

# Roadmap for building ETV market acceptance and recognition: HUNGARY

From costs to value perception, market acceptance and recognition of ETV as a voluntary environmental scheme to support development of a national green innovations ecosystem

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#### INTRODUCTION 1.

### **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 capitalizing on the potential and role of the ETV identified in a LIFEproETV Policy Brief: How the ETV scheme may foster the EU green transition?<sup>1</sup>

## 1.2 Context for the roadmap

Although discussions on the final stipulations of the delegated and implementing acts are ongoing, we considered the content of the draft documents as a starting point for defining the potential role of the ETV scheme in verifying functionalities and characteristics of environmental technologies in terms of their impact on sustainability development in companies.

In Hungary, innovative small and medium-sized enterprises (SMEs) play a very important role in the economy. They are often more flexible and able to adapt more quickly to new technologies and trends, which can give them a competitive advantage in the long term.

The share of innovation SMEs has been growing over the last decade, rising from 25.6% in 2014 to 32.7% in 2020<sup>2</sup>. Within innovation, the role of eco-innovation is increasingly valued, as these technologies help to drive the green transition. The country is seeing progress in eco-innovation in several areas. For example, there is significant investment and development in renewable energy sources, such as solar and wind power. There is also growing attention to energy efficiency investments and technologies that can help reduce energy use and harmful emissions.

Progress is also being made in waste management. Recycling programs and technologies are becoming more widespread, helping to reduce waste and manage recyclable materials more efficiently.

But challenges remain in eco-innovation. Possible funding difficulties, lack of R&D resources for innovation, and uncertainty in the business environment are all factors that can hinder the spread and development of eco-innovation.

Companies are aware of the challenges and expectations, both from the consumer and the regulatory side.

In Hungary ETV use case is related to innovative reliable green technologies and the need for those technologies to achieve European and national environmental targets and goals regarding zero emissions, renewable energies or even closing the material loops in the circular economy.

In Hungary, the legislation transposing the EU CSRD Regulation<sup>3</sup> into Hungarian law will enter into force on 1 January 2024. The law requires companies to report on their sustainability performance, with the obligation shifting over time according to company size.

<sup>&</sup>lt;sup>3</sup> <u>https://net.jogtar.hu/jogszabaly?docid=a2300108.tv</u>







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<sup>&</sup>lt;sup>1</sup> https://lifeproetv.eu/wp-content/uploads/2022/09/d.B.2.1-Policy-Brief\_ETV-Final-1.pdf

<sup>&</sup>lt;sup>2</sup> https://www.ksh.hu/stadat\_files/tte/hu/tte0018.html



The detailed legislation is not yet fully developed, most companies are already preparing for compliance and are looking for tools and solutions to improve, demonstrate, and document their sustainability performance.

The UTP provides companies using certified technology with reliable, verified information on their environmental performance. The CSRD and the Hungarian ESG Law may thus create demand for ETV and increase market recognition.

To develop the domestic innovation ecosystem, the NRDIH has established the Territorial Innovation Platforms. In Hungary, there are currently 13 such Territorial Innovation Platforms, linked to universities. KÖVET Association has joined 3 platforms, the Budapest Territorial Innovation Platform, the University of Miskolc Territorial Innovation Platform, and the University of Pannon Territorial Innovation Platform. Each of these platforms brings together dozens of enterprises in the territorial innovation ecosystem and are potential stakeholders of the national ETV system.

Considering the dimension of the CSRD, the ESRS, and the EU taxonomy as an overarching EU policy as well as global interest in ensuring the sustainable performance of companies, the experiences from 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, build strategic partnerships, and 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 attachment to this document.

# 2. CURRENT ETV STATUS AND RELATED CHALLENGES

Hungary was not part of the EU-ETV pilot program, Eco-AP in 2011, the scheme was not developed or known by the stakeholders. There is limited information available on Herman Ottó Institution's website about ETV; they made a study and a questionnaire about the possibilities of ETV in Hungary in 2019. The results of the questionnaire: 23 companies answered, 2/3 of them didn't hear about ETV at all. The National Accreditation Authority has been ready for the accreditation of the verifiers since 2017 but there isn't a verifier accredited for ETV nor a technology verified owned by a Hungarian company. The result of the study is that a supporting system and financial support are needed for the scheme to be initiated in Hungary.

Companies have no information and thus no trust in ETV yet. They lack of understanding the link between ETV and eco-innovation, and green transition. The challenge for Hungary is raising awareness about ETV and its advantages among companies, especially technology provider SMEs and big companies that are technology buyers, and environmental performance is their focus according to CSRD. However, ETV has the potential to support and promote the development of environmentally friendly technologies. The introduction of such verification processes could help the market uptake and adoption of innovative environmental technologies. This could increase the confidence of companies and









institutions in such solutions, which could contribute to the uptake of more sustainable practices and a reduction of environmental pressures.

One challenge in Hungary is the lack of information, knowledge, and examples about ETV and the strengthening force towards the companies to decrease their environmental load.

In this case, ETV can be a tool to support the innovative technology provider SMEs to provide a claim of their environmental technologies and create market acceptance and support companies to find the right technologies to develop their operation according to the environmental requirements and challenges in Hungary

- by providing a credible, data-based, and 3<sup>rd</sup> party verified proof on environmental technologies,
- by providing the need for such a verification
- by demonstrating the advantages and the need for innovative technologies.

# 3. THE CHALLENGE FOR THE ETV USE CASE IN HUNGARY

The challenge for the use of ETV in Hungary is that it is not well known, so there is a lack of trust from companies. In the absence of information, they do not understand the importance of ETV and its advantages in the market. The market acceptance and recognition is, therefore, the most important in this project. Our targets are the members corporate sector who have the potential to be the first ETV technology buyers in Hungary.

Also, a challenge in Hungary is that the ETV system is not yet in place, there is no ETV system operator, and there is no accredited certification and accreditation process. The root cause of this is that ETV is not well-known as a tool in Hungary. Businesses, including those in the innovation ecosystem, are not well aware of ETV and its potential.

It is also a challenge, that the importance of the transition to green technology has multiplied just in recent years and therefore the eco-innovation ecosystem is not sufficiently large.

# 4. GOAL DEFINITION

The aim is to change what is stated above, to make ETV known to the actors in the innovation ecosystem, to generate demand for ETV, to make verifiers see the business opportunity in accreditation, and to start the accreditation process.

This means that the ETV bodies in Europe will have to build new partnerships with market players and 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 precommercial procurement, technology benchmarking by individual companies or a group of companies, as well as conditions for elaborating new standards by branch organizations;
- 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;







provide stakeholders, including technology users, branch organizations, 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).

Considering the above the main goals in Hungary to be achieved in addressing the challenge are:

GI – Positioning ETV as a tool for the Hungarian national innovation ecosystem by developing strategic cooperation with stakeholders, who play a crucial role in the innovational ecosystem in Hungary. (Regional Innovation Platforms)

G2 – Increase awareness of ETV among innovative technology providers and technology users to support their green transition according to national and EU strategies and policies.

#### **PROBLEM DEFINITION** 5.

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

- Regulatory problem/barrier: (Table 1) lack of ETV scheme operator and accreditation requirements
- Cultural problem/barrier: (Table 2): lack of knowledge and trust about ETV and understanding its advantages, possibilities, and the link between ETV and the innovation eco-system and green transition
- Technological problem/barrier: (Table 3) limited number of innovative technologies with strong market acceptance towards green transition
- Market problem/barrier: (Table 4) unknowledge the market value of the ETV statement and a lack of good examples in Hungary, lack of interest among stakeholders (technology providers, technology users, potential verification body)

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 Hungary

REGULATORY	LACK OF ETV SYSTEM, ETV SCHEME OPERATOR AND ACCREDITATION REQUIREMENTS
Cause	Lack of regulatory framework for ETV to become a third-party verified voluntary national scheme. Lack of settled requirements at the National Accreditation Authority for verifiers and laboratories. Lack of ETV scheme operator which can play a crucial role in the dissemination of ETV. There is no existing verified technology in Hungary. Lack of requirement for verified environmental technologies among companies.
Current situation	Hungary was not part of the EU-ETV pilot program, Eco-AP in 2011, the scheme wasn't developed or known by the stakeholders. In Hungary, the Ministry of Agriculture and Herman Ottó Institution were responsible for ETV before 2022. There is limited information available on Herman Ottó Institution's website about ETV and they had made a study <sup>4</sup> and a questionnaire about the possibilities of ETV in Hungary in 2019. The results of the questionnaire: 23 companies answered, 2/3 of them didn't hear about ETV at all. The National Accreditation Authority has been ready for the accreditation of the verifiers since 2017 but there isn't a verifier accredited for ETV nor a technology verified owned by a Hungarian company. The result of the study is that a supporting system and financial support are needed for the scheme to be initiated in Hungary.
	OBJECTIVE
OBJ1	Creating demand. The demand from innovative companies represents a new market segment for technology lenders. Identifying innovative technology service providers that are open to ETV and
	see its market advantages.
OBJ2	Reach potential verifiers to do the accreditation procedure by the National Accreditation Authority. Potential verifiers apply to the National Accreditation Office for the accreditation process.
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OBJ2 Multilateral disc potential verifie SMEs and enter learn about the	Reach potential verifiers to do the accreditation procedure by the National Accreditation Authority. Potential verifiers apply to the National Accreditation Office for the accreditation process. SOLUTIONS ussions and consultations with key stakeholders, such as technology providers and customers, rs, and the accreditation authority. Promote ETV as a technology validation tool among innovative prises. To present ETV on platforms where the widest possible range of innovative companies can tool and its potential. Popularisation, creating demand.
OBJ2 Multilateral disc potential verifie SMEs and enter learn about the Opportunities	Reach potential verifiers to do the accreditation procedure by the National Accreditation Authority. Potential verifiers apply to the National Accreditation Office for the accreditation process. SOLUTIONS ussions and consultations with key stakeholders, such as technology providers and customers, rs, and the accreditation authority. Promote ETV as a technology validation tool among innovative prises. To present ETV on platforms where the widest possible range of innovative companies can tool and its potential. Popularisation, creating demand. ETV as a market-based voluntary scheme can be a part of the toolkit available for innovative companies to prove their environmental performance. ETV is part of the portfolio of creditors. The developed accreditation requirements are available at the National Accreditation Office.

<sup>4</sup> http://www.hermanottointezet.hu/sites/default/files/08.%20etv\_eloadas\_2019maj30.pdf, http://www.hermanottointezet.hu/kornyezettechnologiai-hitelesitesi-rendszer









**Who and why** National Accreditation Authority, ETV verifiers, accredited laboratories, innovative SMEs – SMEs are creating the need for ETV, verifiers creating the need for the accreditation requirements.



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





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#### Table 2. Cultural problem/barrier for Hungary

CULTURAL	LACK OF KNOWLEDGE AND TRUST ABOUT ETV AND UNDERSTANDING ITS ADVANTAGES, POSSIBILITIES, AND THE LINK BETWEEN ETV AND THE INNOVATION ECO-SYSTEM AND GREEN TRANSITION
Cause	Companies are facing several environmental challenges in these years as zero emission targets, non-financial reporting according to CSRD, ESRS, green transition, circular economy, and eco- innovation. Most of the companies, especially SMEs in Hungary are not aware of and not prepared for these challenges nor the solutions. Companies are looking forward to reliable information about the environmental performance of their technologies used.
Current	Companies have no information and thus no trust in ETV
situation	Lack of understanding of the link between ETV and eco-innovation, green transition.
	Lack of understanding of the market advantages of the ETV statement. They are not encouraged to adopt new technologies in the production phase.
	OBJECTIVE
OBJ1	Awareness raising about ETV and its advantages among companies, especially technology provider SMEs and big companies that are technology buyers, and environmental performance is in their focus.
OBJ2	Provide good examples and case studies about ETV as a solution for eco-innovation, green transition, zero-emission, and circular economy.
	SOLUTIONS
The promotion of presentations a	campaign provides opportunities to appear at events, and conferences, hold workshops, and make bout ETV. These action helps to achieve market recognition and demand.
Opportunities	Information, data, proof, and case studies should be announced and disseminated about ETV, the requirements, and the possibility of how ETV can contribute to eco-innovation, green transition, net zero, and circular economy targets of companies. LIFEproETV exchange activities, such as workshops, seminars, and training sessions, can be used to enhance understanding and awareness of technology verification processes. These activities can promote eco-innovations for companies, to better understand and implement new technologies.
	KEY STAKEHOLDERS
Who and why	technology providers, technology buyers – direct information about ETV
Who and why	organizations playing a role in green innovation eco-system, green transition, zero-emission targets, and circular economy: institutions, universities, chambers, associations, business support organizations – indirect information about ETV through conferences, fairs, case studies, news



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#### Table 3. Technological problem/barrier for Hungary

TECHNOLOGICAL	LIMITED NUMBER OF INNOVATIVE TECHNOLOGIES WITH STRONG MARKET ACCEPTANCE TOWARD GREEN TRANSITION
Cause	Innovation and eco-innovation are in the focus of the supporting system in Hungary and in the EU as well.
	According to the UNCTAD Technology and Innovation Report 2023 <sup>5</sup> in Hungary, the annual frontier technology and readiness index (research and development) was 0,40 in 2019 while the same data in Austria is 0,58, in Poland 0,50, in Italy 0,68. This means there is a lot to do in Hungary in this field and that companies mostly SMEs are not as open to innovation as in other EU member states.
	On the other hand, environmental and sustainability goals and targets such as net zero emission, circular economy, and energy independence from fossil fuels cannot be reached without new, innovative technologies.
Current situation	Innovation, R&D, and new solutions are the focus of national policies in Hungary as well as at the company level. Most of them are aware of the requirements of new regulations and trends such as CSRD and net zero and want to fulfill these requirements.
	Companies are looking for third-party verified solutions, standards, and technologies to strengthen reliability and provide credible proof of the environmental performance of technologies.
	In Hungary innovation Ecosystem is operated by the National Research, Development, and Innovation Office (NRDI) <sup>6</sup> , which established 2 types of platforms: 1. Regional Innovation Platforms with universities and professional research and innovation organizations and 2. University Innovation Ecosystem.
	It is a top priority among the comprehensive objectives of the renewing Research, Development, and Innovation Strategy to encourage active knowledge and technology transfer between the actors of the innovation ecosystem, including in particular making greater use of the knowledge dissemination function of higher education institutions. In line with these objectives, the NRDI Office has launched the University Innovation Ecosystem program.
	The program encourages universities as knowledge bases to establish and ensure the result- oriented operation of organizational units that facilitate the commercialization of scientific results produced at universities, fosters cooperation between the academia and the business sector in research, development, technology, and innovation, and increases the active participation of universities in the R&I framework programs of the European Union.
	OBJECTIVE
OBJ1	Include ETV in the Innovation Ecosystem in Hungary, and promote the ETV statements for new technology as a logical step at the technology demonstration stage.
OBJ2	Establish cooperation between ETV and members of the Innovation Ecosystem in Hungary.
	SOLUTIONS

<sup>5</sup> https://unctad.org/statistics

<sup>6</sup> https://nkfih.gov.hu/about-the-office



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Build relations and support cooperation between ETV and the Innovation Ecosystem in Hungary. Highlight the opportunities of ETV's statement in green transition and as a potential answer to the environmental challenges and targets companies are facing with.

Opportunities	ETV is getting noticed by the Innovation Ecosystem which sees the opportunities in ETV as part of the toolbox of innovation and link between innovation and environmental challenges, targets, and goals.
	KEY STAKEHOLDERS
Who and why	National Research, Innovation and Development Office and members of the Innovation Ecosystem such as universities, and professional organizations dealing with research and innovation in order to get ETV as a part of the toolbox of innovation.
Who and why	Technology providers (SMEs) and agencies, chambers for them







#### Table 4. Market problem/barrier for Hungary

MARKET	UNKNOWLEDGE OF THE MARKET VALUE OF THE ETV STATEMENT AND A LACK OF GOOD EXAMPLES IN HUNGARY, LACK OF INTEREST AMONG STAKEHOLDERS (TECHNOLOGY PROVIDERS, TECHNOLOGY USERS, POTENTIAL VERIFICATION BODY)
Cause	As Hungary was not part of the pilot EU ETV program, ETV is unknown among the companies, technology providers, and users as well. Consequently, the market value of the credible, third-party verified ETV Statement is rather low in Hungary.
	It is essential to provide good practical examples of the benefits and the possibilities of ETV in order the make ETV part of the toolbox to reach European and national goals and targets and answer the challenges of new regulations such as CSRD, Net Zero, and circular economy.
Currents situation	Hungary was not part of the EU-ETV pilot program, Eco-AP in 2011, the scheme wasn't developed or known by the stakeholders and there is no existing ETV scheme operator.
	The ETV system is based on the ISO standard 14034 Environmental Management – Environmental Technology Verification (ETV). Inspection bodies operate as accredited bodies according to ISO 17020. Test results are obtained by the client from competent test bodies (preferably laboratories accredited under ISO 17025: General requirements for the competence of testing and calibration laboratories) and delivered to the inspection body.
	In European countries where ETV is available (ETV scheme operators exist, there are accredited verifiers, there are already verified technologies as good examples and stakeholders have a certain knowledge about the scheme) the current customer journey includes:
	To present technology for verification, the client contacts a verification body that requests an initial set of information about the technology and the client's expectations concerning the performance claim to be verified. Collection of information at the contact phase may be supported by a Quick Scan (an additional step, not part of the ISO 14034 process) requested by the verification body to provide structured information on the candidate technology and get recognition of the client's expectations. Based on the analysis of the Quick Scan, the client receives feedback and instructions on whether to proceed with the ETV application or not. If the decision is positive, the client develops an application file based on a structured application form requiring information about the technology and assess if its technical design is likely to deliver performance as declared by the client. The application specifies also the initial performance claim proposed for verification. The application file is evaluated by the verification body on the performance claim and the specific parameters to be verified and based on this, the verification body on the performance claim and the specific parameters to be verified and based on this, the verification body and the specific parameters to be verified and based on this, the verification body analyses the available performance test data provided by the client. If the data set meets the requirements, the performance can be verified, if not the client is requested to perform additional testing. The result is a conclusion of the verification body about the actual achieved performance presented in detail in a verification report and summarised in a statement of verification. Upon successful completion of all the procedures, the statement of verification is published by the verification body at a minimum. This customer journey can last about 12 months and even more (depending on the testing needs).

#### OBJECTIVE



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OBJ1	Raise awareness about ETV among stakeholders to create market acceptance and recognition of the scheme. Define the market value of the ETV Statement.
0BJ2	Support the first pilot ETV verification procedure and transmit good examples to stakeholders to position the ETV scheme.
	KEY STAKEHOLDERS
Who and why	Technology providers, technology users, members of the innovation ecosystem in Hungary, company support organizations, associations, and chambers – raise awareness about the ETV statement









# 6. KEY STAKEHOLDERS MAP

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

- Regulatory:
- Ministry of Energy as potential scheme operator, National Accreditation Authority, potential verifiers, accredited laboratories,
- Cultural:
  - technology providers, technology buyers direct information about ETV
  - organizations playing a role in green innovation eco-system, green transition, zero-emission targets, and circular economy: institutions, universities, chambers, associations, business support organizations indirect information about ETV through conferences, fairs, case studies, news
- Technological:
  - National Research, Innovation and Development Office and members of the Innovation Ecosystem such as universities, and professional organizations dealing with research and innovation in order to get ETV as a part of the toolbox of innovation.
  - Technology providers (SMEs) and agencies, chambers for them
- Market:
  - Technology providers, technology users, members of the innovation ecosystem in Hungary, company support organizations, associations, and chambers raise awareness about the ETV scheme and the market value of the ETV Statement
  - Potential ETV scheme operator, verification body, accreditation body, accredited laboratories – to build up the ETV system in Hu

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).

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





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R.A2: R.A2: Provide bilateral meetings and roundtables with representatives of the above-mentioned stakeholders to think about ETV as a potential solution for eco-innovation, circular economy, and CSRD challenges. Clarify their role in the ETV system.

G3 G4

G3

G4

CULTURAL	
C.A1: Prepare appropriate information and training material about ETV to the stakeholders such as technology providers, associations, and chambers to highlight the possibilities of ETV and the link between the ETV and the environmental regulations, targets, and goals.	G1
C.A2: Enter into cooperation and organize events for stakeholders about ETV	G2
C.A3: Provide information about ETV and promote it to stakeholders on environmental exhibitions, conferences, webinars, and platforms.	G3 G4
C.A4: Prepare good examples on the benefits of ETV and support the ETV verification procedure of the first technology in Hungary.	

TECHNOLOGICAL		
T.A1: Define the terms of cooperation with the National Research Innovation and Development Office and members of the Innovation Ecosystem in Hungary.	G1	
T.A2: Provide appropriate information about ETV and the opportunities in it to the stakeholders.	G2	
T.A3: Organize joint events with NRID such as webinars or trainings about ETV	G3	
T.A1: Define the terms of cooperation with the National Research Innovation and Development Office and members of the Innovation Ecosystem in Hungary.	G4	
MARKET		
M.A1: Create the appropriate market-based information and training material, including a self- assessment tool about ETV and the market value of the ETV statement.		
M.A2: Identify stakeholders and raise awareness of ETV among stakeholders by promoting the scheme and its possible advantages and market value.	- G1 G2	

M.A3: Support technology providers to decide about ETV and support the pilot ETV verification in Hungary in order to create a good example.

M.A1: Create the appropriate market-based information and training material, including a selfassessment tool about ETV and the market value of the ETV statement.

# 8. CONCLUSION FOR THE HUNGARIAN BUSINESS CASE AND ROADMAP

Companies are facing several environmental challenges in these years as zero emission targets, nonfinancial reporting according to CSRD, ESRS, green transition, and eco-innovation. Most of the companies, especially SMEs in Hungary are not aware of and not prepared for these challenges nor the solutions. ETV would give answers for these companies so it is a key to raise awareness about ETV and its advantages among companies, especially technology provider SMEs and big companies that are technology buyers and environmental performance is in their focus.

The ETV promotion campaign is to achieve market recognition among technology providers, and technology buyers – and give direct information about ETV. The goal is to reach the potential









stakeholders on each side of the project. LIFEproETV exchange activities, such as workshops, seminars, and training sessions, can be used to enhance understanding and awareness of technology verification processes. These activities can promote eco-innovations for companies, to better understand and implement new technologies.

The main goal and to find a technology provider who can be the case study for other interested stakeholders. Support technology providers to decide about ETV and support the pilot ETV verification in Hungary in order to create a good example. Prepare good examples of the benefits of ETV and support the ETV verification procedure of the first technology in Hungary. It is important to create the appropriate market-based information and training material, including a self-assessment tool about ETV and the market value of ETV statements.









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