ITALY: ETV IN THE CONTEXT OF CIRCULAR ECONOMY

Green innovations for driving the circular economy forward

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ENEA | ITALIAN NATIONAL AGENCY FOR NEW TECHNOLOGIES, ENERGY AND SUSTAINABLE ECONOMIC DEVELOPMENT

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ETV to support the specific objectives defined by the Italian National Strategy on Circular Economy

ETV in support of the specific objectives defined by the ITALIAN NATIONAL STRATEGY ON THE CIRCULAR ECONOMY

G1 – Provide tools and services to support companies, especially SMEs, in the implementation of **technologies, methodologies and approaches aimed at the efficient and sustainable management of products**.

G2 Create the conditions for a market of secondary raw materials that are competitive in terms of availability, performance and costs, acting on the standardization of materials, and on the criteria for removing the qualification of waste from materials ("End of Waste").

G3 Create the conditions for a market of "by-products" in terms of greater certainty in recognition, availability, acting on standardization for certain supply chains (e.g., residues and by-products of agricultural origin) and on the revitalization of the by-product exchange platform, to concretely support operators in the full implementation of the industrial symbiosis also in the field of bioeconomy

G4 Set the conditions for the extension of the life of the product through its design inspired by the principles of modularity and repairability.

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Obstacles to achieving the objectives

			OBJECTIVES
CULTURAL	Lack of awareness and ability to undertake development paths aimed at supporting the circular economy	Companies and the market often lack awareness and ability to innovate in the circular economy due to the lack of knowledge of processes or services for transforming and valorize waste.	Promote eco-design as a shared process between designers and clients. Promote and disseminate knowledge on the efficient use of resources. Promote and disseminate knowledge and clear rules on EoW - end-of-life (and industrial symbiosis)
REGULATORY	Lack of a comprehensive framework of tools, standards and policies for the transition to the circular economy	The lack of a comprehensive and standardized framework of rules, instruments and policies supporting circularity acts as a brake on the adoption of circular models.	Define a regulatory and performance framework for the intended use of substances and waste and for their transformation into by-products.
TECHNOLOGICAL	Lack of effective technologies to implement the circular economy	There is a large gap between the process of research and innovation and technological development on an industrial scale. To support upscaling, data that demonstrates the value of circularity is indispensable to boost circular production and consumption models .	Create the conditions and provide tools to validate innovative technologies and make them applicable on an industrial scale and competitive in the market
MARKET	Lack of economic feasibility of circular models	The transition to circular development and production models implies large investments that are not supported by an adequate set of data that show the economic and environmental benefits of the solutions adopted.	Make the transition to circular models economically feasible and advantageous, creating virtuous market dynamics of by-products and their use through the dissemination of standardized and certified technologies.

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Solutions and opportunities from ETV

CULTURAL

LACK OF **AWARENESS AND ABILITY** TO UNDERTAKE CIRCULAR DEVELOPMENT PATHS

OPPORTUITIES

- Promotion of verified solutions for more sustainable and circular product design
- Availability of information from ETV may increase user confidence
- Companies that purchase technologies with ETV-verified performance can use ETV-related information as evidence of their environmental performance through the ETV verification statement.

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Solutions and opportunities from ETV

REGULATORY

LACK OF A **COMPREHENSIVE FRAMEWORK OF TOOLS, STANDARDS AND POLICIES** TO SUPPORT CIRCULARITY

ETV ISO 14034

OPPORTUITIES

- Technology buyers and suppliers can benefit from ETV as a complementary scheme that could serve to evaluate and provide data on the functional performance of products and technologies with B2B applications that meet the criteria of the Eco Design Directive.

- Allows to provide declared performance that is not covered by regulations or standards or that does not fit into existing standardised legislative, labelling or performance frameworks

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Solutions and opportunities from ETV

TECHNOLOGICAL

LACK OF DIFFUSION AND ADOPTION OF **INNOVATIVE TECHNOLOGIES**

ETV ISO 14034

OPPORTUITIES

- ETV can provide an independent assessment before the technology is integrated into the upscaling process.

- ETV can demonstrate, by confirming the environmental performance of a technology, its validity for use as BAT

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Solutions and opportunities from ETV

MARKET

LACK OF **ECONOMIC FEASIBILITY** OF CIRCULAR MODELS

ETV ISO 14034

OPPORTUITIES

- Appropriate incentives for producers/suppliers/purchasers/users of verified technologies under the ETV can significantly accelerate the use of innovative environmental technologies and their development and market uptake.

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ETV may have different roles, as well as its applications at different stages of the product and process lifecycle. ETV may:

- ✓ Be a **proof of effectiveness** in reducing the use of virgin raw materials and energy, enhancing the application and deployment of proven and reliable technologies that have effectively proven to increase the efficiency of companies and limit the impact on the environment;
- ✓ Help overcome the **performance barriers** related to technologies and materials that hinder the development of industrial symbiosis paths and circular business models;
- ✓ Provide information on the **functional and environmental performance of by-products** for circular applications in industry;
- ✓ Be crucial in **enhancing green innovation in public procurement (GPP and IP),** working as a recognised conformity assessment tool also as an equivalent means of testing;
- ✓ The ETV Verification statement can serve as a source of information to support **compliance with environmental performance systems** for products such as the Environmental Product Declaration (EPD), the eco-label, the Product Environmental Footprint (PEF) and ecodesign.

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THANK YOU FOR YOUR ATTENTION

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