



Environmental Technology Verification *Newsletter*

ETV: accelerator of SME market penetration

To ensure sustainable growth, the European economy has to move from a linear towards a circular economic model where resources are used in a more sustainable way. Eco-innovations will play a vital role in meeting future resource demands whilst minimising the environmental impacts of economic activity. Accelerating the acceptance and uptake of eco-innovations is important both for environmental objectives and for the EU agenda on jobs and growth.

Successful eco-innovation requires access to finance

Start-ups and small and medium-sized enterprises (SMEs) take on an especially important role as creative and dynamic developers and commercialisers of eco-innovative solutions. At the same time, although many potentially technologically valuable innovations exist, they are not diffusing easily into the economy. While the success of these innovations is highly dependent on external investments, SMEs are still facing challenges in finding their first customers and getting access to finance, such as bank loans, venture capital or government funds.

Even though investors differ in their risk appetites and return expectations, at the core of any investment decision is the question of risk and return. Eco-innovation may be perceived as more risky than other investments, because of sometimes long lead times and large capital needs. Particular problems arise in moving to fully-fledged commercialisation, as risks here are often higher than before. In addition, by definition, innovations cannot

show a successful track-record. As a result, investors tend to opt for established, already tested solutions. This means lost opportunities both for technology developers and for potential users, who could benefit from their performance.

Environmental Technology Verification (ETV)

ETV provides a credible verification of the performance of an innovative environmental technology. This helps niche technology developers, in particular SMEs, differentiate their technologies from their competitors, through an independent assessment to verify environmental claims. ETV enables market access and can also prove compliance with legislation, underpin a bid in public tendering, or serve to facilitate relationships with investors and customers.

The ETV pilot programme has been active since December 2012 in three technology areas: water treatment and monitoring; energy; and materials, waste and resources.

Interested in applying for ETV?

http://ec.europa.eu/environment/ecoap/etv_en

ETV: boosting investor confidence

ETV contributes to addressing this problem by supporting investor confidence through de-risking acquisitions of technologies that suffer from a lack of a track-record. It does this by providing a credible and scientifically sound third-party approval of a technology's performance by accredited Verification



Verification Bodies

BRE Global (UK)

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CEMC (Czech Republic)

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RESCOLL (France)

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Bodies. The confirmed performance claim is presented in a Statement of Verification which summarises the actual performance as well as the results of the tests performed.

Thanks to ETV, SMEs can validate the innovative features that make their technology unique and enhance market prospects by convincing investors about the technology's merits. Unlike certification schemes, which are based on standards or established characteristics, ETV assesses each environmental technology on a tailor-made basis against its own characteristics. This is particularly relevant for innovations that go beyond existing standards or labels and for new applications of technologies outside of their traditional field of application.

Through the provision of high-quality information on the performance of a new eco-technology, ETV not only helps to reduce investment risks, thereby assisting public and private purchasers and investors in due diligence procedures, but it also enables SMEs to show how their innovation can deliver better or equal results compared to existing competitors on the market while being less resource-

intensive. The approach also proves viable for the commercialisation of technologies outside of the EU, where the needs may differ from that of intra-EU customers and where independent verifications may be the extra step needed to ensure confidence.

In order to fully benefit from ETV, it is advisable that the future use of the

Statement of Verification is identified before the verification procedure is engaged. Potential customers may even be involved in the initial definition of performance claims, so as to check that their needs or requirements are correctly reflected. In this way, ETV will provide precisely the information needed by the technology to convince customers and investors.

ETV-verified technology VRT – Vacuum Rain Tank demonstrates the benefits of verification

The ETV-verified technology of Pozzoli Depurazione s.r.l. is a Vacuum Rain Tank system. It allows for suction and depuration of polluted water found in the manholes of fuel storage tanks and in other closed areas characterised by the presence of water polluted by hydrocarbons. The presence of polluted water can cause problems for environmental management and legal compliance and thus suction and effective treatment are needed. The verification took place between September 2014 and December 2015 and confirmed the claims about the performance of the peristaltic pump and the sludge/oil separator which compose the VRT system.

'VRT is new and therefore unknown. ETV is definitely helping us in accessing new markets by proving the efficiency of the technology. Major energy companies have shown interest in the VRT system thanks to its ETV verification', says Andrea Invernizzi from Pozzoli Depurazione. 'The field testing of the technology and the verification of the compatibility of the system with existing legislation have been important benefits of ETV, and I would recommend the ETV verification to other SMEs wishing to highlight the merits of their innovations.'





ETV news



Official delivery of ETV Statements of Verification

Since May 2015, 12 new companies have gained the ETV verification for their innovations: [Adept Water Technologies](#), [AGRO-EKO Ltd.](#), [Base sarl](#), [FuturaMat](#), [Greengage Lighting Ltd](#), [G3 Enterprises](#), [Ingegnerie Toscane srl](#), [Komtec Miljo af 2012 A/S](#), [NOVAMONT Spa](#), [Pozzoli Depurazione srl](#), [PurFil Aps](#), and [SELMA sp. z o.o. sp.k.](#) To celebrate their achievements, a special event will be organised for the delivery of the new Statements of Verification on 26 October at the 20th European Forum on Eco-innovation in Tallinn, Estonia. The Statements will be handed out by Ms Joanna Drake (Deputy Director-General of DG Environment, European Commission).

Interested in knowing more about all the technologies verified under ETV? Visit the [Verified Technologies](#) section on the ETV website.

New ETV website now live!

The new Environmental Technology Verification website is now online, with information on the ETV scheme and verified technologies as well as the latest news and upcoming events.

NEW WEBSITE LAUNCHED

Take a tour of the website at <http://ec.europa.eu/environment/ecoap/etv/> and subscribe to our newsletter: http://ec.europa.eu/newsroom/env/subscription-quick-generic-form-fullpage.cfm?service_id=302.

ETV to attend Pollutec 2016

Following the successful participation at Pollutec 2014, ETV will once again be present at this year's exhibition, taking place from 29 November to 2 December in Lyon, France. A European Commission representative of the ETV pilot scheme together with the French Verification Body RESCOLL will attend the event to raise awareness of the EU-ETV scheme.

Pollutec 2016 is the 27th edition of the international exhibition of environmental equipment technologies and services. As the leading general trade show on the environment, Pollutec covers all sectors of the environment and brings in nearly 11,000 visitors from a hundred different countries.



Over the four days of the event, the European Commission representative will introduce ETV to participants at the **Green Days** B2B meetings, organised by the Consortium Enterprise Europe Network Auvergne Rhône-Alpes.

With RESCOLL, we will promote ETV at the stand of the Nouvelle Aquitaine region and present the scheme during the **Sustainable Industry Forum** on 30 November. www.pollutec.com

For dedicated appointment during Pollutec, please contact us at ENV-ETV@ec.europa.eu.



Business Support on Your Doorstep



ETV: technical training for small and medium-sized enterprises

Are you interested in an Environmental Technology Verification process? Join the Italian Verification Body RINA Services and Vertech Group at a free-of-charge technical training course for small and medium-sized enterprises on 18 November in Madrid, Spain.

You will receive information that will enable you to:

- Understand how technology performance can be verified through the ETV process;
- Discover how technology manufacturers and technology users/purchasers can benefit from ETV results, both in the context of public markets and in industrial supply chains;
- Get informed about ETV funding opportunities.

Registration deadline: 01/11/2016
Registration should be addressed to:
Mr Felice Alfieri - felice.alfieri@rina.org

Focus: ETV in Poland

Polish companies to benefit from new ETV funding scheme

Despite growing interest towards ETV among Polish environmental technology manufacturers, verification costs sometimes pose a barrier to benefitting from this market tool. In response, the Polish Ministry of the Environment and the National Fund of Environmental Protection and Water Management (NFEP&WM) joined efforts to design an ETV-dedicated funding scheme, to be launched in early 2017.

The funding scheme will be introduced under an umbrella programme of the NFEP&WM which will aim to support the provision of credible and independent information on the performance of innovative environmental technologies, in line with the EU-ETV programme objectives.

The new scheme seeks to promote ETV and push verified technologies on the market and has been designed to complement the already existing funding mechanisms in Poland. The support to environmental technology manufacturers will consist of a reimbursement of a maximum of 50% of the eligible verification costs. These may include, for example, costs related to the generation of high quality test data to verify technology performance and/or costs charged by the Verification Bodies. Since the aim is to improve the uptake of verified technologies, the reimbursement will be possible only for those technologies that receive a Statement of Verification.

The NFEP&WM will issue the call for applicants in the coming months. Full details of the application procedure and the eligibility criteria will be published on the ETV website.

New Verification Body in Poland: welcome IETU

A new Verification Body established at the Institute for Ecology of Industrial Areas (IETU) in Katowice has been accredited in July 2016 to verify water technologies, becoming the fourth Polish ETV Verification Body. Poland now offers verification opportunities in all technology areas covered by the EU-ETV pilot scheme.

IETU is an R&D unit acting under the Ministry of Environment and has a long track record of cooperation with ETV, going back to the EU FP7 project AdvanceETV, which started in 2008, and in which IETU was a project partner.

'Although we could call ourselves experts in ETV, establishing a Verification Body offering a market service is a novelty for us. We see it as a challenging task but, at the same time, as a window of opportunity for the future', says Izabela Ratman-Kłosińska, who is in charge of the Verification Body at IETU. 'The drivers for this decision were clear: an increasing demand for innovations in the water sector, a competitive but not recognised enough technology offer of Polish SMEs, and a growing interest in ETV by technology vendors from countries where verifications are not possible today'.

In the upcoming months, IETU's activities will focus two objectives: establishing a strong market position as an ETV Verification Body and building capacity to offer Statements of Verifications recognised at global level. IETU is planning a marketing campaign both in Poland and internationally. In terms of capacity building, efforts will be made to incorporate the upcoming ISO 14034 standard into the scope of the accreditation as well as to build a networking relationship with initiatives

facilitating a worldwide recognition of ETV results.

For more information, contact Ms Izabela Ratman-Kłosińska at rat@ietu.katowice.pl



ITP: helping SMEs reach new markets

As the first Polish Verification Body, the Institute of Technology and Life Sciences (ITP) has witnessed first-hand the evolution of the ETV scheme in Poland. Cooperating with a team of highly qualified experts, including the Polish Society of Energy and a network of Polish testing bodies, ITP verifies technologies in two areas: 'Materials, Waste and Resources' and 'Energy Technologies'.

Until now, ETV in Poland has seen most success in the field of 'Materials, Waste and Resources'. ITP has issued two Statements of Verification, both in this area: for a briquetting machine by ASKET and for a mechanical waste treatment technology by SELMA. In the case of the latter, the verification was completed within a period of only 7 months making it the quickest verification to date. A new verification is underway for a composite material made of coated papers

and cardboards that come from the production of beverage packaging. The first two verifications have proved successful and highlight the added value of ETV: The Statement of Verification has enabled ASKET to gain foreign clients from the EU, Belarus and Asia and sell its products abroad. For SELMA, ETV provided a reliable confirmation of its declared parameters and has increased the company's credibility and facilitated the purchase of its technology by municipal agencies.

Despite challenges such as the cost of verification, interest in ETV has been increasing. Last year, ITP received 17 more inquiries compared to its first year of operation in 2013. ITP hopes that the publication of the new ISO-ETV standard, combined with active marketing efforts and the establishment of new verification and testing bodies, will further raise awareness about ETV in Poland. There is also an expectation that once some verifications within a technology field are out, other companies will follow suit.

'ETV is definitely an important tool in many areas', says Ms Agnieszka Wawrzyniak, Head of the Verification Body at ITP, 'it fosters trust in new innovative technologies, increases the value of technologies and products, and converts scientific results into commercial successes. EU-ETV has also allowed to establish international cooperation with other Verification Bodies, testing bodies and experts.'



For more information, visit ITP's website at www.itp.edu.pl or contact Ms Agnieszka Wawrzyniak at a.wawrzyniak@itp.edu.pl



IOS-PIB: building trust in innovative technologies through ETV

The Institute of Environmental Protection – National Research Institute (IOS-PIB) is a governmental institute under the Ministry of the Environment, providing research and advisory expert services in the field of environmental protection. The Environmental Technology Verification Unit (WTS Unit) at IOS-PIB received its ETV accreditation in August 2014. Since then, the Unit has been performing verifications in two technology areas: 'Energy Technologies' and 'Materials, Waste and Resources'.

One of the challenges in Poland is that the technology claims by manufacturers are quite often inaccurate, resulting in a lack of trust in innovative solutions and preventing technologies from entering the market quickly enough.

Since ETV is ideally suited to helping to solve this problem, the WTS Unit has been involved in many promotional activities since the start of the ETV scheme at IOS-PIB, presenting EU-ETV in a number of national and international conferences, workshops, seminars and trade fairs, most recently at Green Ventures (Germany) and at the 5th International Forum of Waste Management SOSEXPO 2016 (Poland). IOS-PIB has recently produced a marketing flyer, which illustrates with a short cartoon how ETV can help companies to grow.

'Operating on a voluntary basis, ETV is perceived by many as the next certification scheme. Therefore, we have to ensure that companies who struggle with financing promotion and marketing, pay attention to the primary aim of ETV and understand how it can really help them', says Bartosz Malowaniec, WTS Unit Manager.

Last year, IOS-PIB completed four quick scans and one proposal has been finalised and is expected to receive a Statement of

Verification early October. While the WTS Unit has seen less ETV-related inquiries in 2016 compared to previous years, Mr Malowaniec remains confident that the interest will pick up again as new funding becomes available: *'I believe that the new funding scheme dedicated to EU-ETV, which is currently under preparation by the government, will change this situation in Poland'.*

For more information, have a look at IOS-PIB's website www.etv.ios.edu.pl/ or get in touch with Mr Bartosz Malowaniec at etv@ios.edu.pl.



Recently verified technologies



WETNET

WETNET by [Ingegnerie Toscane srl](#) is an innovative low-cost flow-metering technology and control system that enables early detection of leakages and abnormal operational conditions in pressurised water distribution grids. It allows water companies to control distribution networks in detail, cutting down energy costs and emissions and making better use of water resources. The system has been designed to allow for flexibility, incremental deployment and size scalability, co-existence and/or integration with existing measurement and control systems. Its design also requires minimal maintenance and is made to be replaceable and have a very low end-of-life impact. The verification was conducted in the area of 'Water Treatment and Monitoring'. The Statement of Verification was issued by the Verification Body RINA Services on 8 August 2016.

EWA Fermenter by [AGRO-EKO Ltd.](#) is an easily portable device intended for the processing of a wide range of biodegradable waste, including sewage sludge and animal products. The fermenter uses controlled aerobic thermophilic fermentation within a closed

non-outflow space (container) with a volume of 36m³. The output is certified compost for agricultural or energy use. The verification was performed in the area of 'Materials, Waste and Resources' by the Czech Verification Body CEMC who issued the Statement of Verification on 15 April 2016.



EWA Fermenter



BioFibra® BF-LHE-01

BioFibra® BF-LHE-01 by [FuturaMat](#) is a bio-based compound, composed of biomass products (e.g. wood meal) and biopolymers (recycled PLA) that are combined with additives and plasticisers to functionalise vegetable fibres to improve compatibility between the vegetable fibre and the polymer. The formulation is used for the manufacturing of everyday

objects in the fields of horticulture and packaging, or for disposable technical components. The verification was delivered by the French Verification Body RESCOLL on 8 June 2016 in the area of 'Materials, Waste and Resources'.

Info corner

For questions related to the ETV pilot programme, Verification Bodies or the Stakeholder Forum
ENV-ETV@ec.europa.eu

For technical questions on the work of the Verification Bodies and the process of verification of technologies
JRC-IET-ETV@ec.europa.eu

For detailed information on the EU-ETV pilot programme, phrases, protocol, upcoming events and news access the ETV website:
<http://ec.europa.eu/environment/ecoap/etv>



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Or contact us at: ENV-ETV@ec.europa.eu

Consult all Statements of Verification on the ETV website.

175 Application Requests

62 Initiated Verifications

15 Verified Technologies