

LIFEproETV:

Making ETV the EU leading scheme for market uptake of new environmental technologies



This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/00078 and is co-financed by National Fund for Environmental Protection and Water Management, Poland and Ministry of Agriculture, Hungary

EUROPEAN GREEN DEAL AND NEW ENVIRONMENTAL TECHNOLOGIES

New environmental technologies are under a greater mandate than many other innovations to satisfy current or even anticipate the needs and obligations of industries in meeting the regulatory requirements or looking for new business opportunities.

They are essential in achieving the targets set up in environmental, climate and innovation policies as well as pave the way to even more ambitious, performance based standards.

The interest and investment in new environmental technologies is growing rapidly, but implementing these technologies is not a simple matter of "stick it and forget it".



LIFE PRO ET V



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



AGRÁRMINISZTERIUM

PROVING PERFORMANCE OF GREEN INNOVATIONS IS PIVOTAL TO THEIR SUCCESSFUL MARKET ENTRANCE

Providers of new environmental technologies spend a lot of time and resources on compliance testing which not necessarily demonstrates the technology's innovation and environmental benefits it delivers to the users.

Technology buyers want to know that that the technology would work in their circumstances and result in a substantial improvement of their environmental performance before they invest in it.

This approach works at cross-purposes, since unless the technology users are able to see and clearly understand the benefits of the innovation, the providers will not be able to realize their return-on-investment.



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



ETV HELPS PROVIDERS MARKET THEIR INNOVATIONS AND GUARANTEES BUYERS GREEN PERFORMANCE OF TECHNOLOGIES

Environmental technology verification (ETV) is a voluntary scheme that provides all: technology providers, regulatory bodies, authorities, investors, financiers 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 is implemented under
the EU Environmental Technologies
Verification Programme.**

LIFE PRO ETV



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



AGRÁRMINISZTERIUM

THE CHALLENGES

ETV is a great tool to help companies in marketing their innovations and increase their market acceptance, but **technology providers do not use ETV as they neither know about the scheme nor is it requested by the buyers.**

ETV supports transparent, evidence-based decisions and value-based procurement, but **buyers do not use ETV in their purchasing decisions as they are not aware of the scheme and there is lack of guidance or best practices on how ETV could work in procurement.**

ETV helps policy and decision makers achieve environmental, climate and innovation objectives, but **ETV is poorly reflected in policies and thus its potential as a policy support tool is not fully exploited.**

ETV is in transition stage from pilot with limited technology areas and 7 countries onboard to a full scale EU Programme covering a broad range of technologies open to the entire EU but **access to ETV information and verification capacities are insufficient.**



LIFE PRO ETV



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



LIFEproETV ADDRESSES THE NEEDS OF AWARENESS RISING, MARKET RECOGNITION AND ACCEPTANCE OF ETV



- ✓ creates an enabling policy environment for ETV and its use in public procurement
- ✓ builds capacity, skills and understanding of ETV among technology providers, buyers, policy makers and other stakeholders
- ✓ provides a resource of ETV knowledge and guidance about the scheme and its use
- ✓ involves business support organisations to bring the scheme closer to SMEs and their wants and needs
- ✓ promotes ETV for an EU-wide uptake

Our aim is to make ETV the EU leading scheme for market uptake of new environmental technologies



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




AGRÁRMINISZTERIUM

WHAT ARE WE AIMING AT?



Build brand awareness of ETV among technology providers and buyers to make it top-of-mind when offering and buying environmental innovations



Make green public procurement and innovation procurement a market driver for ETV



ETV visibility in environmental/ climate/innovation policies and programmes on EU and national level as policy driver for ETV



CAPACITY BUILDING, STAKEHOLDERS ENGAGEMENT AND ETV PROMOTION



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

BUILD BRAND AWARENESS

RELEVANCE: We will **increase the relevance of ETV** with its key attributes so as to make it appeal to the wants and needs of technology providers and buyers

PERFORMANCE: We will demonstrate the value and benefits of ETV, its possible use cases and synergies with other certification and voluntary environmental schemes to **make ETV deliver on its potential**

ADVANTAGE: We will create a new way of communicating ETV highlighting its benefits to **show the distinct advantage of using ETV and reach stakeholders with this message**

SUPPORT & ADVOCACY: We will **aid ETV brand awareness, acceptance and recognition** through a portfolio of ETV communication and promotion materials, guidelines, support package for ETV applicants, facilitated ETV exposure on-line and the ETV Knowledge Platform to be used by stakeholders to build capacity further awareness within their professional circles



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



PUBLIC PROCUREMENT IS A STRONG DRIVER FOR A BROAD UPTAKE OF ETV

We will **promote ETV towards public and private procurers** including industries, utilities etc.

We will investigate and provide guidance to technology buyers from public and private sector to **build knowledge and understanding of the use and value of the EU ETV Statements of Verification in procurement practice**

We will showcase and **provide guidance on how ETV could work for innovation procurement** in pre-commercial purchases

LIFE^{PRO}ETV



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



AGRÁRMINISZTERIUM

ETV NEEDS VISIBILITY IN POLICIES AND PROGRAMMES

Environmental, climate and innovation policies often highlight the role of sustainable innovations in reaching their objectives but rarely refer to ETV as a tool supporting market uptake of new environmental technologies

We will promote ETV towards policy and decision makers from European Commission, EU ETV pilot countries and beyond to showcase **how ETV can help them achieve environmental, climate and innovation objectives relevant for the European Green Deal**

We will develop **Policy Briefs to highlight policy areas where ETV can deliver an added value**



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



CAPACITY, SKILLS & KNOWLEDGE BUILDING

Guidance package for technology providers accompanied by an easy technology self-assessment tool allowing to them to check if their technology is a good candidate for verification and assess whether ETV brings value for them.

A portfolio of materials and webinars dedicated to business support organisations as key entities where businesses seek help when challenging the market entrance of their innovations.

Coaching for entities and accreditation bodies interested to become new verification bodies and set up appropriate accreditation schemes.

ETV Knowledge Centers Network based on business support organisations where most of businesses look for help with the market entrance of their innovations

ETV Knowledge Platform - a digital environment gathering both the existing information and the resources about ETV and the developed by the project and cluster them according to the needs of specific target groups to enable an easy one-stop-shop access to "all what you need to know about ETV".



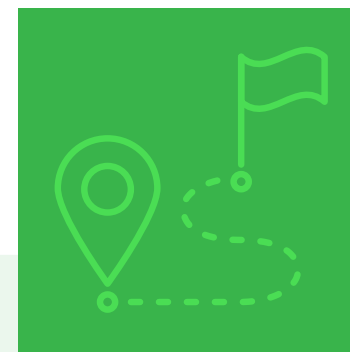
ETV PROMOTION & STAKEHOLDERS ENGAGEMENT

We will develop **a roadmap for increasing the recognition and acceptance of ETV on the EU market** including an analysis of drivers and bottlenecks for ETV uptake on the EU market that will help us target the objectives and content of the ETV promo campaigns

We will launch **6 ETV promotion campaigns** in Poland, Spain, Italy, France, Hungary, Slovenia

We will develop **ETV promotion materials** including brochures, fact sheets, videoclips in several languages for a broader use across EU

We will **reach and network with key stakeholders on EU and national level** including the EU ETV Secretariat to maximize the impact of our project, uptake of our outcomes and their further use to promote ETV



LIFEproETV BENEFICIARIES



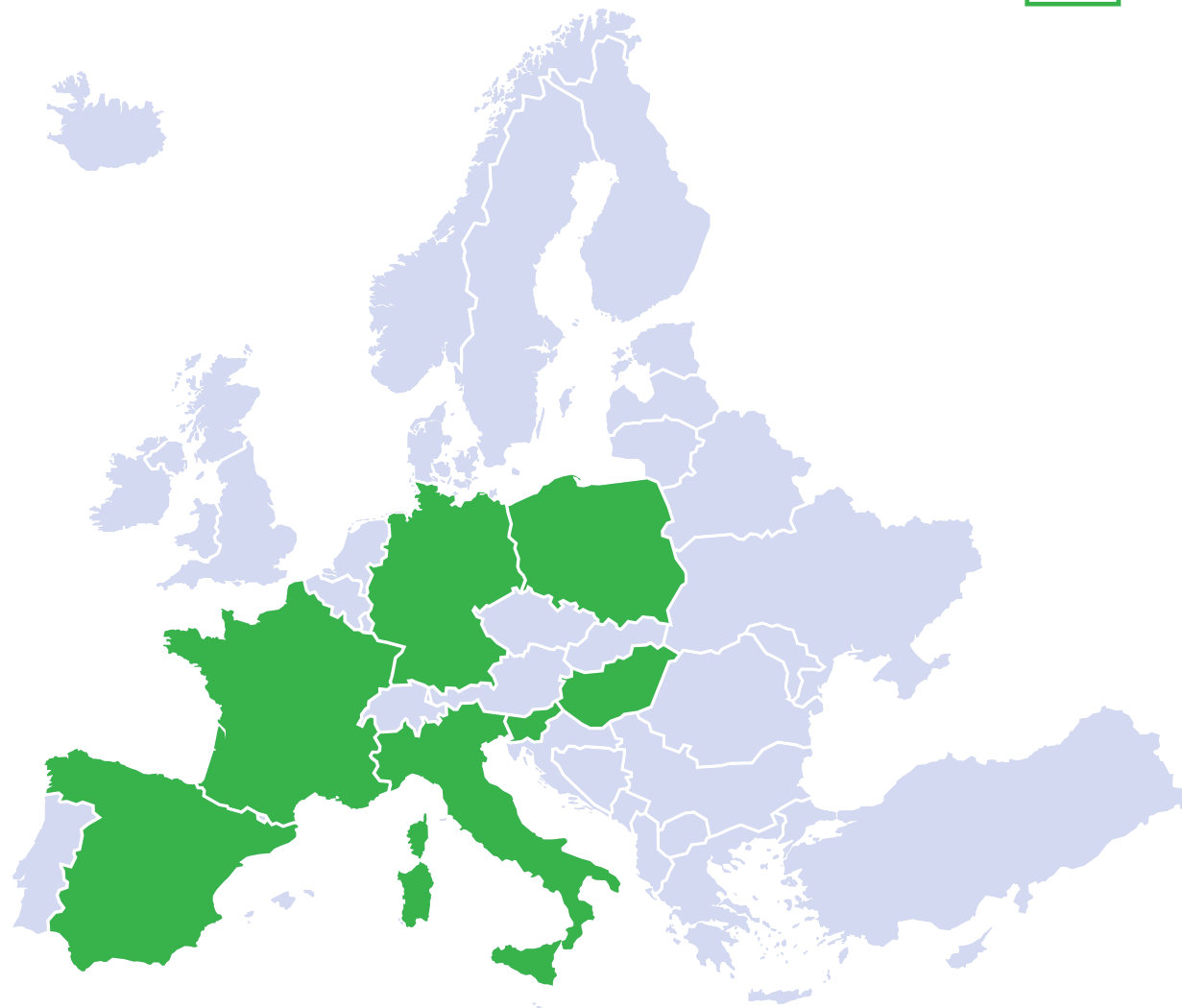
Coordinating Beneficiary



Associated Beneficiaries



EIT RawMaterials is supported by the EIT,
a body of 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 National Fund for Environmental Protection and Water Management, Poland and Ministry of Agriculture, Hungary



Thank you for your attention

Interested to cooperate or network?

Please contact: Izabela Ratman-Kłosińska

LIFEproETV Coordinator

Institute for Ecology of Industrial Areas, Katowice, Poland

e-mail: i.ratman-klosinska@ietu.pl

www.lifeproetv.eu



This project has received funding from the European Union's LIFE Programme under Project Number LIFE19 GIE/PL/00078 and is co-financed by National Fund for Environmental Protection and Water Management, Poland and Ministry of Agriculture, Hungary

