

# European Technology Platforms Conference 2010

## Workshop C3

### New Business Models for Sustainable Growth

Session 4, 12 May, 09h00 - 10h30

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#### Focus

The challenge of sustainable production and consumption requires the diffusion of eco-effective management practices that integrate the environmental and social dimensions and facilitate the development and the adoption of eco-innovative solutions.

In this workshop we will examine concepts (such as eco-design and LCA), framework conditions and solutions that favour the incorporation of sustainability into businesses oriented towards innovation in the area of bio-based products, biochemicals and forest-based products.

Case-studies and initiatives will be presented, and we shall discuss the role of ETPs and potential synergies and collaborations between them.

#### 1. Objectives

- Overall, to identify how research and innovation cooperation across technologies and sectors can be supported and promoted, as well as matchmaking between eco-innovators and sectoral industries wishing to ameliorate their environmental impact. In particular:
- Identify important framework conditions.
- Identify the stakeholders that need to be involved.
- Describe the potential for coordinated action.
- Draw up a list of possible steps forward.

#### 2. Expected outputs

- Potential for cooperation in research and innovation, including stakeholders.
- Recommendations for addressing the necessary framework conditions.

#### 3. Speakers

- *The case of Novamont*  
**Catia Bastioli**, CEO, Novamont
- *Biochem initiative - Europe Innova*  
**Howard Whitby**, Chemistry Innovation Limited
- *FTP Innovation Task Force*  
**Andreas Kleinschmit von Lengefeld**, Forest-based sector ETP

#### 4. Chair and rapporteur

Chair and rapporteur: **Fabio Iraldo**, Associated Professor of Management, Scuola Sant'Anna di Pisa

## 5. Background

- What is the overall societal challenge that the workshop is addressing?

The challenge of sustainable production and consumption requires the diffusion of eco-effective management practices, which integrate the environmental and social dimension and facilitate the development and the adoption of eco-innovative solutions.

Environmental solutions often require governance challenges for the private sector from the viewpoint of corporate governance and management systems, as well as from the viewpoint of collaboration with the public sector and other stakeholders to overcome major barriers to eco-innovate.

- What is the role of research and innovation?

Large and small companies are among the key actors in the research and innovation processes as they provide solutions that could become catalysts for greener and sustainable growth in the EU. However, business models need to be adapted to respond at the same time to consumers' requests and perceptions, to economic profitability and to environmental sustainability. This can be built through partnerships among different sectors and actors.

- What has been done and still needs to be done?

The design and development of innovation oriented towards sustainability is a complex and demanding process that requires taking into account the diverse dimensions of innovation management such as the management of research and development projects, their financing and related intellectual property issues. In particular, the focus on the environmental and economic performance of the product or service means that careful examination of its future environmental benefits and related policy measures is crucial.

In this session, cross-cutting concepts like eco-design, eco-innovation, resource efficiency, industrial ecology, eco-capacity building and life cycle gains will be discussed through the presentation of relevant cases and initiatives. The cases have been selected in the area of bio-based products in the chemical sector and forest-based products.

- Why is it important to involve ETPs?

The discussion will focus on how to diffuse business models oriented to sustainability and how to apply them to set the basis for new joint collaborations among ETPs and other key stakeholders. The participation of ETPs will also help to identify favourable framework conditions and barriers to the take up of eco-innovative solutions in their early market stage or in a prototype shape.

## 6. Useful links

*Europe Innova: Biochem - Eco-IP Partnership for Driving Innovation in the Sector of Bio-based Products*

<http://www.europe-innova.eu/web/guest/eco-innovation/eco-innovation-platform/biochem/about.jsessionid=29B467E0E7D7BC59D8C8D43328492C70>

*Sustainable Consumption and Production Action Plan*

The sustainable consumption component, based on Ecolabel, energy labelling and Green Public Procurement (GPP), contributes to creating market opportunities for environmentally innovative and eco-designed products and services and defines a new market where only products above a certain level of performance can be competitive.

The sustainable production component, based on the Eco-Design Directive, the Eco-Audit and Management Scheme (EMAS), the Ecolabel, eco-innovation support and support for SMEs, helps companies to be active operators in these new markets.

Ecolabel: <http://ec.europa.eu/environment/ecolabel/>

Ecodesign: [http://ec.europa.eu/energy/efficiency/ecodesign/eco\\_design\\_en.htm](http://ec.europa.eu/energy/efficiency/ecodesign/eco_design_en.htm)

GPP: [http://ec.europa.eu/environment/gpp/index\\_en.htm](http://ec.europa.eu/environment/gpp/index_en.htm)

EMAS: [http://ec.europa.eu/environment/emas/index\\_en.htm](http://ec.europa.eu/environment/emas/index_en.htm)

ETAP/ eco-innovation: <http://ec.europa.eu/environment/etap/>

ECAP/ SME support: <http://ec.europa.eu/environment/sme/>

*Life-Cycle Thinking and Assessment (LCA)*

The *ILCD Handbook* is a series of technical guidance documents that provide practice-oriented guidance for good LCA practice. See [http://lct.jrc.ec.europa.eu/index\\_jrc](http://lct.jrc.ec.europa.eu/index_jrc)