



5TH ETV STAKEHOLDER FORUM

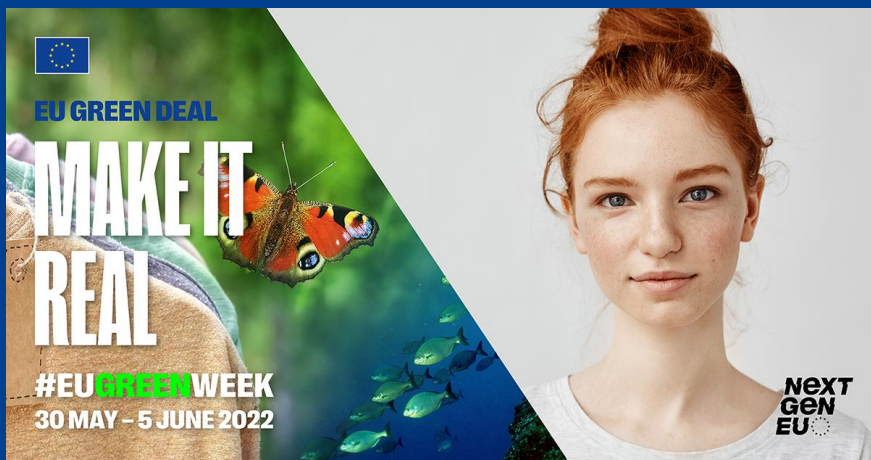
Welcome by LIFEproETV Coordinator

LIFEproETV presentation & Intro to the Forum

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Why we are here today?

- ETV is entering as a full-fledged EU Programme with an extended technology and geographical scope
- ETV needs a boost to
 - increase awareness about the schemes, skills, competences and understanding about its use potential among stakeholders,
 - build its strong market acceptance and recognition
 - a market brand standing for independent, objective, quality assured information on performance of new environmental technologies
- LIFEproETV project is supporting both

5th ETV Stakeholder Forum

De-risking the adoption of green technologies for a sustainable industrial transition

- **Inform stakeholders** interested in the development and market uptake of environmental technologies of the benefits and process of technology verification under ETV;
- **Provide a bridge and enter into a collaborative dialogue** between stakeholders interested in technology verification and actors of the EU ETV scheme;
- **Inspire the stakeholders** to initiate similar dialogues at Member State level or regional level to establish national frameworks facilitating the use of the EU ETV scheme
- **Establish an EU ETV Stakeholder Community** to continue the dialogue and co-create the future of the EU ETV Programme

LIFE^{pro}ETV 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



Our approach in 7-steps

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

OUR APPROACH IN 7 POINTS

2. ESTABLISH A MULTISTAKEHOLDER AREA 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 there, where SMEs most seek support by:

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

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

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



Coordinating Beneficiary:
Institute for Ecology of Industrial Areas, PL

Associated Beneficiaries:



www.lifeproetv.eu

LinkedIn: @LIFEproETV

Twitter: @LIFEproETV

Agenda overview

09:30 – 10:00 Welcome session

- Welcome by LIFEproETV Coordinator
- Keynote presentation:

The Challenge Of Pursuing Sustainable Technological Change Under The EU Green Deal

Emmanuelle Maire, Head of Unit, Circular Economy Sustainable Production and Consumption, DG ENV, European Commission

4 Thematic Sessions

- 10:00 – 11:30 Environmental technologies for the EU Green Deal
- 11:30 – 11:45 Coffee break
- 11:45- 13:15 Bridging the commercialization gap of new environmental technologies
- 13:15 – 13:45 Lunch break
- 13:45 – 15:15 De-risking green-tech investments
- 15:15 – 16:30 Building collaborative stakeholder frameworks for ETV: the way forward

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Let's start...

