



EU Environmental Technology Verification pre-programme

## *ETV in the landscape of EU Innovation policy*



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DG Environment  
European Commission





## EU 2020 Strategy

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### The 10-year EU strategy for smart, sustainable and inclusive growth

- Developing an EU economy based on knowledge and innovation
- Promoting a more resource efficient, greener and more competitive economy
- Fostering a high-employment economy delivering social and territorial cohesion





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# Innovation Union

## Innovation Union –

turning ideas into jobs, green growth and social progress

- Optimising framework conditions for innovation
- Financing for research and innovation – new Common Strategic Framework
- Addressing societal challenges such as climate change, energy (security), food security, ageing population...
- Innovation support:
  - stepping-up EU R&D (to 3% of GDP = +€795bln by 2025)
  - co-ordinate investments, modernise standards
  - energy, *smart* cities and mobility, non-energy raw materials, water efficiency, sustainable and productive agriculture.





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## Eco-industries

Eco-industries : €319 billion turnover in 2008 in the EU, 2.5% of EU GDP, growth rate of 5.9% per annum – more than aeronautics or pharmaceutical industries...



### Main sub-sectors:

- waste management (30%)
- water supply (21%)
- waste-water management (13%)
- recycled materials (13%)





# Eco-innovation

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Environmental technologies – critical to meeting EU challenges: resource and water efficiency, climate change, biodiversity....

## But

Obstacles on the road to markets:

- financing / (re-)investment,
- technological lock-in,
- authorisations...

Information about new technologies:

- purchasers tend to rely on mature technologies,
- may require multiple and costly demonstrations

Result: tendency towards low level of innovation, missed opportunities, incl cost efficiency...





# The need for performance verification

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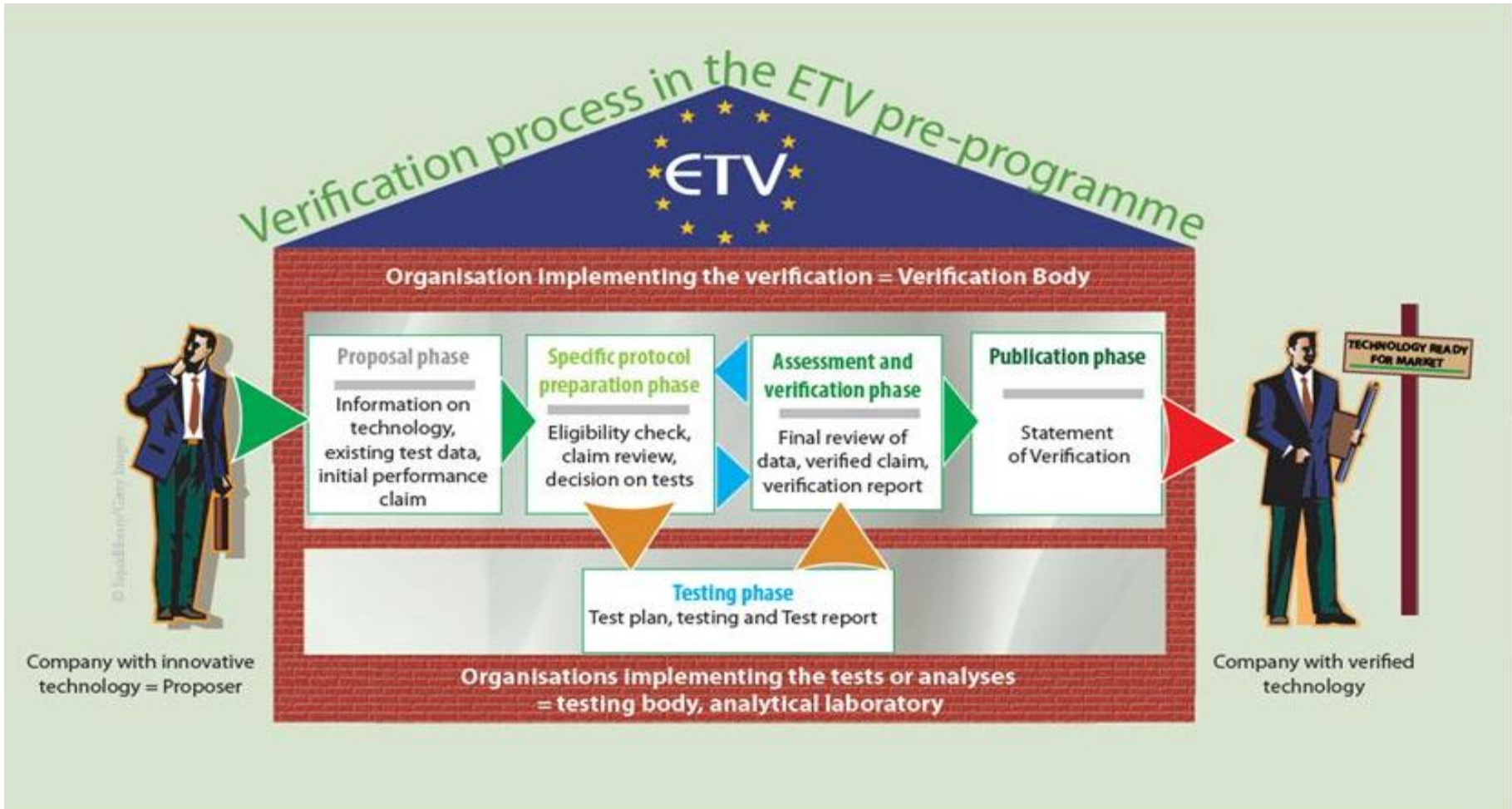
- Associations of industrial users of instrumentation  
finding: only half of tested instruments performed as claimed by their manufacturers.
- Public consultation on ETV:  
11% of purchasers trust producers' claims  
57% would ask for evidence backing-up the claims  
26% consider they have no way of checking
- ETV: Independent, reliable, scientifically-based source of information on the performance of new environmental technologies.





# Outline ETV process

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ETV brings....

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## Credibility

Reliable test results, robust procedures  
Complete, comparable information

## Recognition

No need to re-do tests  
Opening up new markets

## Flexibility

Adapted to innovation marketing  
and to users' needs

## Affordability

Value for money, accessible for SMEs





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## Expected benefits

### For technology producers:

Establishing trust with technology purchasers and users

Facilitated access to markets, access to new markets (EU and abroad)

### For technology users:

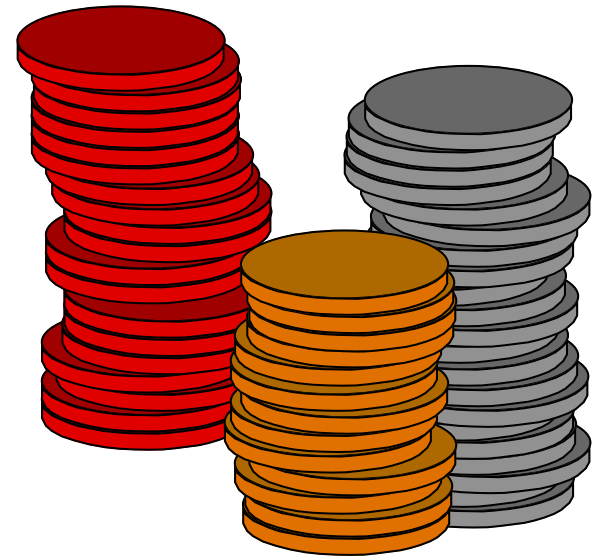
Easier comparison of technologies, facilitates informed decisions

Facilitated access to innovative technologies, cost-efficient solutions

### For policy-makers:

Source of knowledge on technology performance, to inform regulation

Cost-efficient solutions to address environmental challenges



**European Commission  
Environment  
Directorate General**

**Thank you for  
your attention**

**<http://ec.europa.eu/environment/etv/index.htm>**

