



# Addressing barriers, gaps and needs for implementing ETV

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# Outline

- Introduction
- Some market aspects (eco innovation and SME's)
- Stakeholder involvement (EU-ETV pre-programme)
- International market aspects (harmonization, mutual recognition)
- R&DI roadmap structure, action plan
- Sum up
- Questions, discussion



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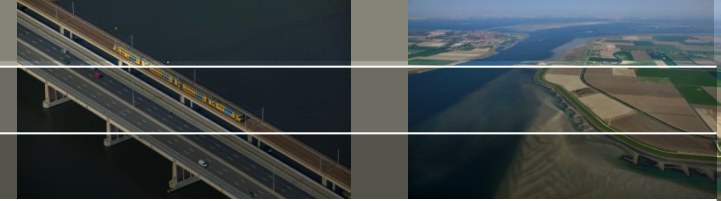
**“Coordination action on Environmental Technology Verification ETV –  
Building a framework for international cooperation”**

**D 2.4 R&D Roadmap for international cooperation and mutual recognition**



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# Operational success criteria ETV



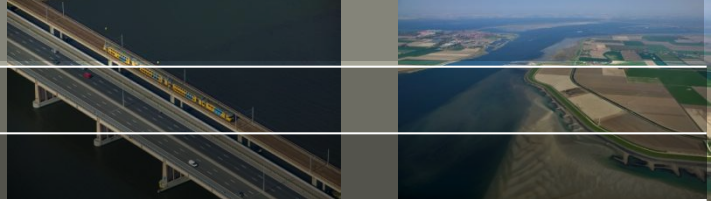
- o Easy to use
- o Objective and reliable
- o Comparable
- o Cost efficient
- o International recognised and harmonised
- o SME friendly
- o Sustainable approach

“Some things are easier said then done”

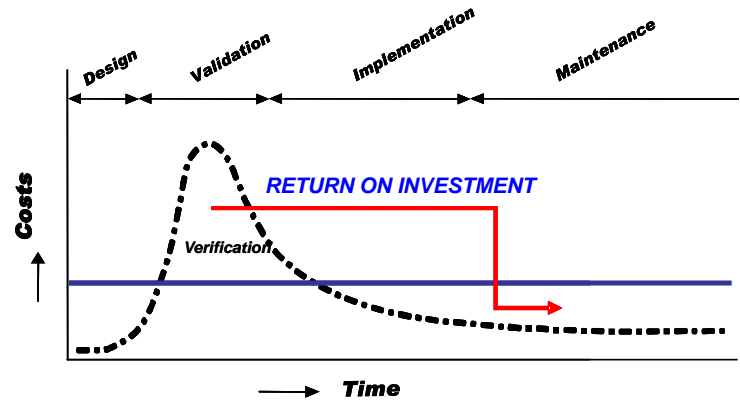


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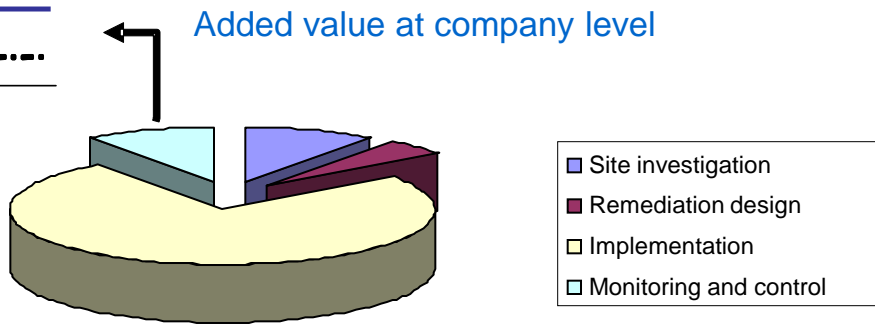
# Eco-innovation and SME's



## Example Field Screening methods/Site investigation tools

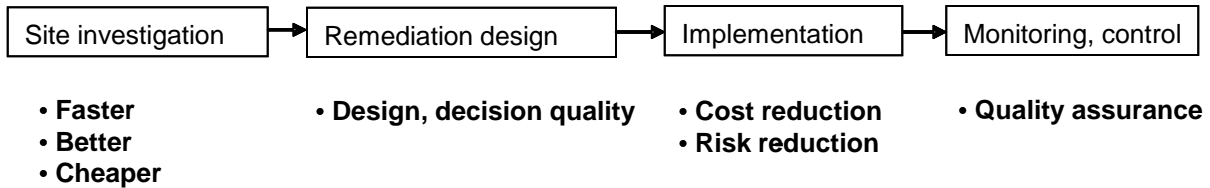


### Cost distribution soil remediation project

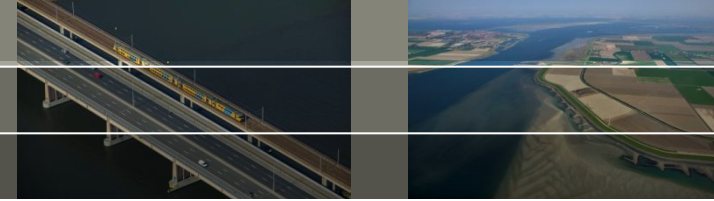


Benefits at society level

### Value chain



# ETV strategy



ETV can support faster market entry of innovative technologies

## POTENTIAL SME BARRIER:

Technology verification costs at the window of opportunity in a fully market driven system

## NEED:

Possibility of public – private funding and other funding mechanisms

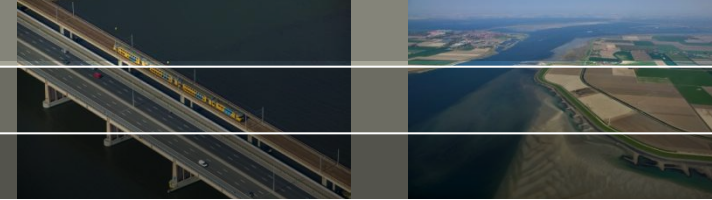
Start addressing verification at the development stage (to allow for verification using existing test data)

**Cost efficient**  
**SME friendly**  
**Easy to use**



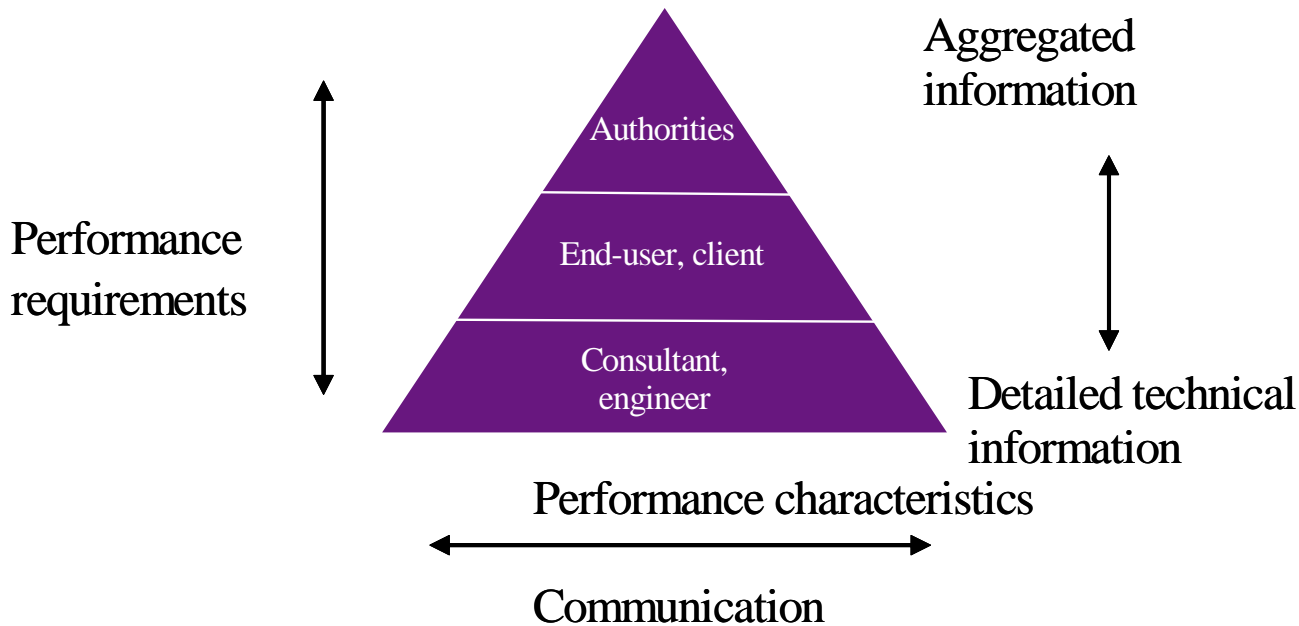
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# Fit for purpose verification



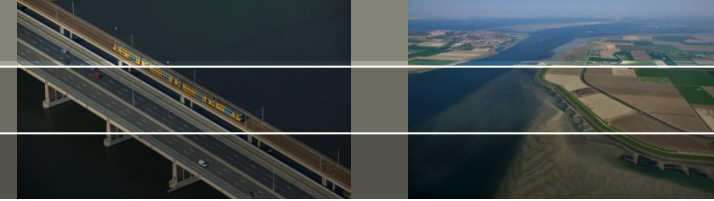
EU-ETV claim driven, but should support communication among stakeholders

- . Technology selection
- . Technology application



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# Claim definition



Verification procedure to be based on performance characteristics & requirements

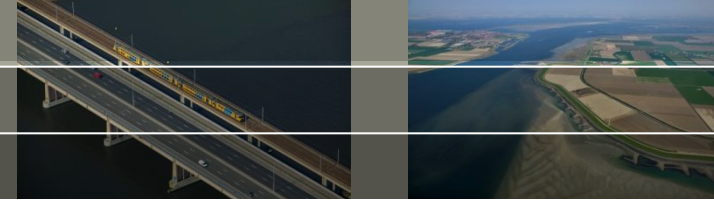
NEED:

How to define claims based on eco-innovation parameters and market relevance incl. legislative requirements

**Sustainable approach**  
**Comparable**  
**Objective and reliable**



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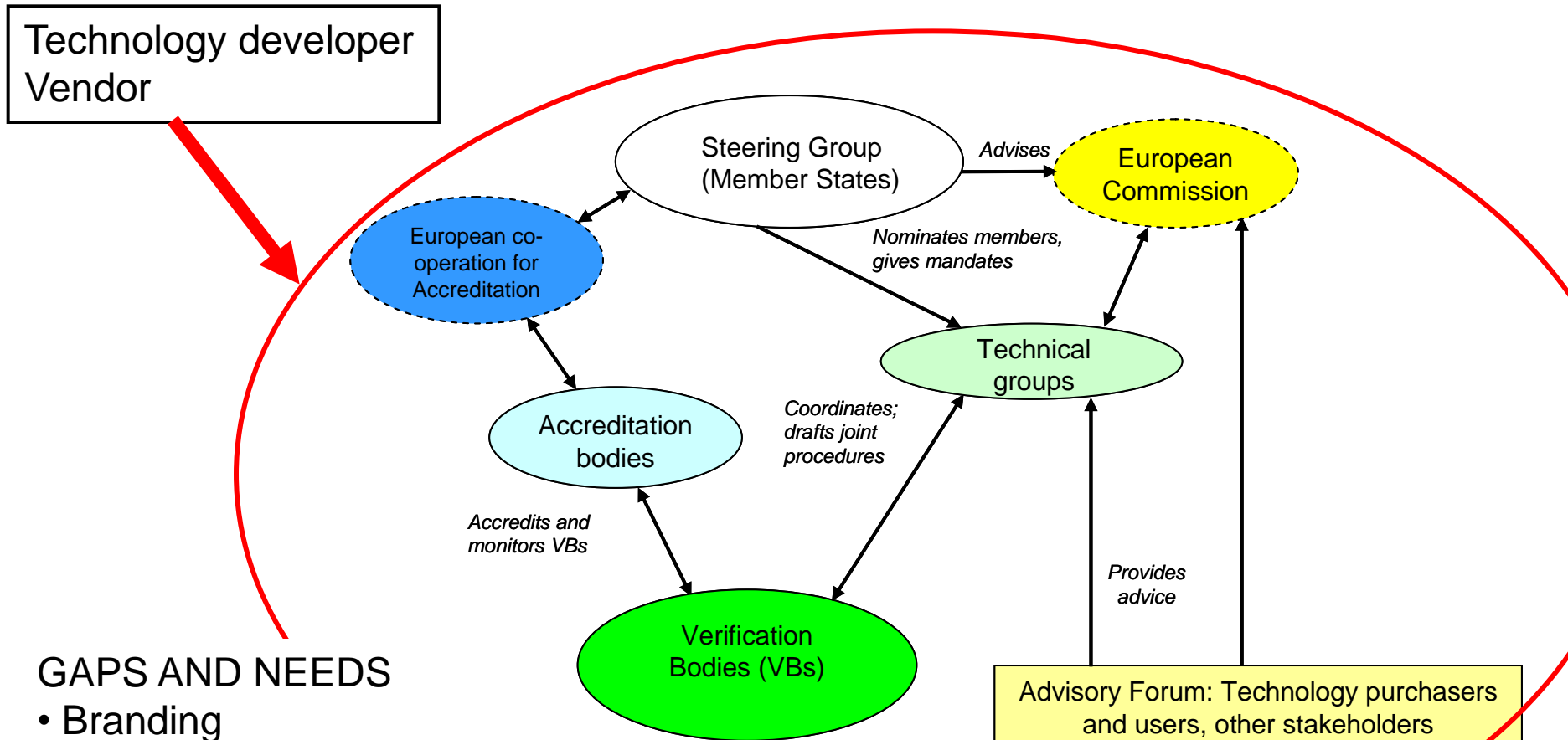


The actions proposed by ETAP fall into three main areas:

- Getting from research to markets: actions aim to improve the innovation process and take inventions out of laboratories and onto the market.
- Improving market conditions: actions to encourage market uptake of environmental technologies.
- Acting globally: achieving internationally agreed development goals for sustainable development.



# Stakeholder representation

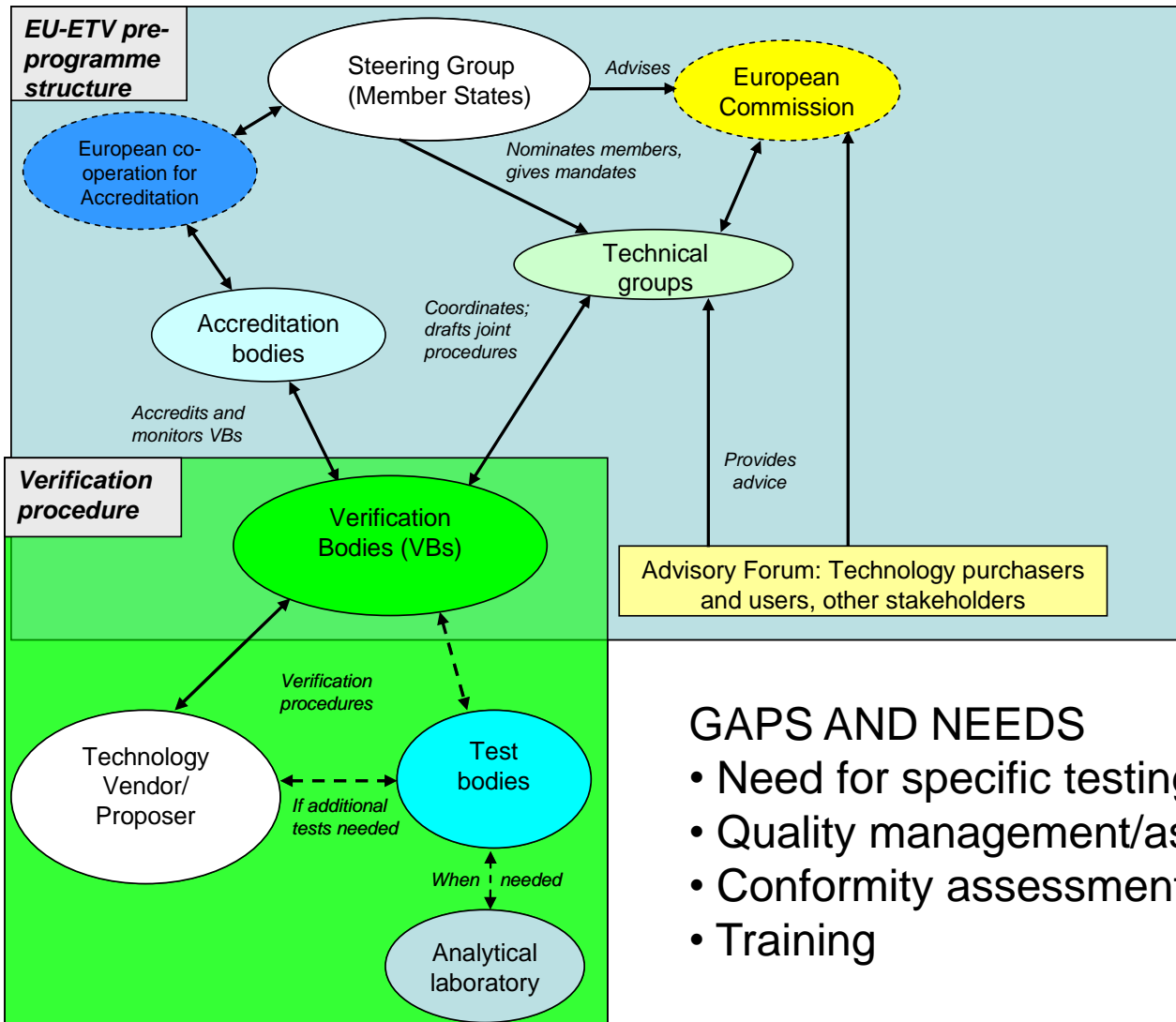


## GAPS AND NEEDS

- Branding
- Communication/  
language
- Database ≈ entry to ETV
- Training



# Set-up EU ETV pre-programme



**Objective and  
Reliable  
Easy to use**

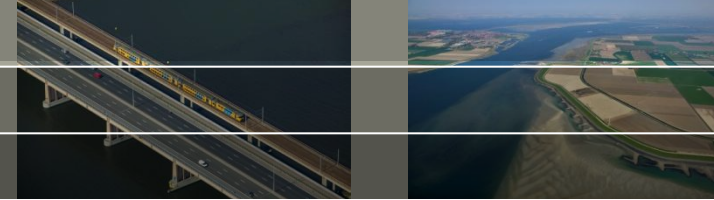
## GAPS AND NEEDS

- Need for specific testing methods
- Quality management/assurance
- Conformity assessment
- Training



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# Participation EU-ETV pre-programme



## STATUS EARLY MAY 2011

### Active participation:

Belgium  
Czech Republic  
Denmark  
Finland  
France  
Poland  
United Kingdom

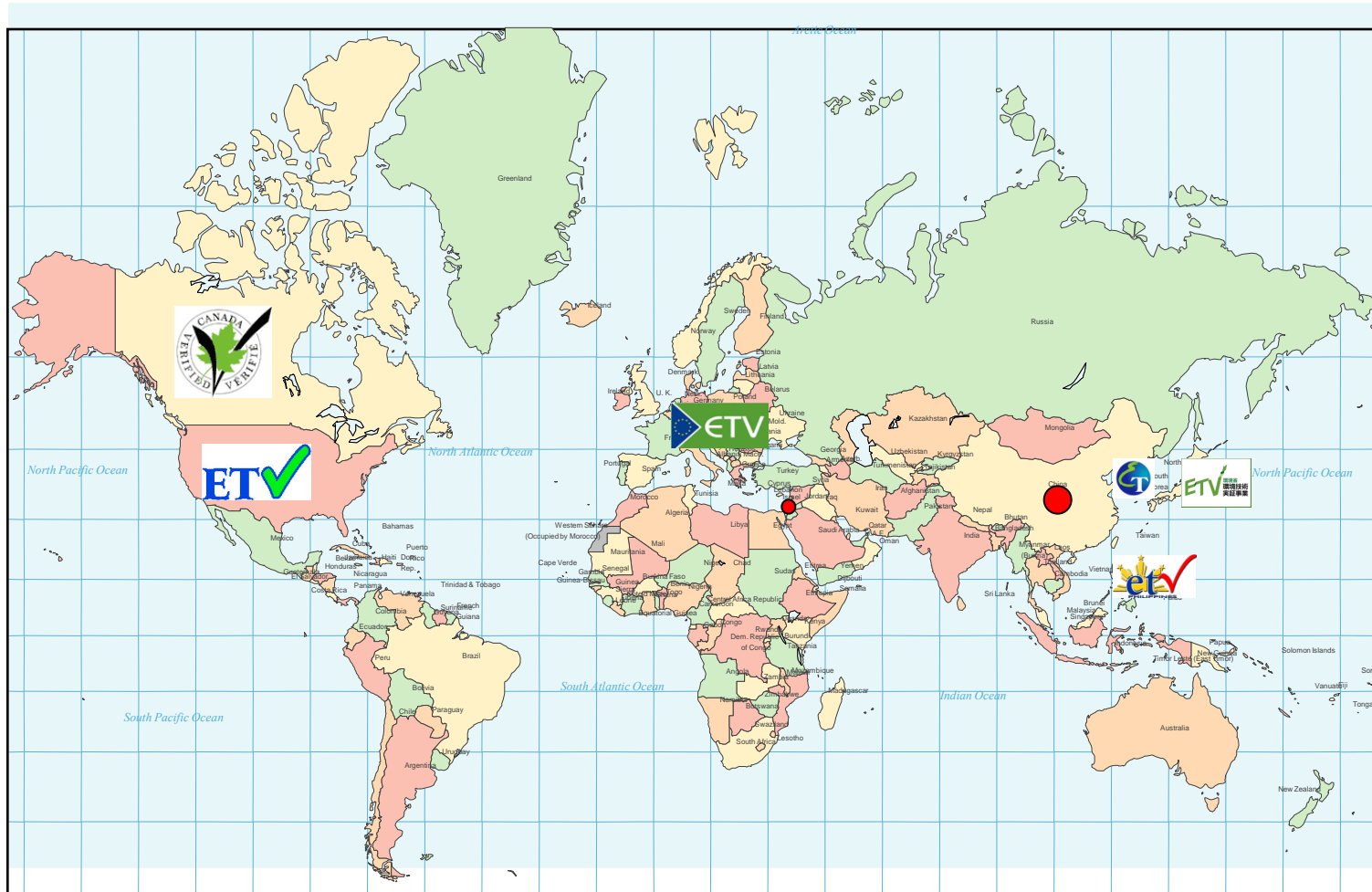
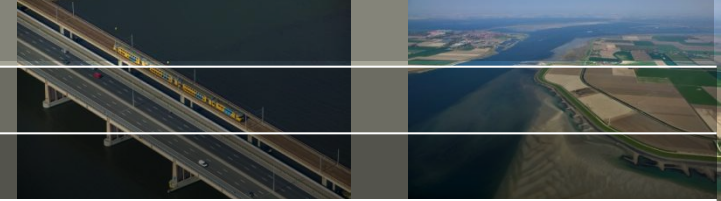
### Participation as observers:

Sweden  
Slovakia  
Germany

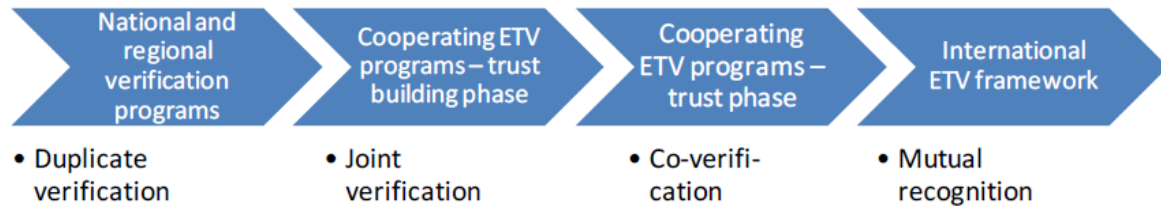
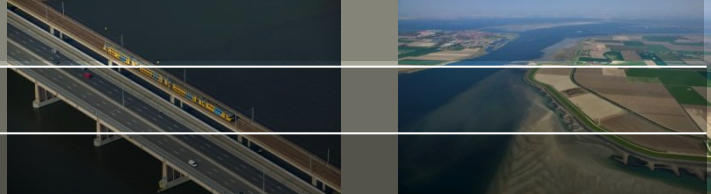


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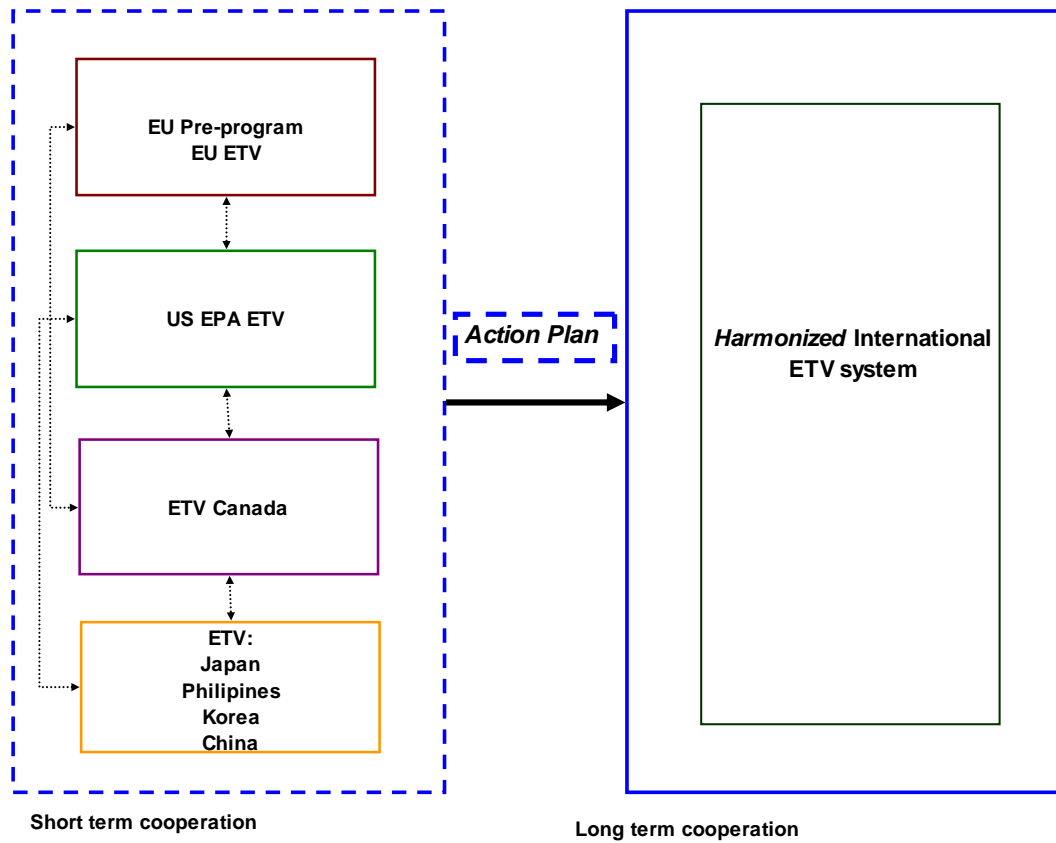
# The international market and its characteristics

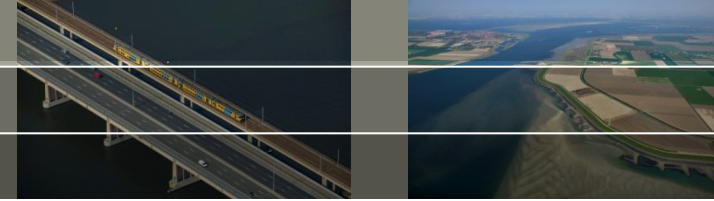


# International ETV system development



Different set-ups and levels of maturity





- **International recognised and harmonised**

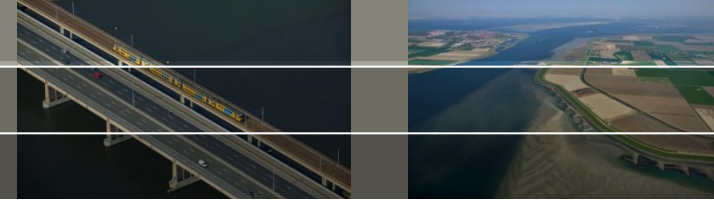
## GAPS AND NEEDS

- Training
- Quality management/assurance
- Conformity assessment
- Standardisation

**Objective and  
reliable**



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## Long term strategy: Harmonisation and mutual recognition

Reaching objectives covers wider scope than just R&DI needs

**→ Action plan**

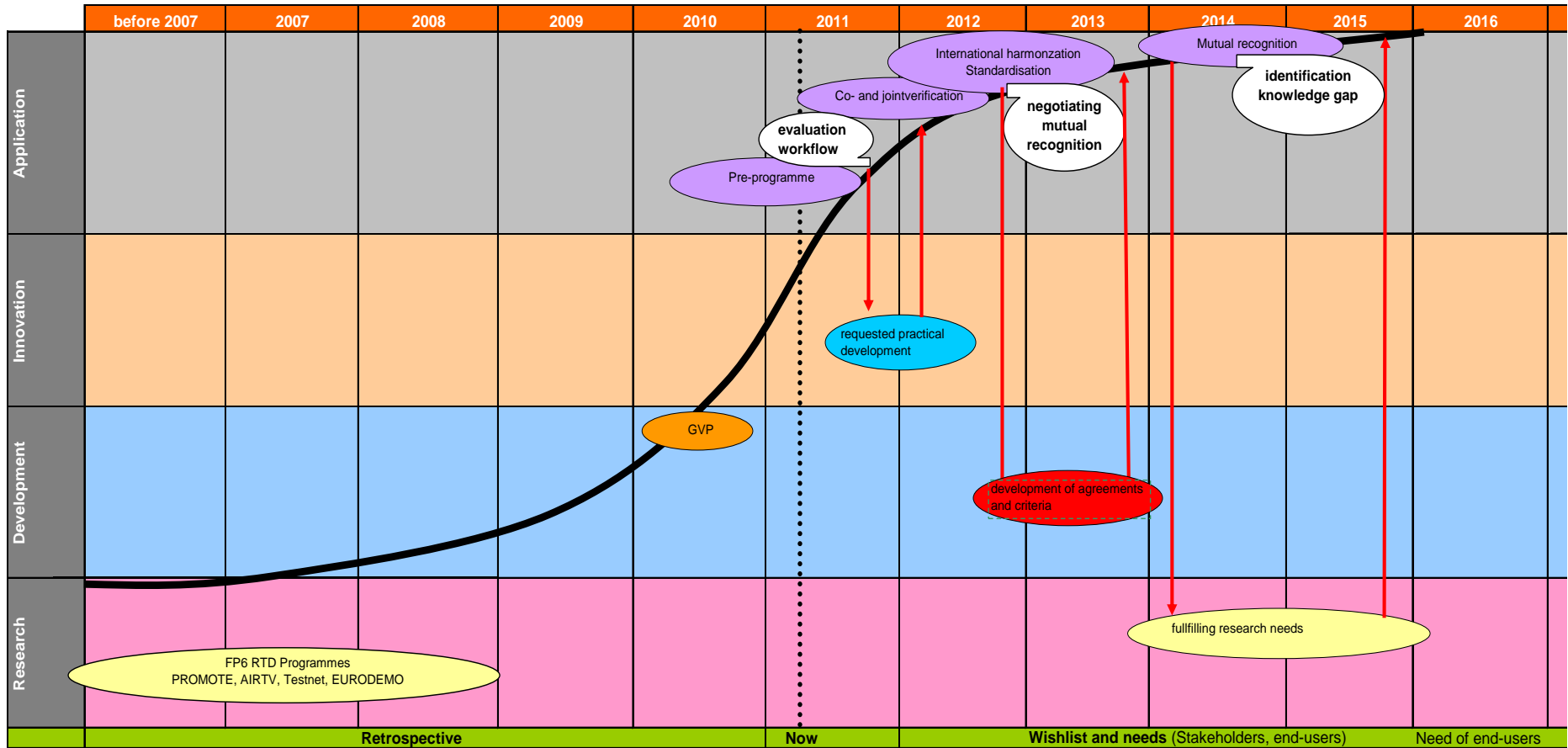
### Action categories:

1. Research and Development,
2. Verification of technologies and Performance Targets
3. Mobilisation of Financing and Market-based Instruments
4. Awareness raising and training



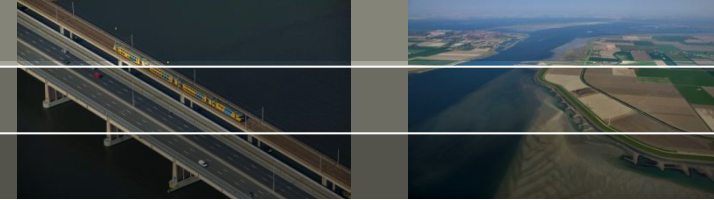
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# Structure Research, Development and Innovation Roadmap.



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# Questions, discussion



- A structured approach has been developed for the analysis of ongoing research activities related to international cooperation and mutual recognition. This framework is used to transform the barriers, gaps and needs into an action plan providing a starting point for the discussion how ETV can support eco-innovation and what still needs to be done to strengthen the applicability of this tool in an international market.
- Day 2 further stakeholder input through working groups

**Thank you for your attention**

Questions, remarks?



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