

KEY LIFEproETV OUTPUTS

Guidance on the use of ETV in Green Public Procurement and Innovation Procurement

Policy Briefs addressing the use of ETV as a policy support tool

Information and promotion materials about ISO 14034 based ETV explaining the scheme, the ETV process and highlighting its market value

ETV HUB – a comprehensive source of ETV information tailored to the needs of stakeholders

Self-Assessment Tool for ETV Applicants to reduce the complexity of the ETV application process

Guide for ETV Applicants to assist them in understanding the process, meeting requirements, and successfully completing the verification

ETV Handbook defining a common ETV approach and governance of ETV to ensure consistency, transparency, and the effective implementation of the ETV process

Validated, ETV use and business cases proving ETV market value

Guidance materials for potential verification body on meeting the accreditation criteria and accreditation bodies on establishing ETV accreditation schemes

BENEFICIARIES

— Coordinating Beneficiary —



— Associated Beneficiaries —



— Former Associated Beneficiaries —



PROJECT FACT-SHEET

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LIFE PRO ETV

Promotion and implementation of ETV as an EU voluntary scheme for verifying performance of environmental technologies



LIFEproETV.eu

ETV: OPPORTUNITIES

Environmental Technology Verification (ETV) is a voluntary environmental scheme that delivers trustful and objective proofs about the performance of green innovations and make the benefits of their application obvious to users and other stakeholders.

ETV plays a crucial role in building trust, reducing uncertainty, and facilitating the market entry of new environmental technologies.

The need for such a scheme has been recognised by international community resulting in a global standardisation of ETV.

The technical standard **ISO 14034 Environmental Management: Environmental Technology Verification** defines the verification process that integrates the quality and impartiality frameworks with the information needs and concerns of environmental technologies market players.



The conformity assessment standard **ISO/IEC 17020 Requirements for the operation of various types of bodies performing inspection** specifies the requirements for the competence and impartiality of the verification bodies performing ETV

The standard **ISO/IEC 17025 General requirements for the competence of testing and calibration laboratories** defines the conditions for generation of test data used to verify the performance

Performance claims proposed for ETV by technology developers address bespoke performance reflecting the innovation, the benefits and the resulting reduced environmental impacts of the technology for its specified intended application

ETV satisfies the information needs of market players relevant to: performance claims credibility, market adoption of green innovations, compliance to norms and standards, technology transfer as well as technical and financial risk mitigation accompanying financing and deployment of new environmental technologies.

ETV: BARRIERS

Despite a growing market demand for new environmental technologies with a credibly proven information about their performance on the one hand, and an ISO standardised framework offered by ETV to enable independent performance verification, the scheme remains not recognised by the environmental technologies market.

The main barriers are:

- X** lack of ETV awareness, skills and knowledge
- X** perceived complexity and length of the verification process
- X** lack of clear and immediate benefits for technology providers, users and other stakeholders
- X** costs associated with verification reducing the accessibility to ETV especially for SMEs
- X** limited marketing and promotion of ETV
- X** fragmentation of ETV in the absence of the EU ETV Programme
- X** resistance to adopt a new verification process from the side of industries and stakeholders
- X** lack of sufficient incentives for technology developers and providers to undergo ETV verification
- X** limited integration and synergies with existing technology certification and environmental management systems



LIFEproETV aims to increase market acceptance and recognition of ISO 14034 ETV addressing these barriers through a 7-point approach

LIFEproETV: RESPONSE

- 1 DEFINE ETV POTENTIAL FOR MARKET ACCEPTANCE AND RECOGNITION**
 - Define key ETV market success criteria based on analysis of competition and synergies with other certification schemes and benchmarking with successful ETV programmes
- 2 BUILD A MULTISTAKEHOLDER ETV COMMUNITY**
 - Identify relevant stakeholders and establish a collaborative process to explore and co-design market relevant ETV use cases
- 3 CREATE A FAVOURABLE ENABLING ENVIRONMENT FOR ETV MARKET UPTAKE**
 - Link ETV with EU and national environment, climate and innovation policies and programmes
 - Demonstrate ETV utility for green public procurement and public procurement of innovation
- 4 SET UP A EUROPEAN ETV NETWORK**
 - Provide a common ETV approach and governance framework in Europe
 - Engage with business support organisations as ETV Knowledge Centres to strengthen ETV promotion
- 5 LAUNCH A EUROPEAN ETV HUB**
 - Provide a platform for ETV information and promotion tailored to the needs of ETV stakeholders
- 6 BUILD ETV SKILLS AND CAPACITIES**
 - Provide skills building tools for technology providers to aid ETV application and performance: a guide and a self-assessment tool for ETV applicants
 - Develop capacities through guidance for verification and accreditation bodies
- 7 RAISE AWARENESS & PROMOTE ETV**
 - Develop ETV promoting materials
 - Launch 5 national ETV promotion campaigns in PL, ES, IT, SI and HU focusing on the most promising and market relevant ETV use cases