

OUR APPROACH IN 7 POINTS



6. BUILD SKILLS AND CAPACITIES

We will try to extend the access to the ETV service in EU through:

- Engaging with entities interested to become environmental technology verification bodies and accreditation bodies
- Offering coaching webinars to the entities on how to prepare for accreditation and how to set up appropriate accreditation schemes

7. RAISE AWARENESS & PROMOTE ETV



To raise awareness and promote ETV we will:

- Develop a Roadmap towards ETV broad market acceptance and recognition
- Design a model ETV promotion campaign
- Launch 6 demo ETV promotion campaigns in Poland, Italy, Spain, France, Slovenia and Hungary
- Elaborate ETV promotion guidance material based on the experiences and lessons learned from the demo campaigns and promote it towards other countries and organisations that would like to engage in ETV promotion

BENEFICIARIES

Associated Beneficiaries



Coordinating Beneficiary



PROJECT FACTSHEET

Start date: **01.09.2020**

Duration: **28 months**

Total budget: **€ 1,876,282**

% EC Co-funding: **52.68%**

CONTACT

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LIFE^{PRO}ETV

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

www.lifeproetv.eu



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Why LIFEproETV?

THE CHALLENGE

Conventional technologies may turn out ineffective in achieving the ambitious goal of Europe's climate neutrality by 2050. We need green innovations to change the way we produce and consume today so as to reduce environmental impacts and use resources more efficiently.

Despite a constantly increasing demand for environmental technologies, potential users are sceptical about their purchase. Many of them prefer to adopt a new technology after its success has been proven. That significantly hinders the market entry of green innovations.

THE NEED

To eliminate this barrier, tools are needed that deliver sufficient and trustful proofs about the performance of green innovations and make the benefits of their application obvious to users and other stakeholders. The success of these tools, however, depends heavily on their broad acceptance and recognition on the EU and domestic markets.

Environmental Technology Verification, or ETV in short, is such a tool. It is a voluntary environmental scheme that provides all: technology providers, technology buyers, regulatory bodies, authorities, investors, funding bodies with a streamlined approach to confirm the performance of innovative environmental technologies in an impartial and credible way so that they can clearly see the benefits. The scheme has been implemented by the European Commission under a European Programme.

THE RESPONSE

The ambition of LIFEproETV is to make ETV the EU leading scheme for market uptake of innovative environmental technologies. Using a collaborative approach we aim to build a strong market acceptance and recognition of ETV through:

- ✓ stakeholders engagement
- ✓ solid and accessible knowledge base on ETV
- ✓ skills and capacity building
- ✓ favourable enabling environment
- ✓ awareness raising and promotion

1. DEFINE ETV POTENTIAL FOR MARKET ACCEPTANCE AND RECOGNITION

We will analyse barriers and define key leverage points for ETV market acceptance and recognition including:

- ETV value perception
- Complementarity and synergies of ETV with other schemes
- Capacities and skills
- Market and policy related factors
- ETV communication deficiencies
- Benchmarking of the EU ETV with successful national ETV programmes in EU and worldwide

3. CREATE A FAVOURABLE ENABLING ENVIRONMENT FOR ETV UPTAKE

We will develop and promote:

- Policy Briefs to show policy and decision makers how to integrate ETV in a larger framework of tools supporting innovation and SMEs and develop stronger links with EU and Member State environmental legislation and policies
- Guidelines on ETV use for public procurers to make green public procurement a market driver for ETV

5. DEVELOP AND LAUNCH AN ETV KNOWLEDGE PLATFORM

We will provide a digital environment tailored to the ETV information needs of different stakeholders so that they can benefit from the tool in an efficient way, including:

- A collection of information materials on ETV
- ETV guide for technology providers
- On-line tool enabling a quick eligibility check of ETV candidate technologies

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2. ESTABLISH A MULTI-STAKEHOLDER ARENA FOR ETV

To jointly explore the potential of ETV and co-design the most effective ways of building its broad market acceptance and recognition we will:

- Establish an ETV community of stakeholders
- Interact with them through project events and social media

4. SET UP A EUROPEAN NETWORK OF ETV KNOWLEDGE CENTRES

We will ensure that ETV information is where SMEs most seek support by:

- Engaging with EU and national business support organisations to establish a network of ETV Knowledge Centers
- Equipping the network members with relevant ETV knowledge and materials