LIFE PRO ETV

Roadmap for building ETV market acceptance and recognition: ITALY

From cost to value perception, market acceptance and recognition of ETV as a voluntary environmental scheme supporting transition to circular economy

Responsible Partner: ENEA

talian National Agency for New Technologies, Energy and Sustainable Economic Development

October, 2023

DISCLAIMER:

The European Union's support for the production of this material does not constitute an endorsement of the contents, which reflect only the authors' views, and the EU cannot be held responsible for any potential use of the information contained therein.

Co-funded by the European Union

This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary

NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT

AGRÁRMINISZTÉRIUM

TABLE OF CONTENTS

1. INTRODUCTION 4
1.1. ABOUT THE ROADMAP 4
1.2. CONTEXT FOR THE ROADMAP 4
2. CURRENT ETV STATUS AND RELATED CHALLENGES 5
3. THE CHALLENGE FOR THE ETV USE CASE IN ITALY 6
4. GOAL DEFINITION 6
5. PROBLEM DEFINITION 7
6. KEY STAKEHOLDERS MAP 12
7. ACTION PLAN 12
8. CONCLUSION FOR THE POLISH BUSINESS CASE AND ROADMAP 14

Co-funded by the European Union

This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary

NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT
AGRÁRMINISZTÉRIUM

1. INTRODUCTION

1.1. About the roadmap

This document presents a roadmap for building market acceptance and recognition for a specific ETV use case and related business case in the context of: the Corporate Sustainability Reporting Directive (CSRD), European Sustainability Reporting Standards (ESRS) and the EU taxonomy for sustainable activities capitalising on the potential and role of the ETV identified in a LIFEproETV Policy Brief: How the ETV scheme may foster the EU green transition?[1]

1.2. Context for the roadmap

For the Italian Roadmap, ENEA focused on the topic of "Circular Economy" in relation to the specific objectives defined by the Italian National Strategy for the Circular Economy (SNEC)[2], a programmatic document launched in June 2022 which identifies the actions, objectives and measures that are intended to be promoted to define the framework of institutional policies aimed at ensuring the transition towards circular models of growth and development.

In fact, Italy began its journey towards this topic as early as 2017 when it launched consultations open to businesses and in particular to industry but also to consumers, for the definition of the objectives and measures to be adopted in perspective in order to outline the country's strategic positioning on the topic, according to the commitments adopted within the Paris Agreement on climate change, the United Nations 2030 Agenda on sustainable development, within the G7 and in the European Union.

The SNEC includes the contributions drawn up during the consultation launched in 2017 and those outlined in the subsequent consultation launched in 2021, with the aim of outlining the strategic lines and actions necessary to be implemented in relation to various central themes to start a transition path towards new circular economic models. The themes identified are: eco-design; reuse and repair; end of waste; critical raw materials and development of a secondary raw materials market; green public procurement and minimum environmental criteria; strategic industrial supply chains; industrial symbiosis; extended producer responsibility; digitization; tools to support circular economy.

Although Italy is still in a disadvantageous position in relation to the issue of decoupling between economic growth and resource consumption, on the other hand positive data can be observed in relation to the rate of circular use of the material which stands at 18.4% on a European average of 11.7% in 2021 as defined by CEN[3], based on data provided by Eurostat. According to the data, the country still confirms itself among the leading countries on the topic of the circular economy. Despite this, however, Italy and Europe are asked to accelerate the transition towards circular models, both to deal with environmental and geopolitical problems, in order to maintain an important position in the international and European panorama and guarantee the achievement of progressive improvement objectives.

The SNEC provided important support for the acceleration towards circular models, establishing a roadmap with precise actions to be implemented in defined periods.

[1] https://lifeproetv.eu/wp-content/uploads/2022/09/d.B.2.1-Policy-Brief_ETV-Final-1.pdf

[2] https://www.mase.gov.it/sites/default/files/archivio/allegati/PNRR/SEC_21.06.22.pdf

[3] https://circulareconomynetwork.it/wp-content/uploads/2023/05/Rapporto-sulleconomia-circolare-in-Italia-2023-2.pdf

Co-funded by the European Union

This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary

NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT
AGRÁRMINISZTÉRIUM

For this reason, we decided to define use cases of ETV as a tool capable of facilitating and supporting the transition, within the framework of the programmatic and strategic objectives of the Italian Strategy which guides the development of paths towards the circular economy.

Considering the dimension of the "Corporate Sustainability Reporting Directive" CSRD, the "European Sustainability Reporting Standards" (ESRS) and the EU taxonomy as an overarching EU policy as well as global interest in ensuring sustainable performance of companies, the experiences demonstrating the utility of the ETV use case and the accompanying business case have strong potential for transfer and replication towards other countries and verification bodies and towards other environmental objectives covered in the EU taxonomy delegated acts.

This roadmap has been developed following an analysis of legal documents and a series of interviews and online meetings with relevant stakeholders. It includes goals, a problem definition, a map of stakeholders and a set of actions to: position the ETV system in the national sustainability financing and reporting ecosystem, to build strategic partnerships and to ensure awareness among environmental technology providers and users about the role of the ETV system in sustainability transition processes. A detailed analysis of these documents is included in the full version of the roadmap which is attached to this document.

2. CURRENT ETV STATUS AND RELATED CHALLENGES

The topic of the circular economy is a transversal theme that involves interrelated issues regarding the reduction and optimization of raw materials, the reuse of products, the strengthening of the value chains of secondary materials, the reduction of waste production and the eco-design, with the final aim of making production and consumption models more sustainable, in environmental and economic terms.

Innovative technologies must therefore support and facilitate the transition process, ensuring performance that must be quantifiable and verifiable, but above all aligned with the sustainability objectives set by the Italian strategy.

In order to outline the current state of ETV in relation to the topic of the circular economy, starting from the technologies verified with ETV, an in-depth study was carried out in order to select those that are connected to the topics mentioned above or that support the transition towards circular models. From this in-depth analysis it emerged that out of a total of 60 ETV-verified technologies, 38% of these support the circular economy and mainly belong to the technological areas of Materials, Waste and Resources (74%), Water treatment and monitoring (17%) and Agricultural technologies (4%).

In Italy, there are 9 technologies verified with ETV, supplied by technology providers based in Italy. The 9 technologies were verified by two Italian verification bodies (RINA and Certiquality) which certified a total of 11 technologies with the ETV scheme, mainly relating to the Water treatment and monitoring sector.

Although the number of Italian technologies verified with ETV demonstrates that there is an interest in adopting this tool, there are various causes that hinder its diffusion and adoption. Firstly, the lack of knowledge of this scheme, secondly the regulations do not mention ETV and this prevents the integration of this scheme with development programs and innovation policies.

However, from the SNEC document emerges the need to introduce parameters for evaluating and measuring the innovativeness of technologies to support the circular economy and above all the definition of indicators and parameters that allow monitoring economic circularity and the efficient use of resources, intervening on the phases of the life cycle of products and processes that present greater environmental criticalities, always in relation to the set objectives.

Co-funded by the European Union

This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary

NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT
AGRÁRMINISZTÉRIUM

3. THE CHALLENGE FOR THE ETV USE CASE IN ITALY

The challenge for Italy targeting the circular economy lies in effectively implementing Environmental Technology Verification (ETV) to address the specific goals and actions defined by the Italian National Strategy on the Circular Economy (SNEC).

4. GOAL DEFINITION

Since the European Commission took the decision in 2022 to discontinue its work on the EU ETV Programme, the organisations previously working within this programme now have to elaborate a market-oriented business model to continue their activities following the ETV system in accordance with ISO 14034 Environmental management — Environmental Technology Verification (ETV). First of all, they have to overcome the misinterpretation by stakeholders concerning the difference between the European ETV Programme and the ETV scheme. Many organisations are in the opinion that, as a result of the decision of the European Commission to end the EU ETV Programme, the ETV system is no longer supported and has lost its credibility. This means that the ETV bodies in Europe will have to build new partnerships with market players and to explain their role in value chains, while positioning their competencies to:

- provide impartial and credible confirmation of the performance, innovation and environmental benefits of new environmental technologies, so to create a framework for innovative pre-commercial procurement, technology benchmarking by individual companies or a group of companies, as well as conditions for elaborating new standards by branch organisations;
- support innovative companies and research and development institutes in demonstrating and confirming the added value of their new environmental technologies in concrete application settings compliant with potential clients' sustainability transition targets and the EU taxonomy;
- support public sector organisations in defining new standards for green procurement as a result of which the public sector can contribute to environmental technology development in the country and spur the implementation of new technologies;
- provide stakeholders, including technology users, branch organisations and financial institutions with reliable and useful information on verified environmental technologies, as a means to support their investment project preparation process, investment project due diligence process (recognition of the ETV statement by the financial sector), as well as to give insight in the way new technologies can contribute to companies' green transition targets (CSRD, ESRS and EU taxonomy).

According to the challenge, the main goals to be achieved are strictly linked to some specific Objectives of 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

Co-funded by the European Union

This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary

NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT
AGRÁRMINISZTÉRIUM

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.

5. PROBLEM DEFINITION

The following specific problems/barriers have been defined for the ETV use case:

- Regulatory problem/barrier: Lack of a comprehensive framework of tools, standards and policies for the transition to the Circular Economy (Table 1);
- Cultural problem/barrier: Lack of awareness and ability to undertake development paths aimed at supporting the circular economy (Table 2);
- Technological problem/barrier: Lack of effective technologies to implement the circular economy (Table 3);
- Market problem/barrier: Lack of economic feasibility of circular models (Table 4).

For each problem/barrier, a dedicated table was prepared (Tables 1, 2, 3, 4) containing the following information:

- Cause
- Current situation
- Objective(s)
- Solution(s)
- Key stakeholders

Table 1. Regulatory problem/barrier for Italy

REGULATORY	LACK OF A COMPREHENSIVE FRAMEWORK OF TOOLS, STANDARDS AND POLICIES FOR THE TRANSITION TO THE CIRCULAR ECONOMY
Cause	Low diffusion and adoption of innovative technologies and standard protocols that certify their environmental technology performance in relation to fixed objectives and quantify progresses towards these objectives.
Current situation	Existing product and process certifications are not mandatory and do not clearly define the distinction between waste and by-products. The non-mandatory nature of process and product certifications hinders the dissemination and creation of standards
	OBJECTIVE
OBJ1	Definition of indicators and performance parameters in the use of recyclable and recycled materials; sustainable production processes.
OBJ2	Introducing assessment systems to verify compliance with the performance levels of the BAT

Co-funded by the European Union
This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary
NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT
AGRÁRMINISZTÉRIUM

OBJ3	Define a regulatory and performance framework for the intended use of substances and waste and for their transformation into by-products.
	SOLUTIONS
ETV can be a circular economy standard by providing a valid proof of compliance	
ETV is already an ISO standardized process. The definition of environmental technology provided by ETV should be integrated into the circular economy standardization framework. ETV should be considered in GPP and IP in a way to provide a level playing field for green innovations	
ETV can provide a standard to verify the performance of: new technologies enabling conversion of waste to resources; secondary raw materials for industrial applications; secondary raw material-based products.	
Opportunities	Technology buyers and providers can benefit from ETV as a complementary scheme that could serve to assess and provide data on the functional performance of the products and technologies with B2B applications meeting the criteria of the Eco-design Directive.
	KEY STAKEHOLDERS
Who and why	Policy makers connected to policies and regulations at national and regional level can incorporate ETV in national policies.
Who and why	Business support organizations are responsible for supporting innovation processes in companies and dissemination of innovations in the market, technology transfer and the use of research results.

Table 2. Cultural problem/barrier for Italy

CULTURAL	**LACK OF AWARENESS AND ABILITY TO UNDERTAKE DEVELOPMENT PATHS AIMED AT SUPPORTING THE CIRCULAR ECONOMY**
Cause	The lack of specific data demonstrating the true value of innovation hinders the creation of awareness and consensus towards innovation, not allowing to overcome the reluctance of customers to use innovative technology
Current situation	Companies are not encouraged to adopt new technologies in the production phase; Many companies do not recognize design as a strategic phase in implementing circularity; Companies are not aware of procedures for transforming products into by-products as well as how to reuse them in the production process.
	OBJECTIVE
OBJ1	Promote eco-design as a shared process between designers and clients.

Co-funded by the European Union

This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary

NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT
AGRÁRMINISZTÉRIUM

OBJ2	Promote and disseminate knowledge on the efficient use of resources.
OBJ3	Promote and disseminate knowledge and clear rules on EoW - end-of-life (and industrial symbiosis)
	SOLUTIONS
Establish a network in order to connect different stakeholders and provide companies with all the necessary information. Within the network, Knowledge Centers can perform an important role to provide information, support and advice to interested parties on the benefits, uses and procedures of the ETV verification process	
Opportunities	Promotion of verified solutions for the design of more sustainable and circular products; Availability of information from ETV could build higher confidence of users; Companies buying technologies of performance verified under ETV may use ETV related information as proof of their environmental performance through the ETV statement of verification.
	KEY STAKEHOLDERS
Who and why	Policy makers. The active support of the ETV by the national policy makers through the leadership of the scheme and their involvement in the development and implementation of ETV will allow the scheme to be accepted and recognized on the national market
Who and why	Technology providers can build a competitive position in the market and de-risk a novel technology towards investors.
Who and why	Business support organizations access to relevant information they could disseminate to SMEs on impartial third-party assessment of innovative technology performance parameters.

Table 3. Technological problem/barrier for Italy

TECHNOLOGICAL	**LACK OF EFFECTIVE TECHNOLOGIES TO IMPLEMENT THE CIRCULAR ECONOMY**
Cause	Lack in technological upscaling
Current situation	There is a big gap between the R&I process and large-scale technology development. Technological upscaling is needed and specific data demonstrating the true value of circularity is indispensable in order to create consensus towards innovation and propel this process.
	OBJECTIVE

Co-funded by the European Union
This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary
NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT
AGRÁRMINISZTÉRIUM

OBJ1	Create the conditions and provide tools to make new technologies applicable on an industrial scale in all sectors related to environmental aspects

SOLUTIONS
ETV could contribute with providing technologies that are enablers for improving product durability, reusability, upgradability and reparability or confirming the performance of technologies and products in that respect, technologies enabling increasing of recycled content in products and facilitating remanufacturing in the context of the revised Eco-design Directive and the Sustainable by Design Initiative.
ETV may be also used to verify the performance and accompanying environmental impacts of SRM based materials, their manufacturing processes or different remanufacturing processes. It allows to demonstrate that the new materials or the process are not causing secondary pollution of environment when compared to conventional process.
If a new product is developed using a particular type of waste, the specific ETV Statement can help to ensure that the verified by-product meets the declared technical/functional parameters for further use as a raw material and to obtain a certificate of loss of waste status

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

	KEY STAKEHOLDERS
Who and why	Business support organizations facilitate innovation processes in companies and diffusion of innovations in the market
Who and why	Technology providers can enhance the exploitation potential of demo projects, distinguish a technology from competitors, build a competitive position in the market and derisk a novel technology towards investors

Table 4. Market problem/barrier for Italy

MARKET	**LACK OF ECONOMIC FEASIBILITY OF CIRCULAR MODELS**
Cause	The transition to circular development and production models implies large investments that are held back by great uncertainties about returns
Current situation	Some voluntary environmental schemes / certifications at EU or national level are well established in the market / sector but do not significantly reduce investment risk; Most of the Italian companies are small and medium-sized (SME) which are not required to produce the non-financial statement demonstrating the environmental and economic sustainability of the adoption of circular businesses or innovative green technologies.

OBJECTIVE

Co-funded by the European Union
This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary
NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT
AGRÁRMINISZTÉRIUM

OBJ1	Making the transition to circular models feasible and advantageous from an economic point of view, creating virtuous market dynamics for by-products and their use through the dissemination of standardized and certified technologies.

SOLUTIONS
Introduce ETV to prove the economic feasibility of technologies enabling conversion of waste to resources, secondary raw materials for industrial applications or secondary raw material-based products
The establishment of appropriate incentives MEANINGFUL AND IMPACTFUL for producers/suppliers/buyers/users of verified technologies in ETV can significantly accelerate the use of innovative environmental technologies as well as their development and market uptake.
Includes ETV in GPP and IP procedures in different roles: ETV as a compliance verification tool; ETV as certification equivalent to the test reports of a conformity assessment; ETV statement of verification as equivalent to Ecolabel.
Focus on SMEs as promoters of the paradigm shift towards circularity given that they have greater flexibility to change. ETV could support the drafting of the non-financial statement for all companies (especially SMEs) to demonstrate the feasibility of circular business models

Opportunities	Appropriate incentives for producers/suppliers/buyers/users of verified technologies in ETV can significantly accelerate the use of innovative environmental technologies as well as their development and market uptake.

KEY STAKEHOLDERS	
Who and why	Policy makers can support ETV by tax releases, establishment of funding directions for future schemes, emphasis on ETV in GPP.
Who and why	Business support organizations facilitate innovation processes in companies and diffusion of innovations in the market
Who and why	Funding scheme operators can use and promote ETV as proof that technology achieves the goals and priorities of the Funding Program
Who and why	Capital providers (Investors/ financiers) can use ETV as a de-risking tool and a compliance tool when investing in the projects which include environmental technologies

Co-funded by the European Union

This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary

NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT

AGRÁRMINISZTÉRIUM

6. KEY STAKEHOLDERS MAP

For each category of problem/barrier, the following key stakeholders were identified:

- Regulatory:
  - Policy makers connected to policies and regulations at national and regional level can incorporate ETV in national policies.
  - Business support organizations are responsible for supporting innovation processes in companies and dissemination of innovations in the market, technology transfer and the use of research results.
- Cultural:
  - Policy makers. The active support of the ETV by the national policy makers through the leadership of the scheme and their involvement in the development and implementation of ETV will allow the scheme to be accepted and recognised on the national market;
  - Technology providers can build a competitive position in the market and de-risk a novel technology towards investors;
  - Business support organizations access to relevant information they could disseminate to SMEs on impartial third-party assessment of innovative technology performance parameters.
- Technological:
  - Business support organisations facilitate innovation processes in companies and diffusion of innovations in the market;
  - Technology providers can enhance the exploitation potential of demo projects, distinguish a technology from competitors, build a competitive position in the market and de-risk a novel technology towards investors;
- Market:
  - Policy makers can support ETV by tax releases, establishment of funding directions for future schemes, emphasis on ETV in GPP;
  - Business support organizations facilitate innovation processes in companies and diffusion of innovations in the market;
  - Funding scheme operators can use and promote ETV as proof that technology achieves the goals and priorities of the Funding Programme;

The above-mentioned stakeholders shall be addressed and involved in the promotional campaign dedicated to the presented ETV use case and build the business case to be implemented under the LIFEproETV project following a set of actions as proposed in the Action Plan presented in the following section.

7. ACTION PLAN

For each problem category described in section 5 (regulatory, market, technological and cultural) a set of actions to be considered in the promotion campaign has been defined (Table 5).

Co-funded by the European Union

This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary

NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT
AGRÁRMINISZTÉRIUM

Table 5. Actions and their impact on the achievement of the goals

ACTIONS	GOALS
REGULATORY	
R.A1: Integrate ETV as a circular economy standard. This could influence and provide a market relevant basis for future legislation related to product integrated environmental protection for circularity and performance-based regulations where there is the need to address regulatory gaps involving performance of technologies and materials.	G1
R.A2: Use ETV to demonstrate compliance with BAT performance levels At national level ETV as a credible scheme should be recognised by permitting bodies as a scheme for demonstrating compliance to the BAT performance levels. It will reduce the uncertainty of the potential benefits to companies of having a verified technology implemented.	G2 G3 G4
R.A3: Recognize ETV in national public procurement (GPP) As it offers a methodology for proving compliance to technical specifications and is life-cycle based approach.	
CULTURAL	
C.A1: Disseminate knowledge of the ETV system through the collaboration of various subjects involved in innovation support and innovation procurement	G1
C.A2: Promote ETV as a verification scheme labelled by the European Community that allows to facilitate dialogue between interested parties and administrative processes for the upscaling of innovative technologies	G2 G3
C.A3: Improve accessibility to ETV information enhancing the role of intermediaries like Business Support Organizations to promote and inform SMEs and startups about ETV	G4
TECHNOLOGICAL	
T.A1: Integrate the ETV verification process as a verification protocol useful for creating the conditions for industrial upscaling of innovative technologies. This makes it possible to reduce investment risks and strengthen the competitiveness of the technology with respect to those it is replacing	G1 G2
T.A2: Extend ETV verification to products, processes, technologies and services: 4) Soil and groundwater monitoring and remediation; 5) Cleaner productions and processes; 6) Environmental technologies in agriculture; 7) Air pollution monitoring and abatement	G3 G4
MARKET	
M.A1: Include ETV in the portfolio of tools of Business support organizations to support acceleration/market uptake of new technical solutions.	
M.A2: Use ETV in the national policy to increase the innovation level of SMEs that involve assistance for acceleration of innovations as well as tax releases related to spending on the development a purchase of new environmental technologies.	G1 G2
M.A3: Promote ETV on the basis of the market potential for new technologies, but above all on the basis of the environmental advantages that the technologies promoted can bring and therefore as a useful tool for the achievement of environmental objectives on a community scale	G3 G4

Co-funded by the European Union

This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary

NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT
AGRÁRMINISZTÉRIUM

8. Conclusion for the Polish business case and roadmap

ETV can have different roles, just as its applications in the different phases of products and processes life cycle. ETV can be a proof of performance in reducing the use of virgin raw materials and energy, enhancing the application and diffusion of verified and reliable technologies which have actually proven to increase the efficiency of companies as well as limit the impacts on the environment. Furthermore, another fundamental role is in defining the use of SRMs, for the demonstration that the new materials or the process are not causing secondary pollution of environment (especially with hazardous substances) when compared to conventional process, helping to overcome the performance barriers related to technology and materials that hinder the development of industrial symbiosis paths and circular business models.

Furthermore, ETV can deliver information on the functional and environmental performance of by-products for use and product parts for circular applications in industry. If a new product is developed using a particular type of waste, the ETV Verification Statement can help to ensure that the verified by-product meets the declared technical/functional parameters for further use as a raw material and to obtain a certificate of "loss of waste" status.

The role of ETV could also be crucial in enhancing green innovation in public procurement (GPP and IP), functioning as a conformity assessment tool also recognized as an equivalent means of proof.

Furthermore, ETV Statements of Verification may serve as a source of information to support compliance with environmental performance schemes for products such as Environmental Product Declaration (EPD), Ecolabel, Product Environmental Footprint (PEF) and Eco-design.

The valorization and diffusion of ETV as a tool to support the circular economy will be the general objective of the promotional campaign for Italy, in which the aim is to highlight, on the basis of real use cases, the actual contribution that this tool can provide in facilitating the transition processes towards circular economic models. In concrete terms, the promotional campaign will aim not only at spreading awareness of ETV both among technology providers and technology buyers and in the main target groups of potential end users of the verification scheme, but also at enhancing the advantages that ETV can generate in the application as standards in policies for the transition to the circular economy or as a criterion for choosing innovative processes and materials in CAM/GPP/IP.

In this case, the promotional campaign will also aim to involve institutional bodies, local authorities involved in GPPs, and political decision-makers engaged on the front line in the implementation of policies to support the transition to the circular economy.

ENEA's role in the implementation of the objectives of the roadmap will be that of Knowledge Center, as holder of the knowledge and dissemination of information on the ETV verification scheme for those who want to undertake the verification process, and as Scheme Owner, i.e., responsible for the development and maintenance of a conformity of the scheme, and for the definition and application of the rules for its use in different contexts and technological areas.

Co-funded by the European Union

This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/000784 and is co-financed by the National Fund for Environmental Protection and Water Management, Poland and the Ministry of Agriculture, Hungary

NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT
AGRÁRMINISZTÉRIUM

Contact

LIFEproETV lifeproetv-project lifeproetv.eu

Copyright LIFEproETV 2023

This project is co-financed from EU funds from the LIFE program, from the funds of the National Fund for Environmental Protection and Water Managment (Poland) and from the funds of the Ministry of Agriculture (Hungary).

NATIONAL FUND FOR ENVIRONMENTAL PROTECTION AND WATER MANAGEMENT

AGRÁRMINISZTÉRIUM