PRESS PACK

for the European Info Day

Brussels, 8 May 2012

CHARLEMAGNE BUILDING

THIS PACK CONTAINS:

Media Invite

2012 Video Clip

2011 Project Shortlist

Speakers' Backgrounds

Speakers:

Timo Mäkelä, *Director of Sustainable Development and Integration, DG Environment*

Patrick Lambert, *Executive Director, EACI*

Beatriz Yordi, *Head of the Eco-innovation Unit, EACI*

Please note:

The media corner will start at 10:35 in a dedicated area outside of the Plenary Room.

For more information on CIP Eco-innovation visit:

http://ec.europa.eu/ecoinnovation

-- MEDIA ADVISORY --

The ECO-INNOVATION EUROPEAN INFO DAY
Tuesday 8 May 2012 (9:30-17:00)
Charlemagne Building
Rue de la Loi 170, 1040 Brussels (Metro: Schuman)

Members of the press are cordially invited to the upcoming Eco-Innovation European Info Day, on Tuesday 8 May, in the Charlemagne Building in Brussels.

On the agenda:

- Publication of the **2012 call for proposals**, with approximately **€35 million** available to fund new projects;
- Announcement of the **49 successful projects** chosen for funding in 2011;
- **Audiovisual & interview** opportunities.

Programme highlights:

9:30 Welcome address by EACI Director Patrick Lambert

9:35 Keynote speech by **Philippe Lamberts**, Member of the European Parliament active in environmental policy

9:50 Keynote speech by DG Environment's Director Timo Makela: **"Green innovation for SMEs – opportunities and impacts"**

10:05 **FIRST RELEASE of CIP Eco-innovation viral clip**

10:10 **"2012 funding areas"** by Beatriz Yordi, Head of CIP Eco-innovation Unit at the EACI

10:35 **AUDIOVISUAL OPPORTUNITY: Media corner & practical showcase** of products resulting from Eco-Innovation-supported projects:

- see how an old TV can become ceramic tiles and how everything from shoes to bottlestops to spice ranges can find a new life thanks to eco-innovation;
- interview MEP Philippe Lamberts (TBC), EACI Director Patrick Lambert, DG Environment's Director Timo Makela, and the Head of Unit in charge of Eco-innovation, Beatriz Yordi.

MEDIA CONTACT:

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About CIP Eco-innovation

With a total budget of € 200 million over the period 2008-2013, CIP Eco-innovation supports the first application and market uptake of sustainable solutions that make better use of natural resources and reduce Europe's ecological footprint. CIP Eco-innovation projects bring about new products, services and processes in areas as diverse as materials recycling, buildings and construction, the food and drink industry, and green management.

[http://ec.europa.eu/ecoinnovation]

About the EACI

The Executive Agency for Competitiveness and Innovation (EACI) was established by the European Commission to ensure the effective management of three EU-funding schemes and a European business network. The EACI's team is made up of specialists on energy, the environment, business support, multi-modal transport, communication and finance. [http://ec.europa.eu/eaci]

-- VIDEO CLIP --

The new video can be found on:
https://www.youtube.com/watch?v=5r1PznqQ0yQ

A taste of projects shortlisted for funding from CIP Eco-innovation (Call 2011)[1]

Project name	Project description	Countries involved
MESMOPROC	The project aims to enable first application of a technology based on electrochemical and ultrasound agitation as an alternative to photolithography in micro fabrication processes of printed circuit boards.	UK, Czech Republic, France, The Netherlands
Blueveyor	The main objective of the project is the market introduction of a PVC-free conveyor belt for luggage handling at airports.	The Netherlands
ECOPACK	The project aims at industrializing the production of glass vials in a sterile and ready-to-fill version by transferring the glass containers washing and sterilization steps from the pharmaceutical companies to the glass primary package manufacturers.	Italy, France
ROBUST	The project aims at creating an industrial-scale service for upgrading outdated conventional fossil fuel-based busses to hybrid busses with emission and comfort standards comparable to new ones.	Italy
A2M	This project aims to develop a production-scale process to make a bio-based ingredient to substitute toxic products in anti-fouling marine paints.	Denmark, Sweden
EUfir	The main objective of the project is to set-up a European network of collection, transport, and treatment centres to recycle waste plastics arising from the fishing and fish farming industries.	Norway, Estonia, Lithuania
REGENERA	The project aims at mass-production and sell of a new high-performance filter media for the removal of arsenic from drinking water, with the ability to be regenerated.	Italy
Selektope	The project aims at developing the market of a marine biocide in the European Union, Asia and the United States.	Sweden

[1] *Notes for editors:*

- *The country mentioned first is where the coordinator is located.*
- ***The disclosure of these shortlisted projects does not constitute a commitment for funding on the part of the EACI.***

Project name	Project description	Countries involved
RECYWASTE OLHIVA	The main objective of the project is to introduce into the market different products (a non toxic pediculicide, a functional juice, olive jam and pate, and a fertilizer) obtained from the extraction of valuable compounds present in olive leaves and waste from olive oil production.	Spain, Sweden
CleanSmoke	The main objective of the project is to introduce into the market a new smoke regenerator based on the smoke condensed technology, which operates externally to smokehouses and is able to feed smoke to the multi-chamber smokehouses.	Germany
VVINNER	The main objective of the project is to introduce into the market a novel autonomous solar-powered robot mower for vineyard grass control, mounted with sensors to assess vine health and growth and hence to enable targeted action. It is an innovative combination of technologies to enable reduction in agrochemical use in vineyards and lower emissions than conventional methods.	France, Germany, Belgium
ECO PAPER	The project offers an innovative solution to re-use waste hazelnut shells and cocoa bean skins from confectionery production for recycling into board packaging for the confectionary industry. It aims to reduce the use of virgin wood fibres and thus the packaging cost.	Italy, Denmark, Spain
Fiber Composite	The project aims at demonstrating recycled fibre material (pulp) by producing coffins	Sweden
SVAO	The project aims on the production of Omega-3 EFA algae oil health supplement as an alternative to the use of krill derived oil and aiming on the reduction of carbon footprint of oil extraction	The Netherlands, Spain, UK
CANDY	The project concerns the development of 'the next generation of aggregate washing system' for Construction, Demolition & Excavation (CDE) waste. The proposed system would be mobile and road transportable.	UK, Ireland, Germany
SSLC	SL-Deck is a precast concrete product based on an internationally patented new technology combining heavy and lightweight concrete with reinforcement to allow for relatively better structural engineering products.	Denmark
LATEXFRI	The project aims to produce new latex-free material for the automotive sector through a dry powder coating technology.	France
ECO-PROWINE	The project aims to provide wine producers with an integrated tool for conducting LCC-LCA analysis and consequently stimulate eco-innovation in production processes.	Spain, Portugal, Italy, Greece, Bulgaria, Austria
F2W2F	The project aims to demonstrate a closed cycle organic waste treatment system using municipal organic waste to provide energy, water, fertilizer and carbon dioxide for greenhouse agriculture.	Norway, The Netherlands, Poland

Project name	Project description	Countries involved
SAMDOKAN	The project envisages up-scaling of innovative, chrome free, electroplating technology for plastic surfaces based on self assembly nanotechnology. *Process developed in scope of an FP6 projec*t, enabling treatment of more plastic substrate types at lower cost.	Spain, Turkey
Ecolights	The project aims to increase the market share of LED lighting systems in the business to business market.	Spain, Sweden, UK
Carbonblack GreenTyre	The project concerns the pyrolitic treatment of waste tyres to produce high-grade carbon black.	The Netherlands, Luxembourg
e-GreenWater	The main objective of the project is the demonstration and replication of an electrolytic disinfection technology for enabling the reuse of process waters within greenhouses.	Germany, The Netherlands, Belgium
DIGIFIN	The project aims to demonstrate a patented high-speed digital finishing technology to replace a major fraction of existing dying, printing, coating and finishing operation in the textile industry.	Netherlands, Italy
WAVALUE	The main objective of the project is the demonstration of a spouted bed unit combined with hydrolysis for converting AD digestate into dried fertilizer.	Spain, The Netherlands
ECO-SANDWICH	The ECO-SANDWICH is a wall panel system that incorporates CDW material and Ecose® mineral wool. The main objective of the project is the development of the production line in Croatia in order to increase production and quality.	Croatia
RECALL	The project is focused on scaling up a novel technology for recycling of absorbent hygiene product waste.	Italy, Belgium
SPRAY	The project aims at upscaling and series production of a washing machine with a new "spray" technology that reduces wash water, energy and detergents use.	Italy, Germany
TAIMEE	The main objectives of the project are the production and market implementation of a new leather composite material which has thermal and acoustical insulation properties for immediate application in the building sector. The insulation material and panels are made of waste generated in industries at the end of the tanning process.	Spain, France
FILMSORT	The project aims to design, install and validate an automatic sorting machine for recycling waste packaging and biodegradable films.	Spain, Germany
NIMA	The project aims to develop mobile machineries for the production of recycled gypsum-paper insulation panels.	Denmark, The Netherlands, Sweden, Norway
2GFlexWrap	The project aims at a novel combination of potato starch and waste PLA to produce a food grade polymer film that takes less energy to produce than conventional PP film, and is bio-degradable.	The Netherlands, Italy

Project name	Project description	Countries involved
IWEC	The main objective of the project is the full-scale demonstration of the treatment of backwash filter water in a large water treatment plant by ceramic membrane filtration.	The Netherlands, Poland
BIOLIX	The project aims to introduce a set of technological improvements to significantly increase the quality retrieval of precious and rare earth metals from shredded residues.	Belgium
Haynest	The project aims to develop and produce an innovative, cost competitive, grass-based alternative to expanded polystyrene (EPS) for the packaging industry.	The Netherlands
OptimEDAR	The main objective of the project is to demonstrate a monitoring and control management tool to improve the performance of aeration systems in biological wastewater treatment plants by predicting oxygen requirements.	Spain, Romania
MINITURB	The project aims to introduce an innovative mini hydro turbine that recovers energy from the over-pressure of the irrigation system whenever a water flow is running.	Spain, Turkey
ApplyADOXPOL	The project aims at a market replication of an industrial wastewater treatment technology based on filtration, ozonation and flotation – *developed and tested under FP6 project*. The project aims at standardizing core component production.	Norway, UK, Poland, Czech Republic
GREENBLAST	The project consists of a two stage recycling of waste glass, the first as an input for blasting in shipyard industry metal surface preparation and the second using the resulting waste as a raw material for the heavy clay industry.	UK, Croatia, Spain, Romania
THINFISH	The project concerns a new packaging for non-cooked seafood based on a combination of poly-propylene and thermoplastic starch, using a less energy intensive process. It aims to reduce the use of oil-based polymers and to improve recyclability for packaging. *Successful recently concluded FP7 project*	Spain, Bulgaria
ECREBO	The project aims at developing and promoting an electronic billing solution to substitute paper receipts used in retail stores.	UK
TWINCLETOES	The main objective of the project is the recovery of steel fibres from end-of-life tyres and its subsequent use as a reinforcing agent in concrete.	UK, Italy, France
CELLULAC	The project envisages commercialization of the production of lactic acid from non-food cellulosic feedstock based on innovative approach and technology.	Ireland, Germany, Austria
ERUTAN	The objective of the project is to make the first industrial application of an environmentally friendly way of producing wool carpets involving two steps, enzymatic wool scouring and a novel enzymatic process for bonding between the yarns and supporting material of the carpet, with reduction of	The Netherlands, Austria, Spain

Project name	Project description	Countries involved
	specific weight, avoidance of raw materials and avoidance of waste.	
EMOCell-healthy-wall	The project aims at building a factory in Austria for serial production of internal wall panels made of natural raw materials, such as cellulose and clay, and at introducing the boards on the European market.	Austria
Value4Wool	The main objective of the project is the conversion of waste wool to fertiliser	Germany, Austria, Hungary, Spain, UK

Timo Mäkelä

Director of Sustainable Development and Integration

European Commission – Directorate-General for the Environment

Background

Timo Mäkelä is Director – Sustainable Development and Integration – at the DG Environment of the European Commission. His present responsibilities include sustainable development and economic analysis, sustainable production and consumption - including waste management, environmental research, science and innovation policies as well as environmental policies for the industry. Mr Mäkelä has held a number of posts at the Ministry of Environment of Finland. Furthermore, he has also served as a head of department at the Ministry of Mineral Resources and Water Affairs in Gaborone, Botswana and as a Director at the European Bank for Reconstruction and Development in London. Since 1996, Mr Mäkelä has been employed by the European Commission, as a Head of Unit at the Enlargement Unit of DG Environment in Brussels and as the Head of European Commission Representation in Finland, before his present post.

Patrick Lambert

Director

Executive Agency for Competitiveness and Innovation (EACI)

Background

Patrick worked for British Gas for 10 years in finance and personnel management. In 1984 he joined the Energy DG of the European Commission, working firstly in the natural gas field but thereafter enjoying spells in energy policy, international relations, energy efficiency and renewable energies. When energy and transport were merged in 2000 to create DG TREN, Patrick was responsible for international relations in these two sectors as well as relations with the Council and Parliament. Towards the end of 2004 he was appointed Director of the Intelligent Energy Executive Agency, the first executive agency created by the Commission. In 2007 the IEEA became the Executive Agency for Competitiveness and Innovation (EACI), responsible for managing a number of

EU programmes in the fields of intelligent energy, sustainable transport, eco-innovation and small business support.

Beatriz Yordi

Head of Unit Market Replication- Eco-innovation and Intelligent Energy

Executive Agency for Competitiveness and Innovation (EACI)

Background

Physicist, Beatriz started at Ciemat (Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas) and joined the private electricity utility Union Fenosa in a pioneer EU technology project on solar energy together with RWE and Endesa. She joined the European Commission in 1994 working in the RTD programme on renewable energies. From 2000, she was conceiving, and implementing Community legislation and policy orientation at DG TREN. Beatriz has been responsible for drafting and implementation of the Directives on electricity from renewable energy sources and Biofuels and the setting of 20% objective on renewable energy sources. In 2008, she joined EACI and was appointed responsible for managing market replication on eco-innovation and intelligent energy.
