



eco-innovation 
WHEN BUSINESS MEETS THE ENVIRONMENT

Eco-innovation: for a competitive Europe

Timo Makela

Eco-innovation European Info Day
Brussels, 20 April 2009



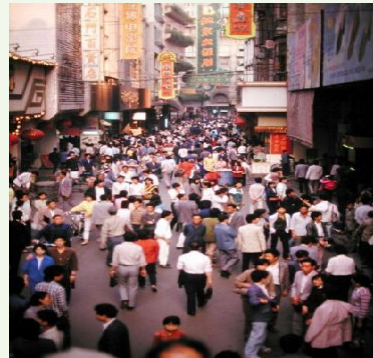
<http://ec.europa.eu/environment/etap/ecoinnovation>



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A problem to tackle

- Unsustainable lifestyle
– need 50% less CO₂
- Population and living standards –
6 times demand by 2050



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Environmental Challenges

- Green House Gas emissions
2.5 to 3-fold increase by 2050
- Ecological footprint:
EU 2,5 earths; USA 4.5 earths
- Metals and minerals consumption
35-40% growth in 10 years
- Metal consumption in China
200-300% growth in 10 years

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Global opportunities

- 3.5 million new jobs in EU and the US in energy efficiency in buildings alone by 2020
 - EU global market share above 30% in environmental goods and services
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- Positive trade balance
 - Venture Capital : 18% of all investment in clean technologies

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Vision for Tomorrow

- All industry becomes green!
- Eco-innovation, environmental technologies across all sectors
- Need fundamental transformations – not just “add ons”
- Make use of ecological principles: life-cycle, diversity, symbiosis, bio-compatible...

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INSULATFH

pre-insulated wall panels from recycled materials



- **Problem:**
Cellulose is an effective insulation material. Yet, inefficiencies and non-standard wall panel sizes hamper its use in the construction industry
- **Proposed solution:**
Low cost process to produce pre-insulated timber frame panels with cellulose fibre insulation; controlled filling of this pulp into wall panels.

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Opportunities in practice



Wolsley: Sustainable Building Center

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Opportunities in practice

- **Bio-degradable bottles already available**



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New Processes

- Reduce Water Consumption
- Reduce Quantities of Chemicals



(Efficenz Agentur)

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Cradle to Cradle

- Wastes are resources
- Potato waste->
- Bio-plastic->
- Compost



(Solanyl, NL)

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Large Scale Action

- **Scale:** changes needed on massive scale – over 24 million companies in EU!
- **Time:** rapid transformation needed
 - EU 20% energy saving in 12 years
 - EU 20% renewables in 12 years

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EU Initiatives to boost Eco-innovation

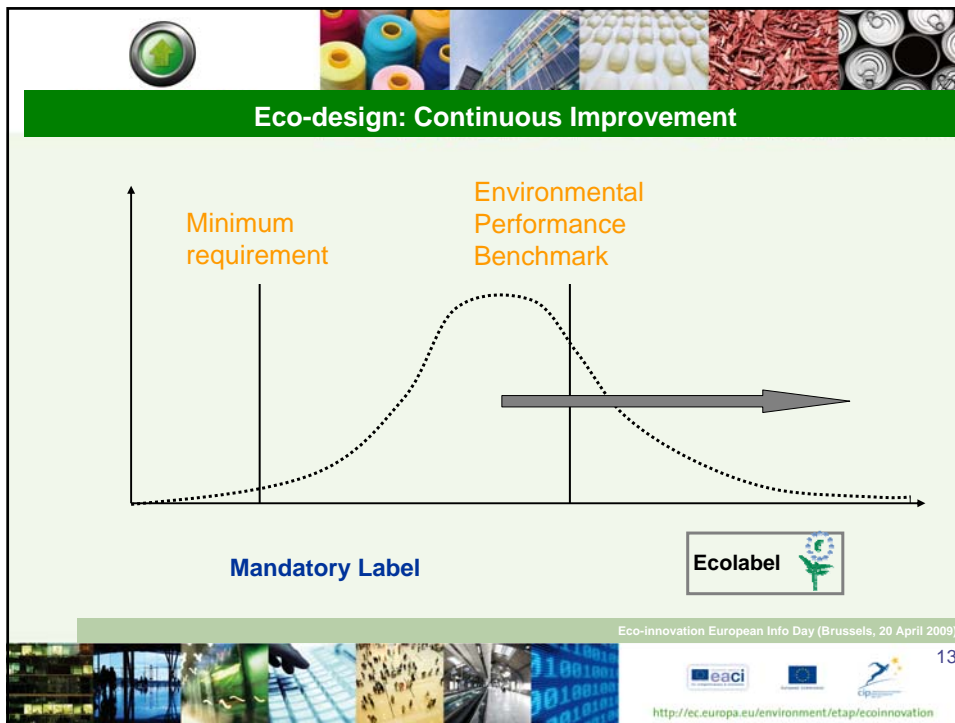
- **Environmental State Aid Guidelines**
 - Higher rates of assistance for eco-innovation
- **Green Procurement**
 - Legislation amended to permit environmental criteria
 - Target of 50% (of procurement value) to be 'green' by 2010
- **Revised Eco-design legislation**
 - Minimum requirements
 - Environmental performance benchmarks,
 - Eco-label= 'excellence'
- **Environmental Technology Verification**

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WORK-BUSINESS WITH-GOVERNMENT

Outlook and Challenges

- **Economic Recovery Package**
 - Speed up the shift towards a low carbon and resource efficient economy
- **Adaptation to Climate Change**
 - Likely aggravation and extension of existing problems – scarcity, floods
 - Opportunity for innovation
- **Review of ETAP**
 - 2009 review of 5 years implementation
 - Assess the mix of instruments – link to Economic Recovery Plans

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Market replication projects



To support best eco-innovative projects with strong market orientation



Good luck with your application!




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Thank you for your attention

Timo Makela, Director, DG Environment

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