

5TH ETV STAKEHOLDER FORUM

Session 4

Building collaborative stakeholders frameworks for ETV: the way forward

Setting the scene:

Building mutually supportive frameworks for ETV market acceptance and recognition

Conclusions from LIFEproETV

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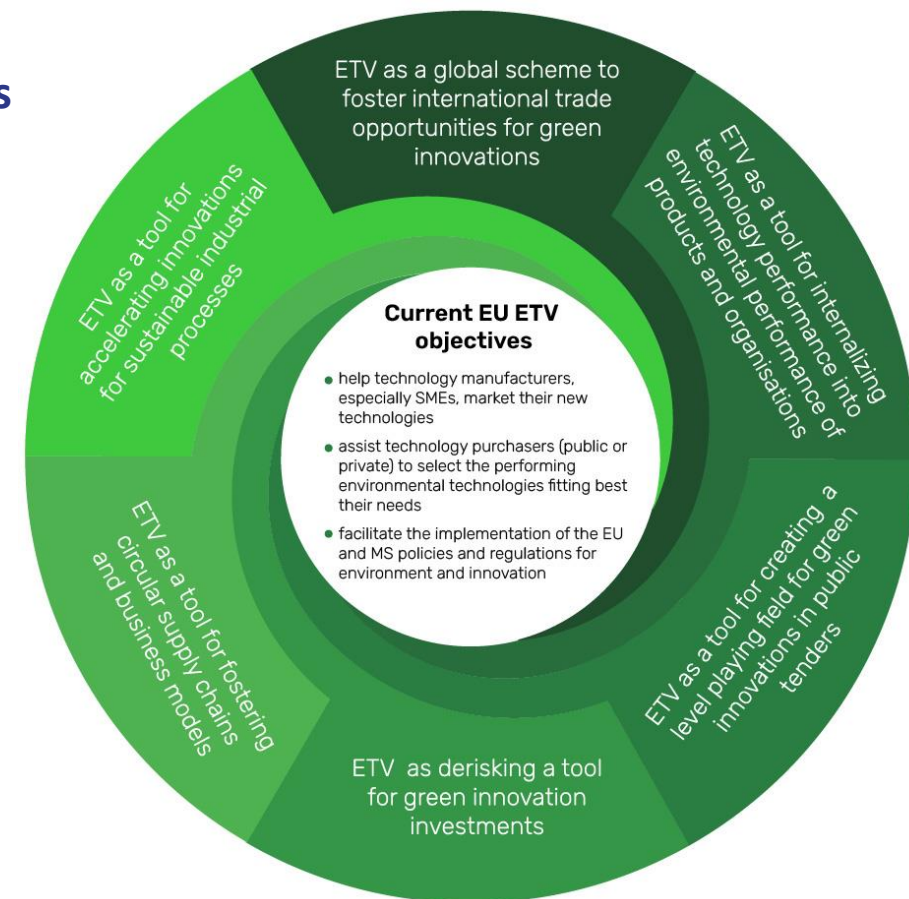
LIFEproETV way forward for ETV:

6 drivers to boost ETV market acceptance and recognition

- 1. Extended objectives** of ETV to better reflect the ETV use potential and make ETV a business case;
- 2. Strengthened credibility and certainty** of ETV built on facts and numbers of ETV performance as well as a visible reference to ETV in environmental, climate and innovation policies and programmes at EU and national level;
- 3. Extended geographical and technology scope** to match it better with policy objectives of the EU Green Deal as well as national priorities and challenges;
- 4. Upgraded verification infrastructure to ensure better accessibility** of the ETV service in line with the extended geographical and technology scope of ETV;
- 5. Strong collaborative institutional framework** with active involvement and clear roles and responsibilities of ETV stakeholders at EU and national level;
- 6. Favourable external framework** involving market factors stimulated for ETV market pull (GPP and IP) and policy factors with a clear indication of ETV as a support tool for implementation of policies with defined environmental/climate targets.

ETV extended objectives

- **ETV as a tool for accelerating innovations for sustainable industrial processes** (link to e.g IED, Zero Pollution Action Plan + innovation support programmes)
- **ETV as a tool for fostering circular supply chains and business models** (link to Circular Economy, the Ecodesign Directive, supporting innovation programmes),
- **ETV as a derisking tool for green innovation investments** (link to Green Taxonomy, private capital and IP)
- **ETV as a tool for creating a level playing field for green innovations in public tenders** (link to GPP and IP),
- **ETV as a tool for internalising technology performance into environmental performance of products and organisations** (link to synergies with other environmental schemes e.g. EMAS, EPD, OEF,PEF, ISO 14001)
- **ETV as a global scheme to foster international trade opportunities for green innovations** (link to international recognition of the ISO 14034 standard, global ETV initiatives)



How you can use ETV (examples)

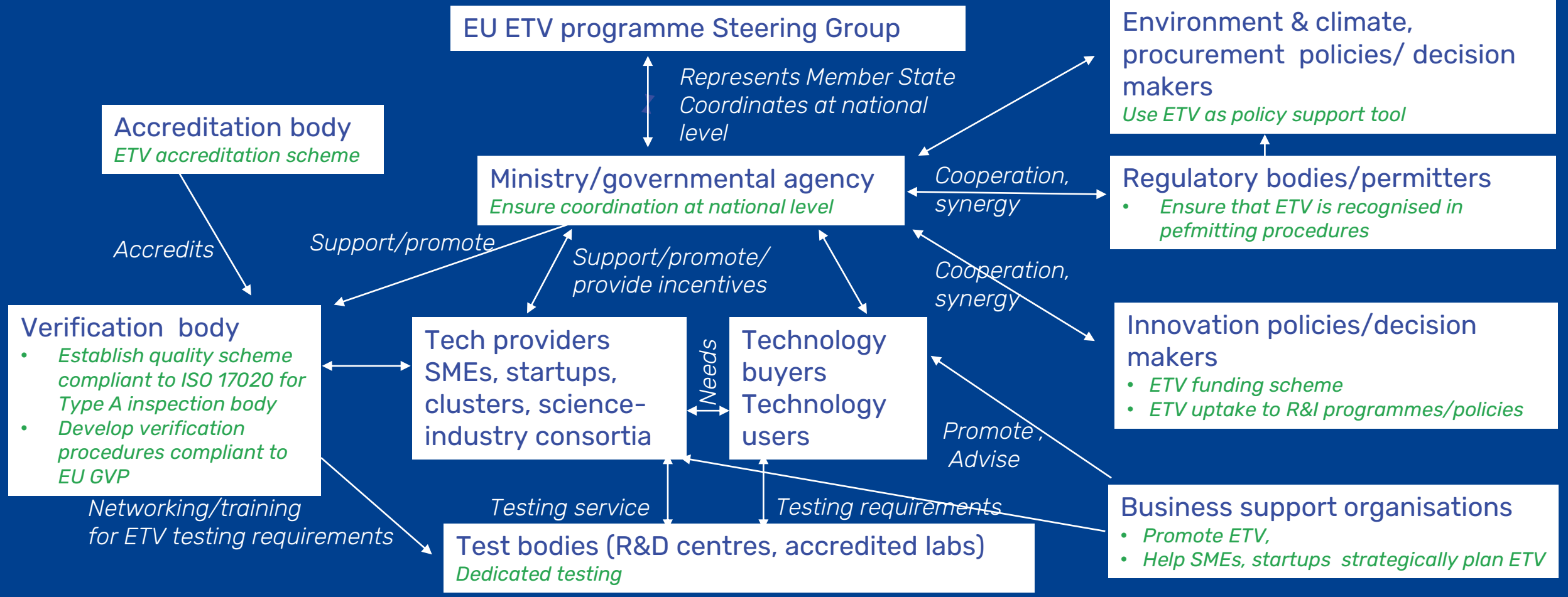
- As a part of national/regional innovation ecosystem to maximise its market impact:
 - e.g. as an element of national/regional innovation support programmes including a technology demonstration component (ETV as eligible cost) or facilitating implementation of new technologies (projects with ETV verified technologies get a competitive advantage)
- As a tool to address specific national/regional innovation challenges related environmental policy targets or problems where performance of technologies has a direct impact on the achievement of the targets:
 - e.g. like the US EPA approach: Advanced Septic System Nitrogen Sensor Challenge: a performance testing and a verification protocol for new sensors based on ETV
 - element of a national / regional strategic programme with targets dedicated to e.g. energy, clean air, adaptation of cities to climate change, circular economy
- As a methodology for public procurement, especially innovation procurement:
 - e.g. the Monaco purchase of technologies for municipal waste management utility – ETV included as a part of the tendering procedure
- As a sector-specific tool promoting innovations uptake in a sector:
 - e.g. agriculture: VERA programme for new environmental technologies for agriculture
 - water sector : stormwater management systems case in Quebec Province

LIFEproETV way forward for ETV

ETV requires:

- a collaborative institutional framework involving stakeholders and key marketplace actors
- improved accessibility to SMEs, startups (finance + information)
- a clear business case

Collaborative institutional framework : Common objectives & commitment



Improved accessibility

- Easier access to verification
- Easier access to ETV information
- Better guidance on how to apply
- More attractive funding / reduced verification costs

Improved accessibility

- Easier access to verification
 - More verification bodies in Member States & extended accreditation scopes of existing bodies
- Easier access to ETV information
 - Role of intermediaries like Business Support Organisations to promote and inform SMEs, startups about ETV (national/regional BSO, Europe Enterprise Network)
- Better guidance on how to apply
 - Support service / instructions prior to application to enable strategic planning of ETV
- More attractive funding/reduced costs
 - Trough dedicated funding schemes/ as part of existing funding schemes/ subsidising verification bodies/tax reliefs

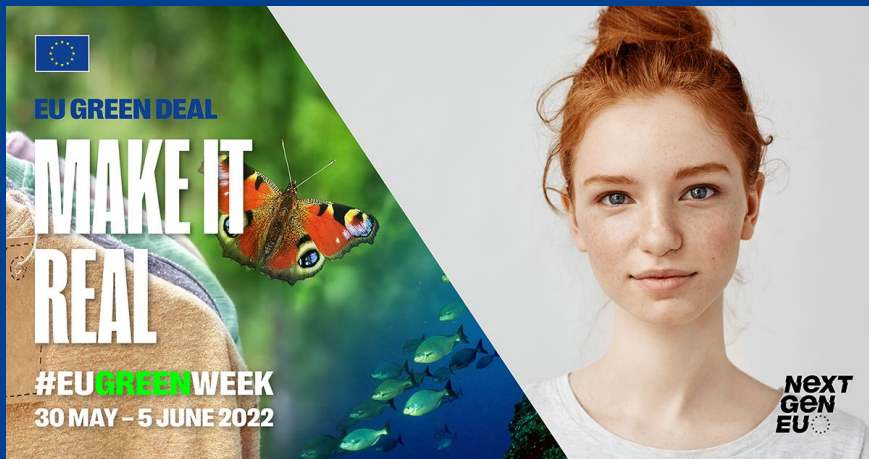
Clear business case

- Funding, information, ETV infrastructure are not enough
- ETV must deliver a clear competitive advantage , e.g.:
 - in public tendering e.g. as a method of compliance proof with technical specifications
 - support in permitting processes e.g. to help permittees understand the technology
 - in applying for investment funding e.g. meet the risk profile of investors



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Let's start...



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