

8th European Forum on Eco-Innovation

Making Eco-Innovation happen in Small and Medium-Sized Enterprises

Palacio Euskalduna, Avenida Abandoibarra, 4, 48011, Bilbao, Spain
20-21 April 2010



Welcome



The Ministry of Environment, Rural and Marine Affairs (MARM), the Basque Government and the European Commission have organized in Bilbao on April 8th the VIII European Forum on Eco-Innovation, directed at the European Small and Medium-sized Enterprises (SME).

This Forum will take place during the six-month Spanish presidency of the Council of the European Union in the framework of different initiatives organized by the MARM. It follows the European Conference "Post-2010 Biodiversity. Vision and Target" that took place in Madrid on 26-27th January, designed to halt the loss of biodiversity by 2020 and the Conference "Protection of Forests" of 6-7th April in Valsain (Segovia), which analysed the situation of European forests in terms of their protection, following the Green Paper on Forest Protection and Information in the EU.

The European Union is now involved in preparing a new European Strategy for 2020: to restore macroeconomic stability and put public finance back on a sustainable track, based on enhanced co-ordination of economic policies to foster job creation and economic growth. This Forum has been called to play an important role in developing this strategy. In this context of important changes in the European and world economy, Eco-innovation is a necessary tool to allow for more efficiency and competitiveness in key sectors of Europe, such as agri-food industry, water technologies or biodiversity.

This Forum will provide an excellent opportunity to discuss the instruments to be implemented by the SMEs and all the economic, social and environmental agents, based on their own approach, to attain a sustainable economy with an efficient use of natural resources assuring their protection and preservation.

I hope that the Bilbao Forum will be useful for all of us. I heartily invite you to take an active part in the debates, and I am confident that the conclusions obtained will be incorporated into the future Action Plan on Eco-Innovation and the European Strategy 2020.

Josep Puxeu Rocamora
Secretary of State of Rural affairs and Water
Ministry of Environment, Rural and Marine Affairs

Welcome to the Eighth European Forum on Eco-innovation

I am sure you will have heard people say "don't waste a crisis". I have myself argued that we must look on our current troubles – both environmental and economic – as an opportunity we cannot afford to squander. We should look to both our environmental and economic challenges together. Preserving the environment makes sense, not only because we can respect our planet's environmental limits, but also because it makes real economic, social and business sense.

This is one of the key messages of the new Europe 2020 Strategy: we can multi-task, for the benefit of the environment while developing our economy and creating jobs at the same time. Eco-innovation is a natural ally in this pursuit of sustainability and competitiveness. And the creativity, dynamism and flexibility of small and medium-sized enterprises (SMEs) means they have a crucial role to play as eco-innovators, whether it is as green technology drivers, or as adopters and users of innovative business models and technologies.



We already know how successful SMEs can be at innovation – they make up a large part of the EU's thriving eco-industry, representing about one third of the world market for eco-technologies. We need to build on this and develop eco-innovation on an even wider scale. We must encourage green business models, eco-innovation in services and more resource efficient processes across all sectors of the economy.

Since 2004, the Environmental Technologies Action Plan (ETAP) has been actively supporting eco-innovative SMEs. It has done this through tailor-made financial instruments for eco-innovation, using public procurement to drive the demand for green products, and services for developing technological solutions in cooperation with technology platforms.

The European Commission is now developing an eco-innovation action plan to build on ETAP's work to promote eco-innovation across all sectors. Now is the chance for you to have your say. We want your ideas about the role SMEs can play in the transition towards a resource-efficient, low carbon economy and how policy-makers should be making the process happen. Be bold and seize this opportunity to shape the new European eco-innovation agenda!

Janez Potočnik
European Commissioner for the Environment

The Basque Government's Department of the Environment, Territorial Planning, Agriculture and Fisheries is honoured that the European Commission, in collaboration with the Spanish Ministry of Environment, Rural and Marine Affairs (MARM), selected Bilbao to host the 8th European Forum on Eco-Innovation. This is a key event for SMEs, as in the current economic context, they need to submit innovative solutions if they are to maintain their position in the marketplace. The forum will also take place at a crucial time for the Commission itself, as its corporate funding policy and the Environmental Technologies Action Plan.

I would like to express my heartfelt conviction that, as indicated by the IPTS (Seville) study of 2008, fostering eco-innovation in SMEs means that governments need to introduce measures to create markets and stimulate private demand.

This may entail improving the application of existing instruments, such as the IPPC legislation on control and prevention of pollution, the application of Green Public Procurement and the reformulated Directive on the Ecodesign of Energy-related Products. All these instruments can be applied in a broader frame of reference to creating new business opportunities in a setting where demand is high as a result of these driving forces.

We must also anticipate the challenges and opportunities faced by SMEs, as they do not usually have the resources to identify them, on their own. This must be done company by company in a framework of public-private partnerships enriched by large doses of dynamism and creativity.

In the Basque Country we can present success stories, such as the implementation of eco-design in close to a hundred companies, as well as the high rate of participation by SMEs in the ERAnet programmes. But above all we seek to learn many things from this forum: how to involve private funding in support of eco-innovation, what type of regulations are most efficient, the bas instruments of environmental policy and what type of public-sector demonstration programmes perform best. We can then quickly apply what we have learned at the regional level, which is a highly operational level that enables us to ensure continual development of public-private partnerships.

Pilar Unzalu
Basque Government Minister of the Environment,
Territorial Planning, Agriculture and Fisheries

Tuesday 20th April

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| 10:00 | |
| Registration and coffee | |
| 10:30 - 11:00 | Room A3 |
| Welcome Mrs. Pilar Unzalu, <i>Basque Minister for Environment, Landplanning, Agriculture and Fisheries</i> Mr. Josep Puxeu ²⁸ , <i>Spanish State Secretary for Rural Affairs and Water, Spanish Ministry for Environment</i> Mr. Janez Potočnik, <i>European Commissioner for the Environment – video</i> | |
| 11:00 | Room A3 |
| Session 1: Setting the scene Developing an eco-efficient economy is crucial in mobilising the EU economy to bridge the gap to environmental sustainability and efficiency. And a competitive economy is essential to invest in and develop eco-innovation, a crucial part of EU industrial policy. Many SMEs have already achieved success in developing eco-innovation but financing is crucial. Banks must show a commitment to funding sustainability – as well as offering a route for government-supported green investment in sustainable entrepreneurs. Moreover, all these efforts must meet society's valid expectations. | |
| 11:00-11:15 | |
| SMEs and the Eco-Efficient Economy Agenda after COP15, Spanish Presidency Manuel Menéndez ²⁹ , <i>Official representative of the Spanish Presidency</i> | |
| 11:15-11:30 | |
| Belgian Presidency Jean-Roger Drèze ⁷ , <i>Official representative of the Belgian Presidency</i> | |
| 11:30-11:45 | |
| Towards a new frame: supporting Eco-Innovation in the new EC Innovation Plan Alain Liberos, <i>Deputy Head of Unit Support for Innovation, DG Enterprise, European Commission</i> | |
| 12:00-12:15 | |
| SME entrepreneurs – a key to success Dr. Jochen Volker ³⁰ , <i>Founder & CEO, Promeos</i> | |
| 12:15-12:30 | |
| Critical financing for SME innovation Bart Jan Krouwel ¹³ , <i>Head of CSR, Rabobank</i> | |
| 12:30-12:45 | |
| The role of SMEs in responding to the challenge Lasse Gustafsson ¹⁰ , <i>Secretary General, WWF – video conference</i> | |
| 12:45-13:00 | |
| Discussions | |
| 13:00 | Jauregia Restaurant |
| Lunch | |

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| 14:00-15:30 | Room A3 |
| Session 2: Sectoral approaches to eco-innovation in SMEs What are the basic challenges and specific barriers to eco-innovation for SMEs? This session will examine key markets offering the greatest potential to contribute to innovation for sustainability and of particular relevance to SMEs and where SMEs have an especially large role. Three of the parallel sessions focus on specific EU lead markets: energy-related products, secondary raw materials recovery, and energy and construction. Participants will seek to identify best practices and recommendations to government at European level for action. | |
| Delegates choose one from 6 parallel sessions to explore the role and activities of SMEs within key market sectors (see page 6). | |
| 15:30 | Foyer |
| Coffee break | |
| 16:00-17:30 | Room A3 |
| Session 3: Standards and SMEs Public and private standards are crucial to drive the market and to improve communications – particularly in comparing products and performances. They are equally important in setting minimum expected performance levels and increasingly 'dynamic' standards will have to be set for future performance. How can SMEs use dynamic standard setting and private standards for their own benefit? How can they deal with standards changing just as they finish developing a new product? And how can they overcome regulatory standard barriers? | |
| 16:00-16:15 | |
| Eco-innovation policy and legislative policy intervention Hervé Martin ²¹ , <i>Head of Unit Life Environment and Eco-Innovation, European Commission, DG Environment</i> | |
| 16:15-16:30 | |
| Standards and eco-innovation Mike Low ¹⁹ , <i>Director of BSI British Standards, CEN-CENELEC Management Centre</i> | |
| 16:30-16:45 | |
| IPPC and BAT based Licensing: Regulatory dynamic standards for eco-innovation in SME's Liesbet Goovaerts, <i>Flemish BAT Center VITO</i> | |
| 16:45-17:00 | |
| SMEs taking the lead on standards Hugues-Arnaud Mayer, <i>Vice-president of MEDEF</i> | |
| 17:00-17:30 | |
| Table discussion and panel | |
| 17:30 | |
| Close of first day | |
| 20:30 | |
| Cocktail & dinner at the Sociedad Bilbaina | |

Wednesday 21st April

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| 09:00 | Room A3 |
| Session 4: Creating SME access to new markets Creating access to new markets is a real challenge for SMEs. There are a number of instruments promoting new markets – such as green public procurement. Public authorities and large enterprises can influence environmental, sustainable and social performance and it is possible to create markets through dynamic standard setting. However SMEs have limited market coverage. So they need to find new partnerships and new networks for identifying what society needs in products and processes and also for cross-border cooperation in bringing products to market. | |
| 09:00-09:10 | |
| Public-Private Partnerships (PPPs) Guillermo Ulacia ²⁹ , <i>CEO, Innobasque (Basque Innovation Agency)</i> | |
| 09:10-09:20 | |
| European Commission perspective Andreas Tilche ²⁸ , <i>Head of Environmental technology and pollution prevention, European Commission, DG Research</i> | |
| 09:20-09:30 | |
| Greening the supply chain Olle Blidholm ⁴ , <i>Development Manager, Group Staff Sustainability, IKEA</i> | |
| 09:30-09:40 | |
| Demonstrating commercial value of emerging eco-innovation – key messages Beatriz Yordi ³² , <i>Head Eco-innovation unit, Executive Agency for Competitiveness and Innovation</i> | |
| 09:40-09:50 | |
| Role of intermediaries in greening industry – Eco-IP of the Europe Innova Orsola Mautone ²² , <i>Support for Innovation, European Commission, DG Enterprise & Industry</i> | |
| 09:50-10:20 | |
| Table/panel discussion | |
| 10:20 | Foyer |
| Coffee Break | |

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| 10:50-12:20 | Room A3 |
| Session 5: Building capacities – lessons learned through experience What lessons can SMEs learn from current best practice in public and private finance for eco-innovation research? How can SMEs be helped to develop new markets? Who can provide SMEs with advice on strategies and investments? What networks can help SMEs cooperate in eco-innovation? This breakout session will seek to draw out best lessons, identify best practices and formulate where government at all levels can support both front runners and late adapters. The focus will be on obtaining concrete conclusions and not just sharing knowledge. | |
| Delegates choose 3 out of 15 case-studies round table discussions (see next page). | |
| 12:20-13:00 | |
| Group work to consider and further formulate recommendations | |
| 13:00 | Jauregia Restaurant |
| Lunch | |
| 13:50 | Room A3 |
| Session 6: Contested issues and key recommendations Recommendations from the discussions during the Forum will be formulated and debated with the help of a panel drawn from the speakers and other contributors to the event. These recommendations will be fed into the European Commission policymaking process and particularly into the ETAP programme. | |
| 13:50-14:50 | |
| Debate on contested issues • Hervé Martin ²¹ , <i>Head of Unit Life Environment and Eco-Innovation, European Commission, DG Environment</i> • Rosa Solanes, <i>Advisor for Sustainable Development, European Association of Craft, Small and Medium-sized Enterprises (JEAPME)</i> • Magnus Emfel ⁹ , <i>WWF</i> • Henrik Dissing ⁶ , <i>Business Europe Representative, Senior Adviser at the Confederation of Danish Industries</i> • Fernando Barrenechea, <i>General Director of Ihobe</i> | |
| 14:50 -15:20 | |
| Review and plenary endorsement of forum recommendations | |
| 15:20-15:30 | |
| Closing remarks Hervé Martin ²¹ , <i>Head of Unit Life Environment and Eco-Innovation, European Commission, DG Environment</i> Xabier Garmendia, <i>Basque Vice-Minister for Industry & Energy</i> | |
| 15:30 | |
| Conference closure | |

Tuesday 20th April

Session 2: Sectoral approaches to eco-innovation in SMEs

Parallel Session: Agriculture Room B1

- Session Moderator
- Antonio Villarreal López-Delagarma¹⁸, *President of the Spanish Technological Agriculture Platform*

Parallel Session: Energy related products Room A3

- Session Moderator - Julio Rodrigo²⁷, *Simpple*
- Shailendra Mudgal²⁵, *BIO Intelligence Service*
 - Dr. Jochen Volkert³⁰, *CEO, Promeos*
 - Juan Carlos Alonso¹, *Coordinator, Simpple*
 - Noelia Vela, *BSH-Kraiel*

Parallel Session: Food and retails Room B Terrace

- Session Moderator - Herbert Aichinger, *Scientific advisor, Environment DG, European Commission.*
- Rosita Zilli³³, *Policy Adviser, European Association of Consumer Cooperatives*
 - Federico Morais²⁴, *Director Innovation and Technology, Spanish Food Federation*
 - Miguel Ángel Díaz Yubero, *Director General, COVAP Cooperative*

Parallel Session: Metal and surfaces processing Room C3

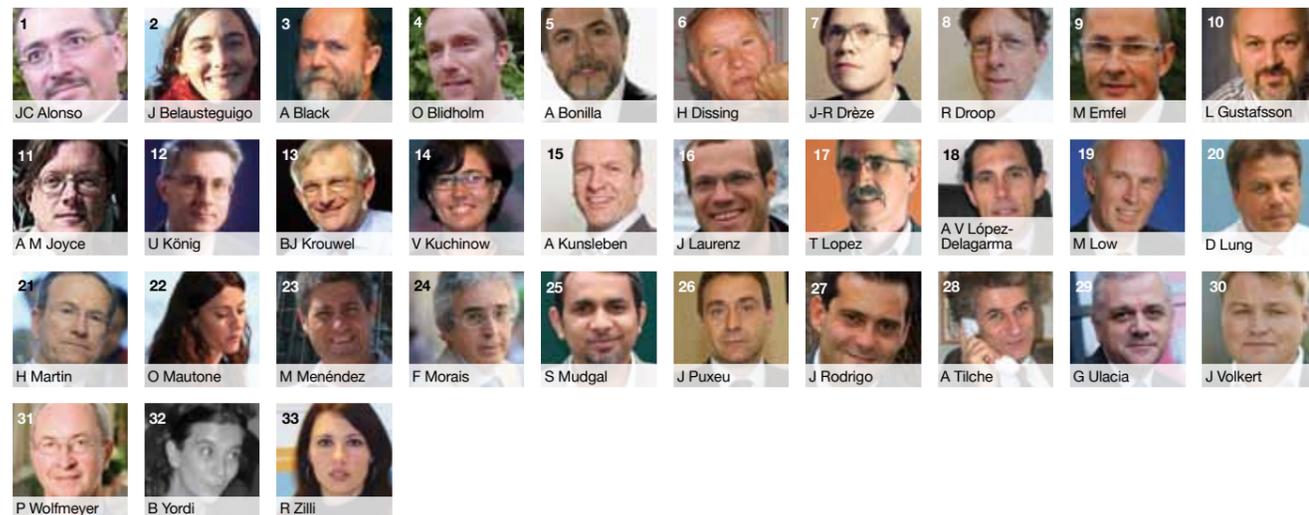
- Session Moderator - Andreas Kunsleben¹⁵, *EFA-NRW*
- Prof. Dieter Lung²⁶, *Professor at the RWTH Aachen University*
 - Thomas Schöning, *Sales executive of the Rippert Anlagentechnik GmbH*
 - Tomas Lopez²⁷, *Vicinay Cadenas, S.A*

Parallel Session: Secondary raw materials recovery Room B3

- Session Moderator - Arnold Black³, *Network Director, Knowledge Transfer Network*
- Robbert Droop⁸, *Dutch Ministry for the Environment*
 - Uwe König¹², *Project coordinator, ReMake*

Parallel Session: Building and construction Room C1

- Session Moderator - Alberto Bonilla⁵, *Tecnalia*
- Adrian M. Joyce¹¹, *Director, Architects Council of Europe*
 - Verónica Kuchinow¹⁴, *Founder, Zicla*
 - Jon Laurenz¹⁶, *Ametslab*
 - Jone Belausteguigo²



Wednesday 21st April

Session 5: Building capacities – lessons learned through experience

Theme 1: Public Funding of Eco-Innovation Research, Demonstration and Market Transfer for SME by the Commission, the States and the Regions

- EU research projects can drive a local SME to GLOBAL recognition
Vasco Pampulim, *Director, RECIPNEU*
- What the U.S. does to support eco-innovation technology, especially in the area of renewable energy
Jennifer Stack, *Tecnalia*
- CIP: Eco-innovation
Beatriz Yordi³², *Head Eco-innovation unit, Executive agency for Competitiveness and Innovation*
- The Flemish eco-investment bonus: a dynamic eco-policy-oriented fiscal tool to support eco-innovation
Liesbet Goovaerts, *Flemish BAT Center VITO*

Theme 2: Getting advice for the right strategic and investment decisions in SMEs

- Advice for strategic and investment decisions for SMEs
Michael Sippitt, *EIC Environmental investment network*
- Helping SMEs go European – the Sector Group Environment of the Enterprise Europe Network
Peter Wolfmeyer³¹, *Managing Director, ZENIT GmbH*
- Eco-innovation: the key to success
Isabel Acevedo, *A&B Laboratories*

Theme 3: Networking of clusters of SMEs for eco-innovation

- A cluster approach to support eco-innovation and effective environmental management in SMEs
Prof. Fabio Iraldo, *Scuola Superiore Sant'Anna*
- PROGETTO LISSONE: Promoting Eco-innovation among SMEs through the involvement of supply chains
Serenella Sala, *Coordinator, Research Unit on Sustainable Development, University of Milano Bicocca*

Theme 4: Training, skills and capacity building

- Supporting Eco-Innovation in SMEs by specific training - the importance of competence centers
Michael Marmetschke, *ZDH, German Confederation of Small Businesses*
- Encouraging Eco-Innovation and Sustainable Business in Small and Medium-Sized Enterprises: approach and results
Koen Knol, *Syntens*
Coen Bertens, *EIM consultants*
Uwe König¹², *Project Coordinator, ReMake*
- New Markets Opportunities For High-Performing Planar Transformers
Arnold Black³, *Network Director, Knowledge Transfer Network*
- ECOEMERGE Project
Developing Emergent Ecological Markets in Romania
Iulia Degeratu, *Romanian Ministry for the Environment*

Theme 5: Private Funding of Eco-Innovation

- Leading European capital expansion Cleantech fund
Coenraad de vries, *Managing Partner, Start Green*
Marcos Semmler, *Public relations, Demeter Partners*

Conclusion of ETAP 7th European Forum on Eco-innovation Copenhagen, 23 and 24 November 2009

Adaptation to climate change is essential to meet the now unavoidable effects of changes we ourselves have caused over the past 50 years.

Measures must be taken at global, national, regional and local level – including more efficient use of scarce water resources, better spatial planning to attenuate climate-change effects and ensuring nature is in the best position to survive. Adaptation will take time, but action is required immediately as underlined in the European Commission White Paper on climate adaptation published in April 2009.

While technological innovation is important, major adaptation challenges include:

- Reducing vulnerability to environmental change which affects both the population and the economy as they are inherently interlinked;
- Developing 'green' infrastructure such as flood-plains, separating sewers and surface water runoff, green roofs and getting nature to work for us to reduce exposure; and
- Exploiting the synergies between adaptation and mitigation such as land use and management to retain water and prevent soil erosion that also help prevent carbon release.

High-level stakeholders from business, the R&D community, policy makers and NGOs came together in Copenhagen to develop a series of recommendations for the European Commission to drive adaptation to climate change as the essential partner to mitigation. Key messages included the need not only to develop new technologies but also to remove barriers to the exploitation of existing technologies.

Participants strongly supported the need for longer-term decision making by politicians, a review of legal constraints with better communication and co-ordination between different policy groups, more focus on the gap between research and deployment of new technologies and financial assistance for changing behaviour at all levels, including citizens.

The event was a joint initiative of the Danish Ministry for the Environment and the European Commission. A series of thought-provoking overviews on actions already being taken at EU, national, regional and local level set the framework for the discussions. A strong focus on practical case histories enabled the more than 200 delegates to exchange views and experiences in a group-based exercise. The final recommendations on climate-change adaptation will be fed into EU climate-change actions and the current review of ETAP.



Next Forum

9th European Forum on Eco-innovation

Brussels Autumn 2010

Financing eco-innovation

For further information

Visit the official ETAP website for latest information on:

- Policy and actions
- Innovative technologies
- Fund resources
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Contact information

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