

Helping eco-innovations to reach the market

European and international perspectives on Environmental Technology Verification (ETV)

Discussion

25th May 2011

Brussels, Belgium



Discussion, 25th May 2011



How can ETV support eco-innovation to reach the market?

1. What are advantages for vendors in international cooperation on ETV? (*Derk van Ree*)
2. Which requirements have to be met regarding confidentiality /transparency? (*Thomas Ertel*)
3. Which requirements have to be met regarding quality/cost balance? (*Thomas Track*)
4. How to operate ETV locally and have global recognition? (*Christian Grøn*)

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*How can ETV support eco-innovation
to reach the market? - Results*



What are advantages for vendors in international cooperation on ETV?
(Derk van Ree)

How can we integrate SME's in a most efficient way?

- **Access to wider markets, competitive advantage**
- Needs to be made aware for the company strategy for commercialization or when approaching new markets
- ETV can **serve as marketing tool** as it makes information more visible
- Identify ambassadors in the non-participating pre-programme countries for making SMEs aware on ETV
- Tool to increase credibility on the market
- Vendor can use ETV to get a **better feeling on the claims needed by the market**
- **Can help SME to increase competitiveness** when they consider ETV right from the beginning
- Verification could become a recommended element when applying for public funds for RTD, e.g. as a tool to minimise investment risks.

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Which requirements have to be met regarding confidentiality /transparency? (*Thomas Ertel*) - I

Providing to less data – is this a valuable verification or a 2nd class verification?

How do you handle this in the contract negotiation?

- **No conflict for publishing full reports** (DANETV)
- Users want to see what is behind the verification statement → they want to see the full report
- **Publish the verification protocol once it is approved** (independent of progress in verification) → other vendors then understand what is required in this area
- **ETV needs a shared responsibility** by vendors and beneficiaries /purchasers/authorities, so that verification is recognised in an appropriate way
- Publish verification statements in different languages

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Which requirements have to be met regarding confidentiality
/transparency? (*Thomas Ertel*) - II

Providing to less data – is this a valuable verification or a 2nd class
verification?

How do you handle this in the contract negotiation?

- The issue should be **handled flexible depending on potential investor requirements**
- The discussion must be on what can be made public beyond the verification statement.
- If public money was involved also negative results have to be made public

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Which requirements have to be met regarding quality/cost balance?
(*Thomas Track*)

- **Quality/cost balance always has to consider reliability demands**
- In Europe cost differences between countries will have an influence on this balance → this will be a market mechanism
- **Cost is relative and related to the added value**
- From the vendor perspective it **depends on the return on investment** expected
- Links could be set to business planning and business incubators to overcome potential financial problems
- **Quality/cost balance problems occur during verification** (test) planning within a verification project
- What **scale of testing** is required? → should be at the smallest scale that produces reliable results

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How to operate ETV locally and have global recognition?

(Christian Grøn)

- A basic treaty – declaration of intend
- One standard
- One police force (accreditation)
→ this is actually done in EU
- One forum –
inventory of existing verifications
Partnerships with existing mechanisms (e.g. policy)
- One Framework (operating/cooperation)
Partnerships with existing mechanisms
- One brand

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Where to find the presentations?

www.eu-etv-strategy.eu

What are the next steps?

