



CLEAN, CLEVER, COMPETITIVE

Eco-innovation for a sustainable future



Editorial



Boosting eco-technologies through verification

The European Forum on eco-innovation is a series of events gathering policy makers, leaders in business and stakeholders, to exchange knowledge, discuss strategies for future action and support the implementation of ETAP.

The forthcoming meeting of the Forum, to be held in Paris on 26-27 November 2007, is focussed on a new tool to support the market take-up of environmental technologies: verification systems.

Environmental Technology Verification systems (ETV) are designed to offer credible verification of the performance and potential environmental impacts of new technologies. They are generally voluntary systems, based on qualified third parties and recognised procedures, ensuring the reliability of their assessment of technologies. They are flexible enough to meet the different requirements and market situations of the technologies addressed.

The European Commission is considering proposing such a system for the EU, targeting environment-friendly technologies ready for the market: no longer at the pilot stage, yet not fully on the market. A public consultation is on-going on the main features of a possible EU scheme, aiming at gathering a large variety of opinions before preparing a formal proposal in 2008.

The European Forum on eco-innovation on 26-27 November will also contribute to the preparation of an EU scheme by discussing the characteristics and merits of existing systems and by taking stock of the expectations to be met by a possible EU scheme in terms of scope, economics and international aspects.

On the occasion of this Forum, the current issue of the ETAP Newsletter presents a series of articles aiming to help better understand what technology verification systems are, how existing systems work and where to find more information on related projects. A short summary of the previous Forum on 'Markets for sustainable construction' is also included. We hope you enjoy your reading!

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ETV PROJECTS

South Korean ETV project

The objective is to promote environmental technology development and environmental industry by certification and verification of New Excellent Technology (NET) so that users can use the verified technology with trust and enterprises can apply the developed technologies efficiently. It provides either certificates of designation or certificates of verification of new environmental technologies.

For more information:
<http://www.koetv.or.kr/eng/index.html>

ETV pilot project in Japan



In 2003, the Japanese Ministry of the Environment launched an Environmental Technology Verification Pilot Project as a trial implementation of ETV, to verify the performance of the advanced environmental technologies objectively by third parties. The objectives of the project are to promote the dissemination of technologies, to contribute to environmental conservation and to stimulate economic activity.

For more information:
<http://www.env.go.jp/policy/etv/en/index.html>

French Exera supports Technology Verification Users

Exera is a non profit association of companies and organisations that invest heavily in instruments and in measurement, control and automation systems. It publishes and diffuses hitherto unpublished information to help its members select, install and operate equipment and systems. The association also offers a meeting point for enterprises using verification technologies. Members include all types of European enterprises from international groups to small and medium enterprises.

For more information:
<http://www.env.go.jp/policy/etv/en/index.html>

November 2007: third European Forum on Eco-Innovation “Boosting Eco-Technologies through Verification”

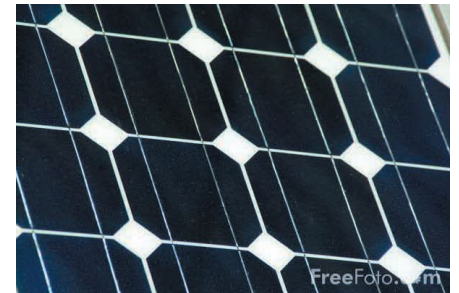
A recognised verification procedure for environmental technologies would facilitate their market uptake. The development of a European Environmental Technology Verification (ETV) system will be discussed during the third ETAP Forum on Eco-Innovation (Paris, France, 26 - 27 November 2007).

Why does Europe need a ETV system?

Innovative technologies can lead to dramatic improvements in the environmental impact of production processes. Yet precisely because they are new, such technologies often lack ways of proving their performance and the environmental benefits they generate. This often creates difficulties in attracting first customers and investors, hindering the commercial development of environmental technologies.

As defined in a study on Environmental Technologies Verification systems prepared by the Commission's Joint Research Centre (Institute for Prospective Technological Studies), verification is “the mechanism or process for establishing or confirming the performance of a technology, product or process, under specific, predetermined criteria or protocols and adequate quality assurance procedures”. The principle of environmental technology verification (ETV) schemes is to provide technology users with reliable information

about environmental performance so as to accelerate market acceptance of innovative technologies.



In the framework of the Environmental Technology Action Plan, the Commission is exploring the potential of an EU Environmental Technology Verification system. This would build on existing capacities and similar approaches in Member States, extending their benefits to the whole Single Market and ensuring a high level of recognition both within Europe and potentially worldwide.

The European Strategy

As support for a European ETV strategy, between 2005 and 2006 the European Commission launched four networks of testing centres, through research projects addressing different technology sectors.

EURODEMO

EURODEMO focuses on coordination for soil and groundwater remediation technologies.



TESTNET targets specific research projects in the areas of water technologies and clean production, as well as monitoring both.



PROMOTE targets specific research projects in the areas of soil and groundwater remediation technologies.



AIRTUV targets specific research projects in the area of air emission reduction technologies.

A study prepared by the Commission and conducted by the Joint Research Centre (Institute for Prospective Technological Studies) on Environmental Technologies Verification systems includes a market survey addressing the expectations of the end users of a European ETV system. The main findings are:

- Commercially available technologies should be given priority over prototypes.
- The system should be independent.
- Cost is a major issue; financial help is a strong incentive.
- The system should remain voluntary.



ETV PROJECTS

UK Monitoring Certification Schemes



The UK's environmental agency has set up a monitoring certification scheme, MCERTS. The scheme provides a framework within which environmental measurements can be made in accordance with the Agency's quality requirements. The scheme covers a range of monitoring, sampling and inspection activities including: MCERTS product certification; MCERTS personnel certification for manual stack emission monitoring; MCERTS effluent flow monitoring inspection.

For more information:
http://www.sira.co.uk/services_mcerts.html

Nordic Water Technology Verification Centers

The NOWATECH project will establish a network of Nordic water technology verification centers and will provide information on the market prospects of Nordic environmental innovations. The main objective is to support the Nordic environmental technology industry in both the home market and the global market by giving access to accepted and comparable technology verification data, within the water technology sector. NOWATECH project ends in December 2008.

For more information:
<http://www.nordicinnovation.net/prosjekt.cfm?id=1-4415-201>

Lack of testing and certification is a major barrier to market uptake of environmental innovation, concludes an english survey

In March 2006, the UK Environmental Innovations Advisory Group issued a paper about the Impacts of Testing and Certification. 150 former R & D grant scheme recipients in the Environmental Sector were interviewed to determine the barriers they were facing en-route to market. Roughly one third of the companies studied identified product "testing and certification" as one of the most significant challenges they faced. Innovator companies identified a number of reasons why they struggled to successfully apply testing and certification en-route to market. These reasons included cost, a lack of testing equipment or standards, or the inability of companies to meet existing standards because their product was radically different.

The EIAG report is available at <http://www.dti.gov.uk/sectors/environmental/EIAG/page10066.html>

Main existing ETV systems: the American and Canadian examples

The development of ETV systems was initiated in North America in the 90s. The US and Canada developed separate systems, which formed the basis of other current ETV systems, developed mainly in Asia (South Korea, Japan, Bangladesh). An analysis of each type of system shows differences in objectives, means and funding solutions.

The principle of the ETV Canada system is to check that environmental performance claims are reliable. To this end, data furnished by the vendor is verified to check that it matches the performance claim. The performance of the technology itself is not verified by the system; the tests are carried out beforehand by the vendor. This system is relatively fast and cheap mainly because it does not develop test protocols. In addition to verification, the ETV Canada strategy also includes two further steps with benchmarking – to ensure that technology performance is relevant to the marketplace – and harmonisation with other international systems.

More: <http://www.etvcanada.ca/>



The US ETV system provides data about environmental performance by setting and applying test protocols. Stakeholders are involved in the development of test protocols. The outcomes of the system are characteristics measured according to standardised tests that the buyer can use to compare different technologies. To date, verification costs have mainly been covered by government funds. However the current programme requires vendors to support the full costs.

More: <http://www.epa.gov/etv/>

Next steps in Europe

The European Forum on Eco-Innovation

The European Forum on Eco-Innovation will discuss existing ETV systems and the main features of the EU scheme under consideration: its scope, economics and international aspects. Panel debates in parallel sessions will address in particular:

- Expectations on the possible EU scheme,
- Positioning with existing approaches,
- Verification as a communication and marketing tool,
- Building a cost-efficient system,

- How to articulate with funding schemes,
- The stakeholders' perspective.

For more information, please visit http://www.ec.europa.eu/environment/ecoinnovation2007/2nd_forum/index_en.htm

Upcoming public consultation

A public consultation on a European ETV scheme is open until 20th January, 2008. The aim is to gather a wide variety of views on the main options identified, in order to prepare a Commission initiative in 2008.



UPCOMING EVENTS

31 January - 1 February 2008

4TH ETAP FORUM ON ECO-INNOVATION "UNLOCKING GLOBAL MARKET OPPORTUNITIES"

Vienna, Austria

http://ec.europa.eu/environment/etap/forum_en.htm

4 - 6 December 2007

THE EUROPEAN OFFSHORE WIND CONFERENCE AND EXHIBITION

Berlin, Germany

<http://www.eow2007.info>

28 November 2007

3RD INTERNATIONAL FORUM ON SYSTEMS FOR ENVIRONMENTAL PERFORMANCE VERIFICATION

Paris, France

<http://www.pollutec.com/>

26 - 27 November 2007

3RD EUROPEAN FORUM ON ECO-INNOVATION "BOOSTING ECO-TECHNOLOGIES THROUGH VERIFICATION"

Paris, France

http://ec.europa.eu/environment/etap/forum_en.htm

More information on:
http://ec.europa.eu/environment/etap/events_en.htm

Verification & Certification

Verification must not be confused with certification: verification involves the independent assessment of a technology's performance without judgement of it. Certification usually goes one step further by guaranteeing that the technology, product or process meets specific standards or performance criteria. That is why verification is most useful in areas where standards do not yet exist, in which case it may act as a standard precursor, or in areas where standards are normally not applied.

Source: Commission report "Environmental Technologies Verification Systems" report by the Institute for Prospective Technological Studies, October 2007, available at <http://www.jrc.es/publications/pub.cfm?id=1504>

Other Forum in the series

Second European Forum on Eco-Innovation defined priority action for Sustainable Construction

The second European forum on eco-innovation, held in Brussels on 11 June 2007 during the European Green Week, focused on the markets for sustainable construction. The event brought together some 240 representatives of public authorities, research units, industry associations and businesses to exchange good practice in sustainable building. Innovation in this area is crucial in meeting ambitious European targets for carbon dioxide (CO₂) and energy reductions. The key issues raised were as follows:

- Dealing with both new-build and refurbishment;
- Making sure new and existing green technologies work well in the market place;

- Developing more dynamic standards;
- Ensuring standards are not barriers but rather serve as benchmarks.



Read more about the meeting's discussions and conclusions at <http://www.ec.europa.eu/environment/ecoinnovation2007/index.htm>

Next European Forum on Eco-Innovation will discuss how to unlock global market opportunities (31 January - 1 February 2008)

The Vienna Forum, organised jointly by Austria, Sweden and the European Commission, will review global markets. It will look at lessons learnt in the field of international co-operation, and will reflect on:

- The relationships between domestic and global markets;
- The need for policy instruments and what type of instruments;

- How to promote exports from EU countries. Recommendations will provide a constructive view on the most urgent actions to be taken in the EU and what stakeholders can do to speed up these activities.

http://ec.europa.eu/environment/etap/forum_en.htm

Also available on <http://ec.europa.eu/environment/etap/>

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