

# INTRODUCTION TO ETV IN THE CONTEXT OF GPP AND IP

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# Importance of Green and Innovative Public Purchase of environmental technologies

- To meet European and national environmental and climate policy goals
- For the exemplarity of public buyers
- To secure innovation

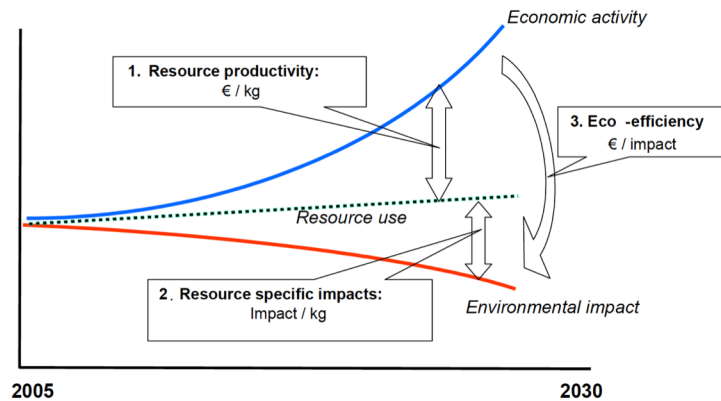


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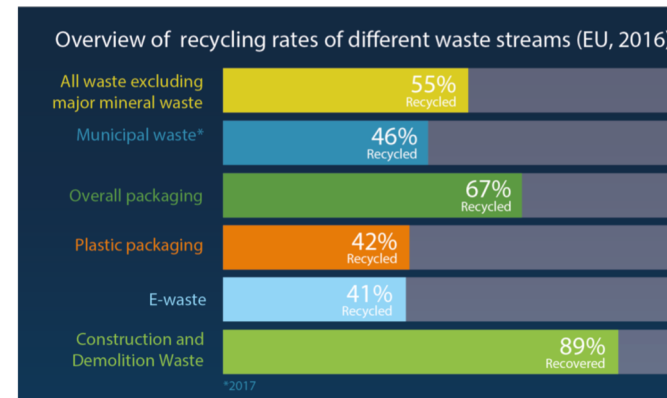


# Meeting European and national environmental and climate policy goals

## Decoupling



## Moving towards a recycling society



->65% in 2035

->75% in 2030

## Life Cycle Thinking and Circular Economy Action Plan :

- Make sustainable products the norm in the EU;
- Empower consumers and **public buyers**;
- Focus on the sectors that use most resources and where the potential for circularity is high such as: electronics and ICT; batteries and vehicles; packaging; plastics; textiles; construction and buildings; food; water and nutrients;
- Make circularity work for people, **regions and cities**;
- Lead global efforts on circular economy

# Exemplarity of public buyers

***“One bad experience can damage the image of a technology for a very long time”***

Accident, explosion, fire, malfunction, non-conformity of the final product...





# How to secure innovation purchase ?



***How to help Public Buyers to make their decision and to put into practice their ambitions and their commitments based on reliable data concerning :***

- technical performances of innovative ecotechnologies***
- "real" environmental added value of innovation***



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The combination of high environmental ambitions and innovation is the domain of GPP and IP...

...and ETV can help !



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# GPP and IP similarities and differences

