



The industry, buyer and regulator perspectives -

**feedback from stakeholders for
establishing an EU-ETV**



Why stakeholders





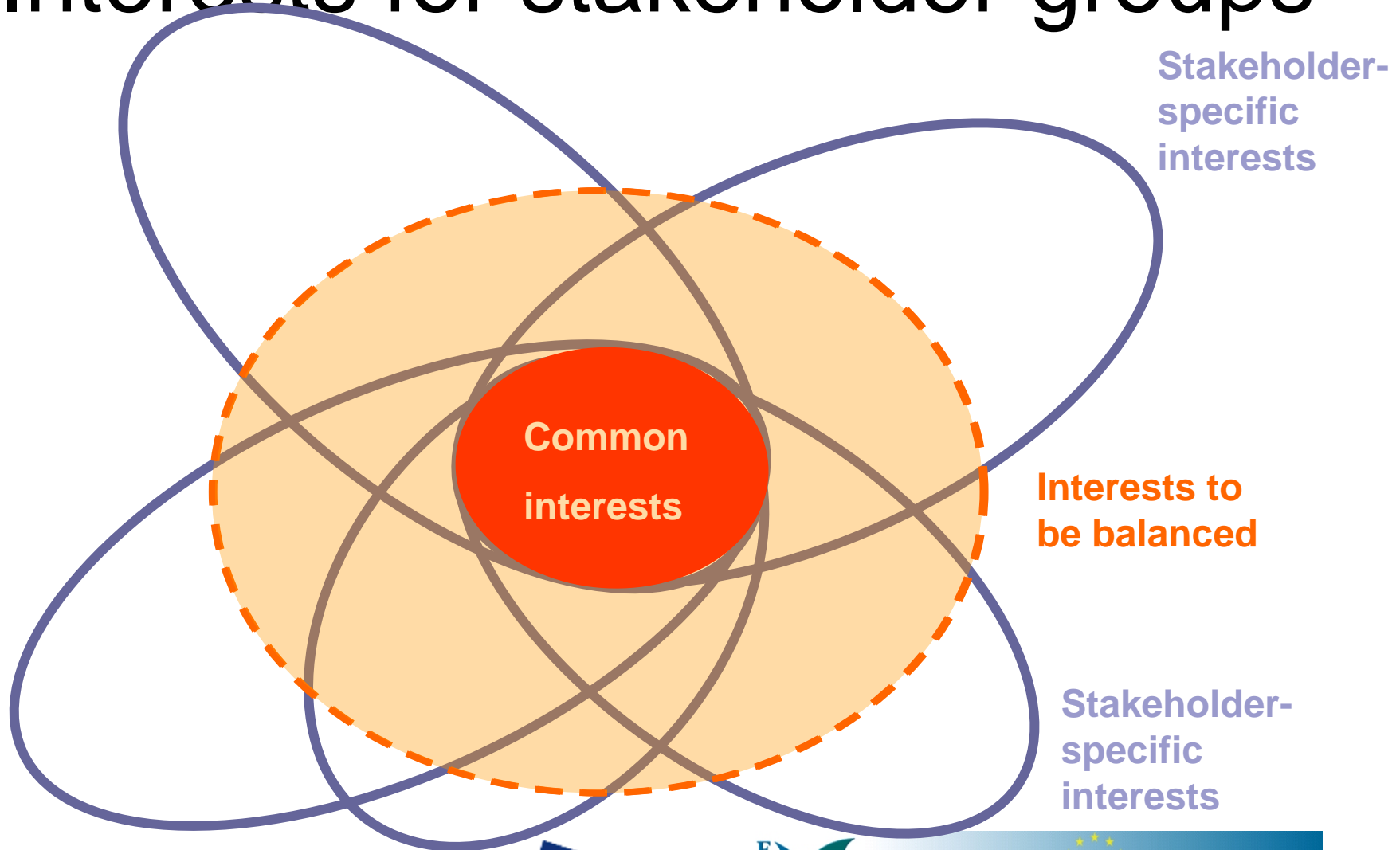
Main stakeholder groups

- Supply-side (Vendors, Producers, *R&D*)
- Demand-side (Users, Buyers)
- Authorities (Permitters, Policy makers)
- Financial sector (Investors, Funding agencies)
- *Institutes for testing / verification*





Interests for stakeholder groups





Main interests (1)

Vendors, producers

- Promotion and marketing opportunities
- Accelerated market acceptance
- Easier access to financial investments
- Fair, open competition

Technology users, buyers

- Availability of reliable information, minimising performance risks and investment risks
- Information with respect to environmental behaviour,
- Creating awareness in applying new eco technologies
- Positive image





Main interests (2)

Permitters, policy makers

- To facilitate permitting of verified products
- ETV can play a role in procurement specification
- Support for SME's
- Incentive for future standardization

Financial institutions

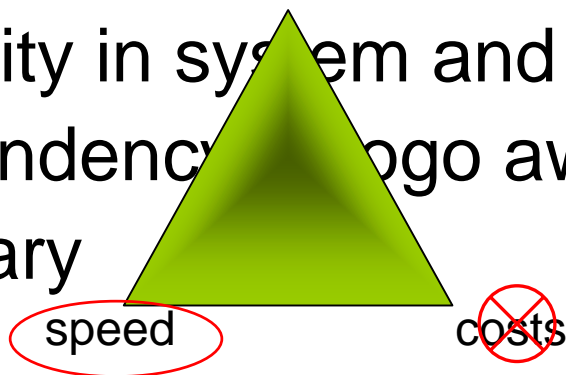
- Reliable information, reducing investment risks
- Support in decision making for funding
- Image building (societal responsibility)





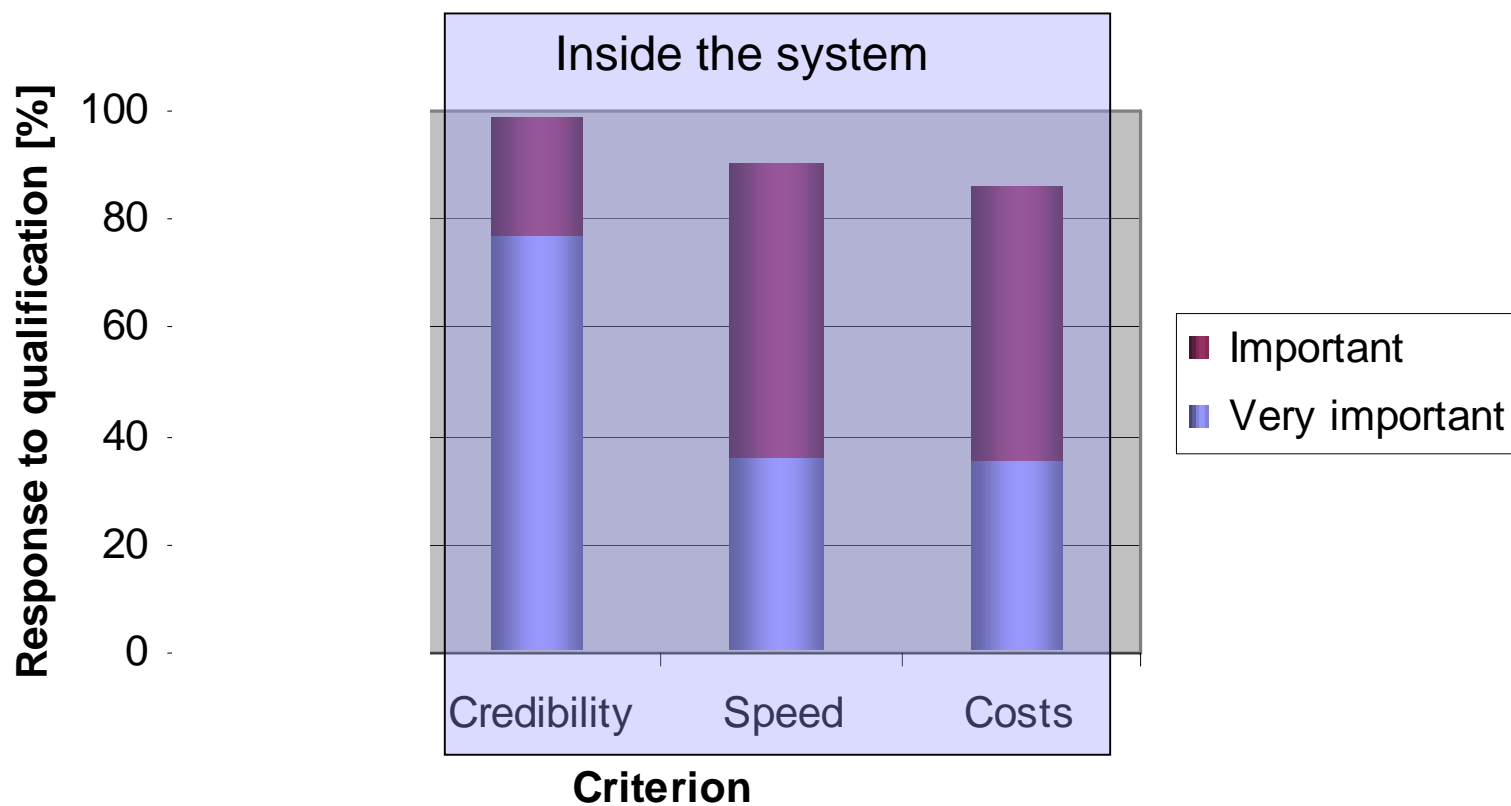
Stakeholder opinions / requirements

- Wide recognition (EU / Global) / no overlap
- No bureaucracy
- High level of competence
- Balance in Speed, Costs and Credibility
- Confidentiality (Specific information)
- Flexibility in system and organization
- Independence in logo awarding
- Voluntary



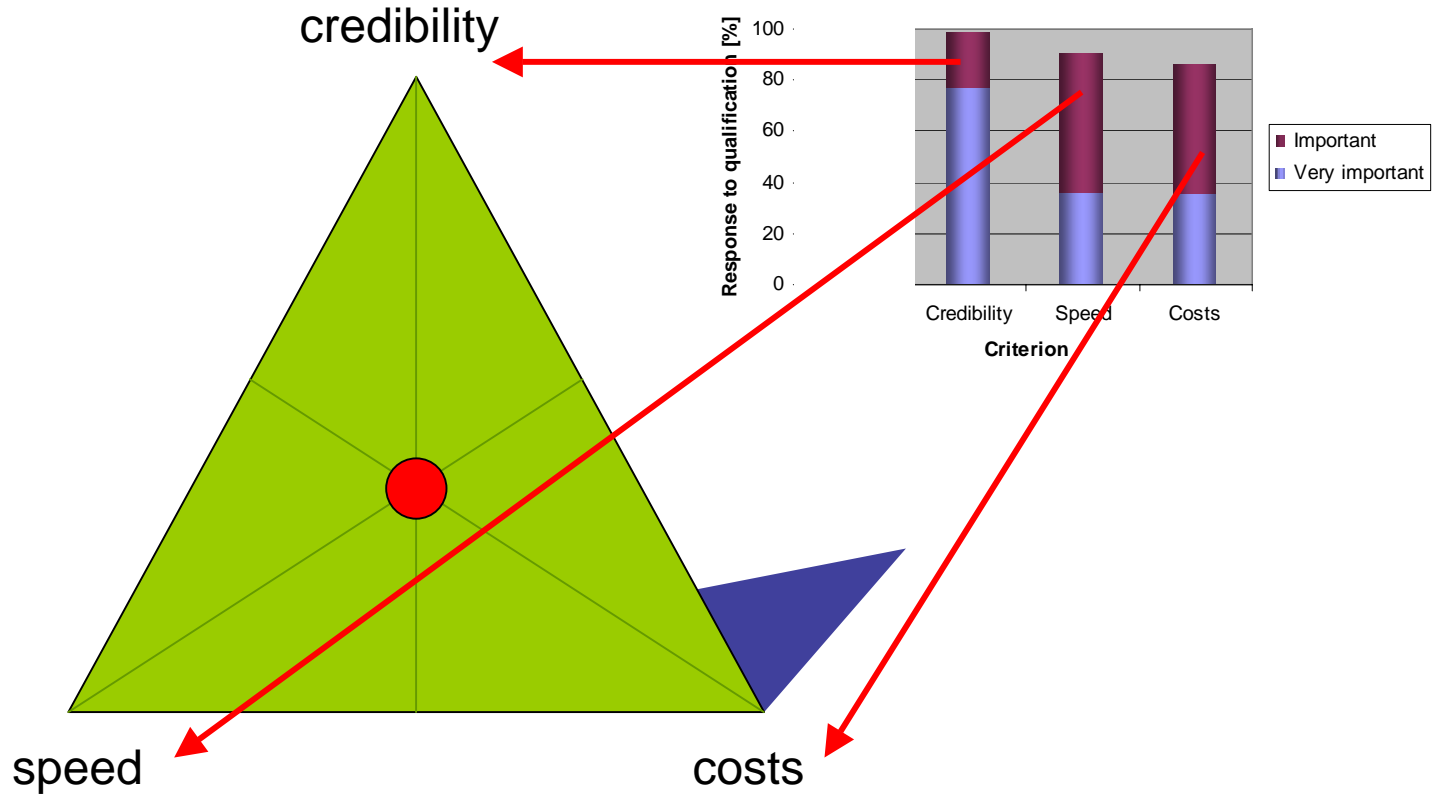


Key success criteria





Finding the right balance





Recommendations for EU-ETV (1)

■ A clear scope

- Innovations
- Preference for SMEs
- Environmental technologies
- Europe

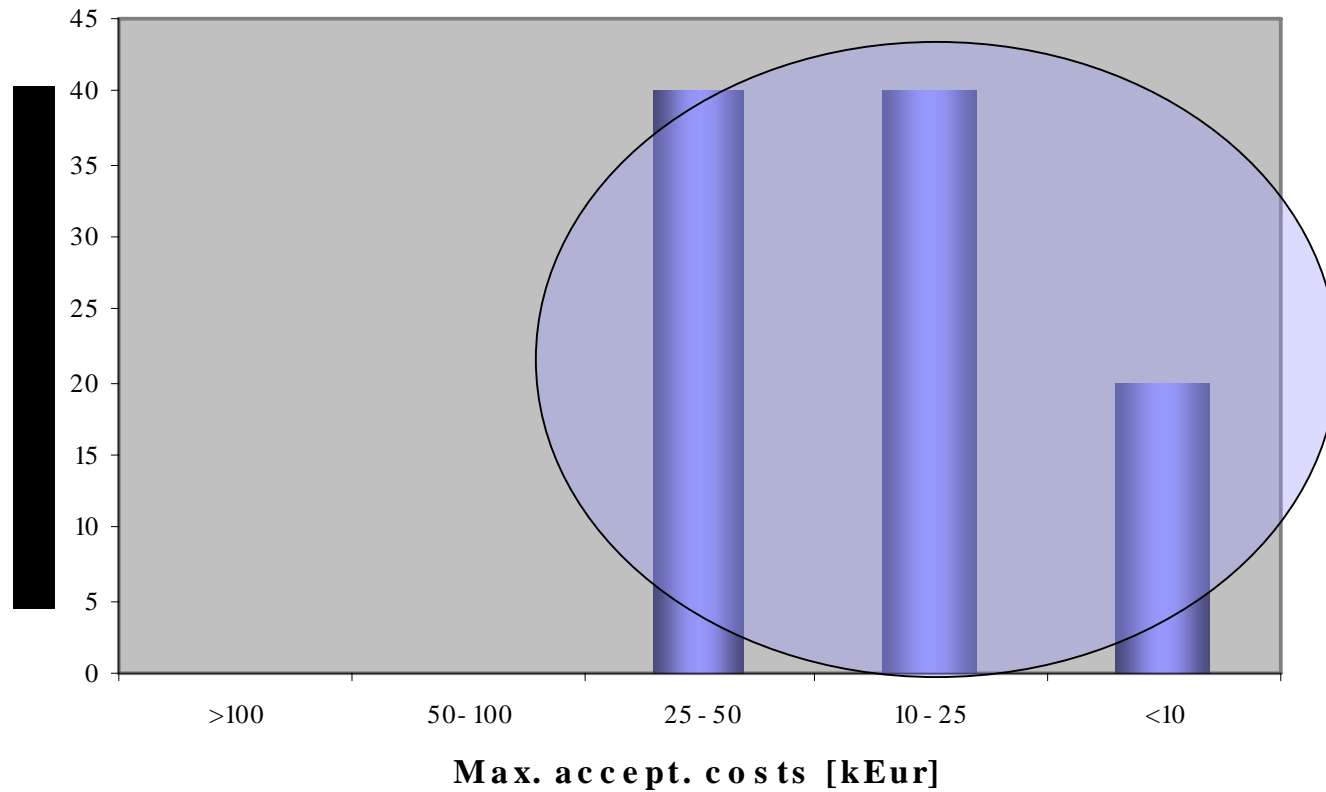
■ A process that results in a verification

- With high credibility
- Incorporating stakeholder involvement
- Within acceptable time (6 – 9 months),
- Against acceptable costs





Willingness to pay





Recommendations for EU-ETV (2)

■ A funding scheme that supports:

- Willingness to pay for applicants
- General costs for system and verification.

■ An organization with:

- Flexibility, relying on existing structures
- ETV lead of the organization to be positioned at an EU institution rather than at a private sector institution or a “national level” structure.
- Multi-entry options (low linguistic -, distance barriers for applicants)

■ General conditions that achieve:

- Recognition, within the EU
- Preferably extension internationally





Conclusions

- An EU-ETV design, acknowledging their main stakeholders, is a key to success
- Structure of ETV organisation and process development can satisfy their needs
- (Public) funding will remain a pillar for reaching the system goals
- Recognition within EU; a precondition.
International harmonization





Thank you for your attention



Roel Brand



European testing project for Environmentally Sound Technologies