



ECO-INNOVATION

CIP ECO-INNOVATION CALL FOR MARKET REPLICATION PROJECTS

Why this initiative?

Within the framework of the EU's Competitiveness and Innovation Framework Programme (CIP), the CIP Eco-innovation initiative addresses European companies that have come up with new ways of reducing the industry's ecological footprint and making a better use of natural resources. This initiative supports the market entry and further market uptake of new "green" products, services and technologies. Nearly € 200 million will be available between 2008 and 2013 to co-fund eco-innovation projects across Europe and thus contribute to the implementation of the Environmental Technologies Action Plan (ETAP). Under this scheme, Community funding covers 50% of the eligible project costs; applications from SMEs are particularly encouraged. Some 40 projects are due to start in the coming months following a selection of over 130 proposals received in response to the first call for proposals launched in April 2008.

What is 'eco-innovation'?

Eco-innovation is the innovation process to develop and bring to market new environmental technologies, products and services that reduce the overall impact on the environment; business and innovation come together to create sustainable solutions.

Eco-innovation refers to all forms of innovation (both technological and non-technological), new products, services and business practices, which create business opportunities and benefit the environment by preventing or reducing their environmental impact, or by optimising the use of natural resources.

The Practical examples of eco-innovation include processes to recover valuable substances from waste water, more efficient food packaging, the production of construction materials from recycled waste, eco-products and 'green' management methods.

Who can take part?

Organisations from the 27 EU Member States, as well as from Norway, Iceland, Liechtenstein, Croatia, the former Yugoslav Republic of Macedonia, Montenegro, Serbia, Israel, Turkey and Albania may table a proposal under annual calls for proposals. To qualify under this scheme, projects must be innovative, technically proven, highly replicable, show a strong European dimension and be supportive of EU's environmental policies.

Want to know more?

The CIP Eco-innovation call for first application and market replication projects are managed by the Executive Agency for Competitiveness and Innovation (EACI) on behalf of the European Commission. To learn more please visit the Eco-innovation website: <http://ec.europa.eu/ecoinnovation>

Contacts

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