



Sustainable technological change under the EU Green Deal

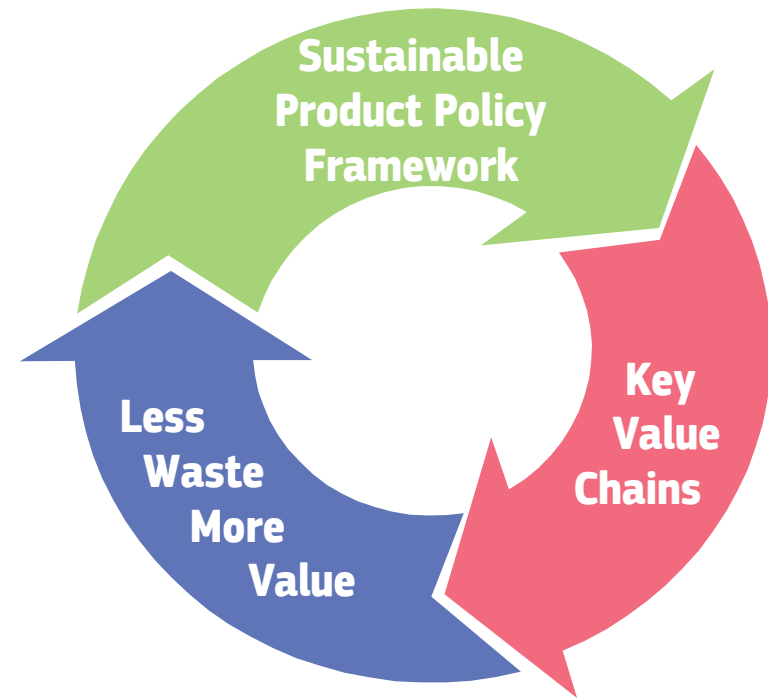
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Sustainable Production and Consumption »*

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The Circular Economy Action Plan



35 actions

Make sustainable products the norm in the EU
Empower consumers and public buyers
Sustainable production processes

Electronics and ICT
Batteries and vehicles
Packaging
Plastics
Textiles
Construction and buildings
Food, water and nutrients

Reduce Waste
Reduce Waste Exports
Boost market for high quality and safe secondary raw materials

Making circular economy work for people, regions and cities

Circular economy as a requisite for climate neutrality

Getting the Economics Right

Financial Markets

Investments and R&I

Global Level Playing Field

Monitoring

The Zero Pollution Ambition

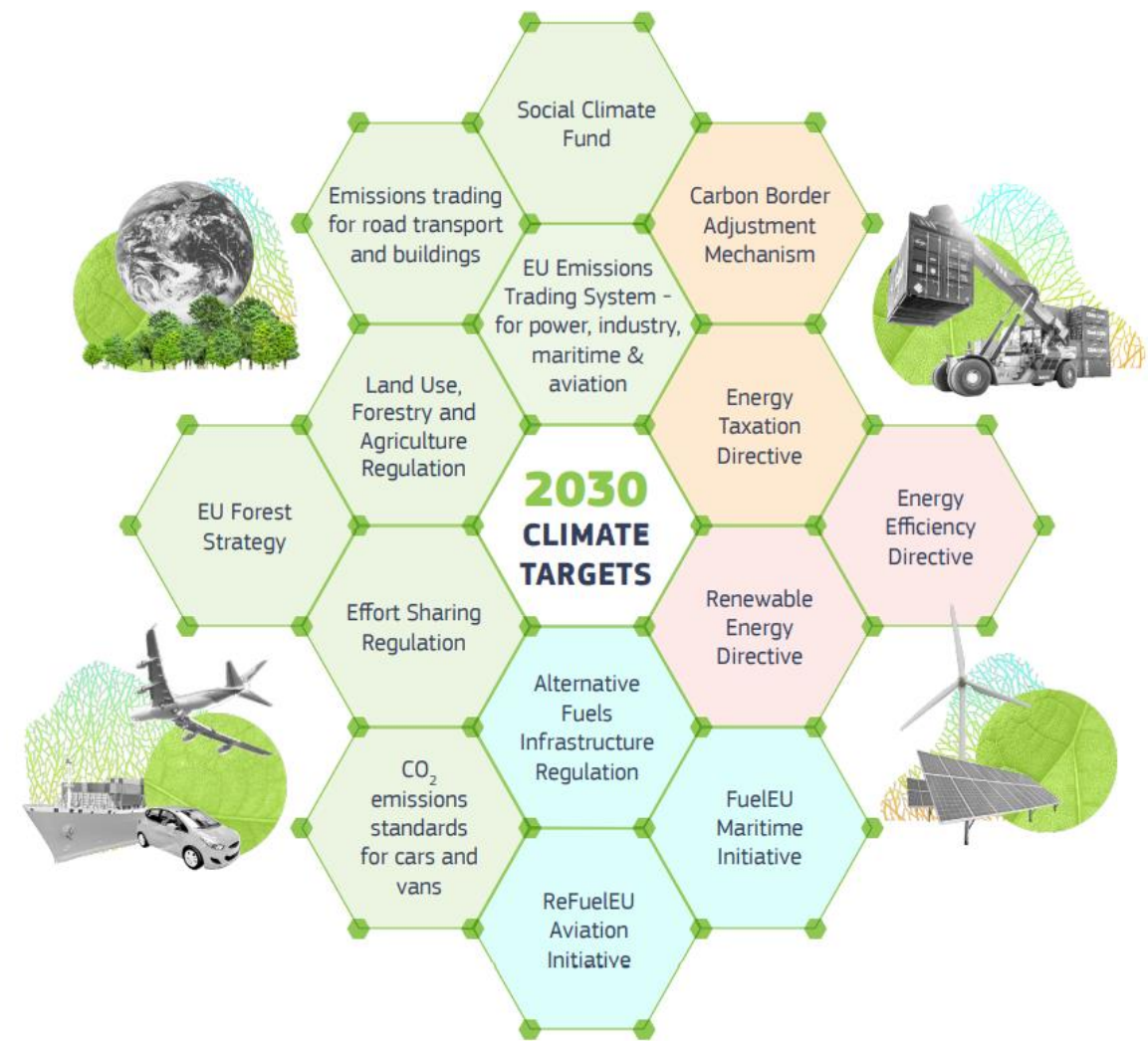
The **zero pollution vision for 2050** is for **air, water and soil pollution** to be reduced to levels no longer considered harmful to **health and natural ecosystems**, that respect the boundaries with which our planet can cope, thereby creating a **toxic-free environment**.

EU Chemicals Strategy
for Sustainability

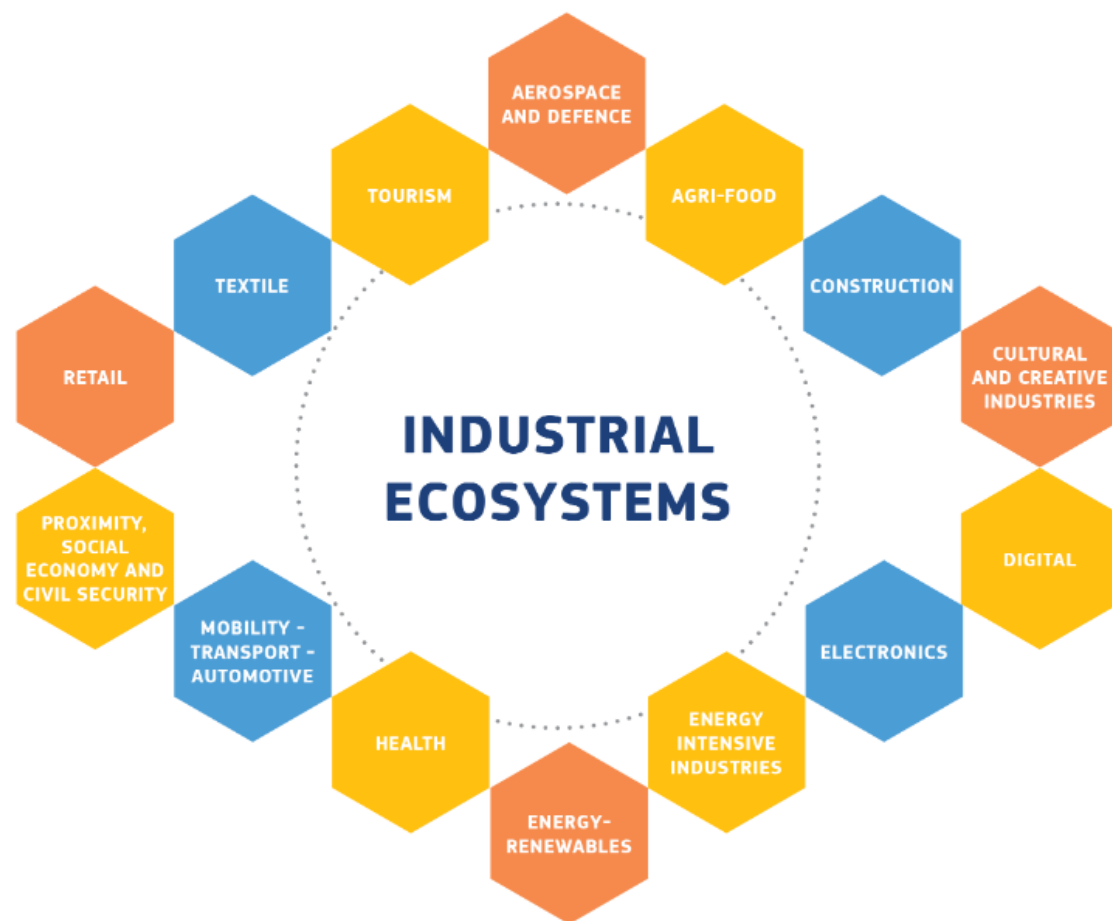


Climate: Fit for 55 Package

DELIVERING THE EUROPEAN GREEN DEAL THE DECISIVE DECADE



New Industrial Strategy and SME Strategy



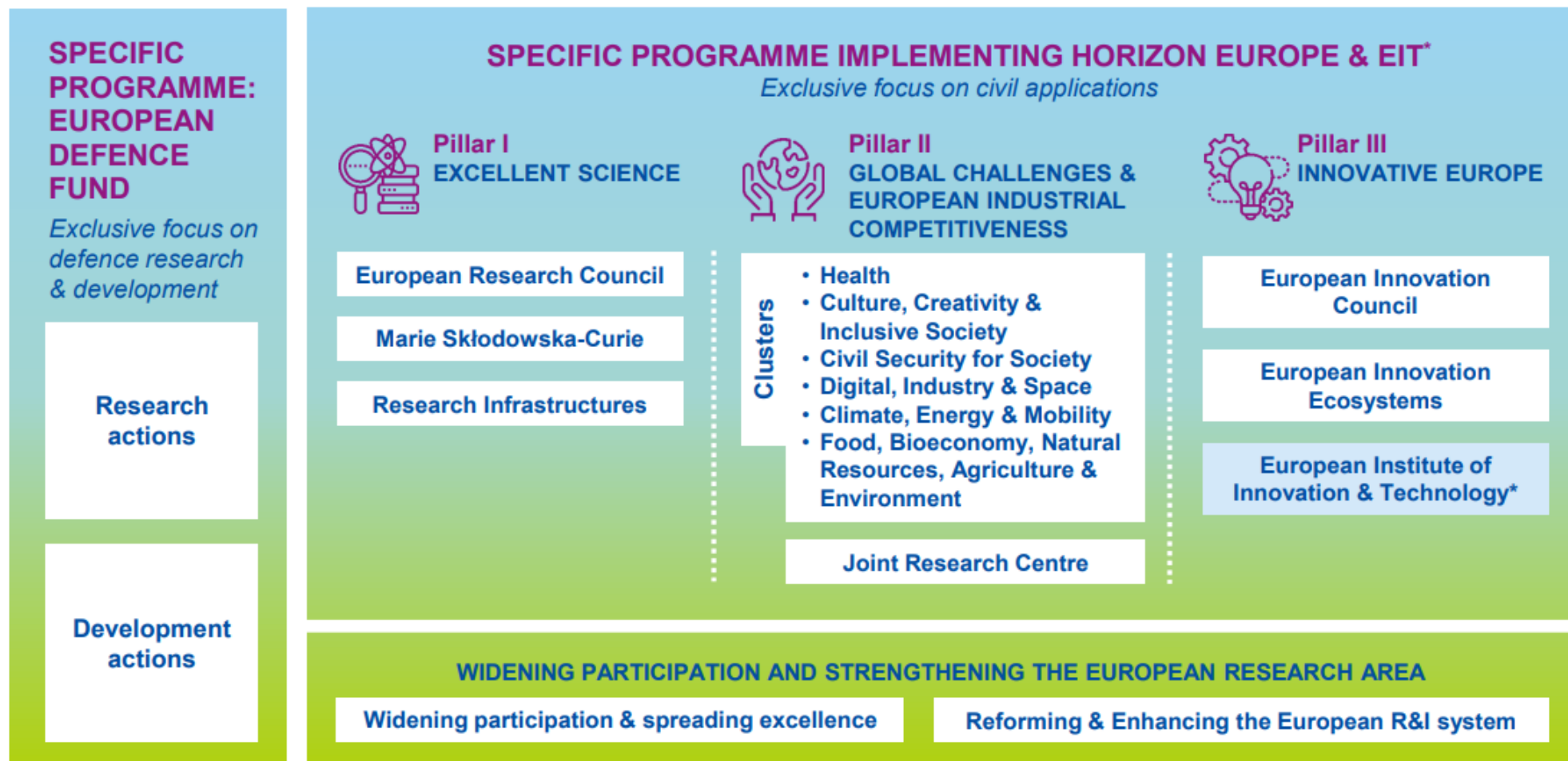
Updating the 2020 New Industrial Strategy:
Building a stronger Single Market for
Europe's recovery

{SWD(2021) 351 final} - {SWD(2021) 352 final} - {SWD(2021) 353 final}

Transition pathways

Co-create jointly with industry and stakeholders, transition pathways to identify the actions needed to achieve the twin transitions, giving a better understanding of the scale, benefits and conditions required.

Horizon Europe



LIFE Programme and European Funds



Funds supporting the development and uptake of new environmental technologies:

- European Regional Development Fund
- Innovation Fund
- Cohesion Fund



NATURE & BIODIVERSITY



**CIRCULAR ECONOMY &
QUALITY OF LIFE**



**CLIMATE CHANGE
MITIGATION & ADAPTATION**



CLEAN ENERGY TRANSITION

The EU taxonomy for sustainable activities

Purpose:

- To **shift and direct investments** towards sustainable projects and activities
- To provide a **clear definition** of what is 'sustainable'
- To establish a **classification system**, with a list of environmentally sustainable economic activities
- To bring investors more **security** and **protection from greenwashing**
- To help companies become **more climate-friendly**

6 environmental objectives:

- Climate change mitigation
- Climate change adaptation
- The sustainable use and protection of water and marine resources
- The transition to a circular economy
- Pollution prevention and control
- The protection and restoration of biodiversity and ecosystems

Green Deal: the need for adoption of new environmental technologies

- To **provide solutions** to new needs and policy objectives
- In **all technological fields**: air, water, soil pollution, production processes in all sectors, incl. agriculture, transports, energy, housing, manufacturing, materials
- For **independant, reliable assessment** of technologies performance
 - ❖ For investors and technology users to have **accurate information** on technologies
 - ❖ For reliable information to into **policy and regulatory developments**



European Technology Verification (ETV)

- **3rd party assessment** of the **performance** of innovative environmental technologies: proves reliability and helps differentiation
- **Technology scope**: **1)** Water treatment and monitoring, **2)** Materials, waste and resources, **3)** Energy technologies
- **Possible extension to**: **4)** Soil and groundwater monitoring and remediation, **5)** Cleaner production and processes, **6)** Environmental technologies in agriculture, **7)** Air pollution monitoring and abatement

→ EU ETV can help identify technologies contributing to the achievement of EU Green Deal objectives and targets and reduce the risks of for purchasers and users of innovative environmental technologies