can offer significant potential improvements in the way their operations, products or services impact on the environment. The areas that receive

funding vary from year to year, depending on the distribution of previous grants and project outcomes.

Priorities covered so far include:

- > **Recycling materials:** improving sorting processes for waste materials; strengthening the competitiveness of the recycling industries; and the development of new recycling solutions and innovative products that use recycled materials.
- > **Buildings and construction:** covering innovative products for the building sector; the production of sustainable construction materials and techniques; better use of recycled materials and renewable resources for construction; and new technologies for treating and saving water.
- > **The food and drink sector:** including subjects like cleaner production and packaging processes; devising more efficient water-management processes; innovations to tackle waste reduction, recycling and recovery; and methods to improve the efficient use of resources. Recently, priority has been given to sectors that generate sizeable environmental impacts, such as the dairy and meat industries.
- > **Greening business and green purchasing:** such as ensuring businesses consider environmental criteria when purchasing and efficient use of resources; helping businesses to green their processes and production; and the integration of eco-innovation techniques in supply chains.