

RECOMMEND Study

**Screening of Good Practices in Regional Eco-Management and
Eco-Innovation Support Schemes**

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Objectives

- To screen regional eco-management and eco-innovation support schemes within the project partner regions and international good practices
- To analyse the collected information on regional eco-management and eco-innovation support schemes within the project partner regions and international good practice examples

Definitions

Policy instruments and support schemes for:

1.Eco-management – enabling organisations to assess, manage and continuously improve their environmental performance (EMAS, ISO 14001, ...)

2.Eco-innovation – fostering innovations that reduce the use of natural resources and decrease the release of harmful substances across the whole life-cycle (Eco-innovation Observatory)

What has been done?

- Created a questionnaire template for collection of at least one example of eco-management or eco-innovation from each participating region;
- Used the template to gather a another 5 international good practice examples;
- Analysed the collected information to produce a report and recommendations.

Good Practices

- 9 good practices from project partners
 - Lower Austrian Regional Government Office, Department of Environmental and Energy Economics (Austria)
 - Union of Bulgarian Black Sea Local Authorities (Bulgaria)
 - Ekoport (Czech Republic)
 - Tartu Regional Energy Agency (Estonia)
 - Province of Ascoli Piceno (Italy)
 - Kujawsko-Pomorskie Voivodeship (Poland)
 - Local Energy Agency Spodnje Podravje (Slovenia)
 - Opportunity Peterborough (United Kingdom)
 - UK Centre for Economic and Environmental Development (United Kingdom)
- 6 good practices from other European regions
 - Finland, France, Germany, Norway, Sweden, UK (Wales)

Cluster initiatives (2)

Addressing both eco-management and eco-innovation, with focused sectors and aims

Copenhagen Cleantech Cluster

Denmark (Copenhagen)



- **Aim:** To attract foreign cleantech investment and companies; to strengthen members of the cluster and foster a more closely connected value chain
- **Administrative Agency:** Copenhagen Capacity
- **Instrument type:** Cluster
- **Target Group:** Research institutions, universities, financial institutions, business organisations, business incubation environments.
- **Sector:** Renewable energies, energy efficiency, eco-design, waste collection and recycling

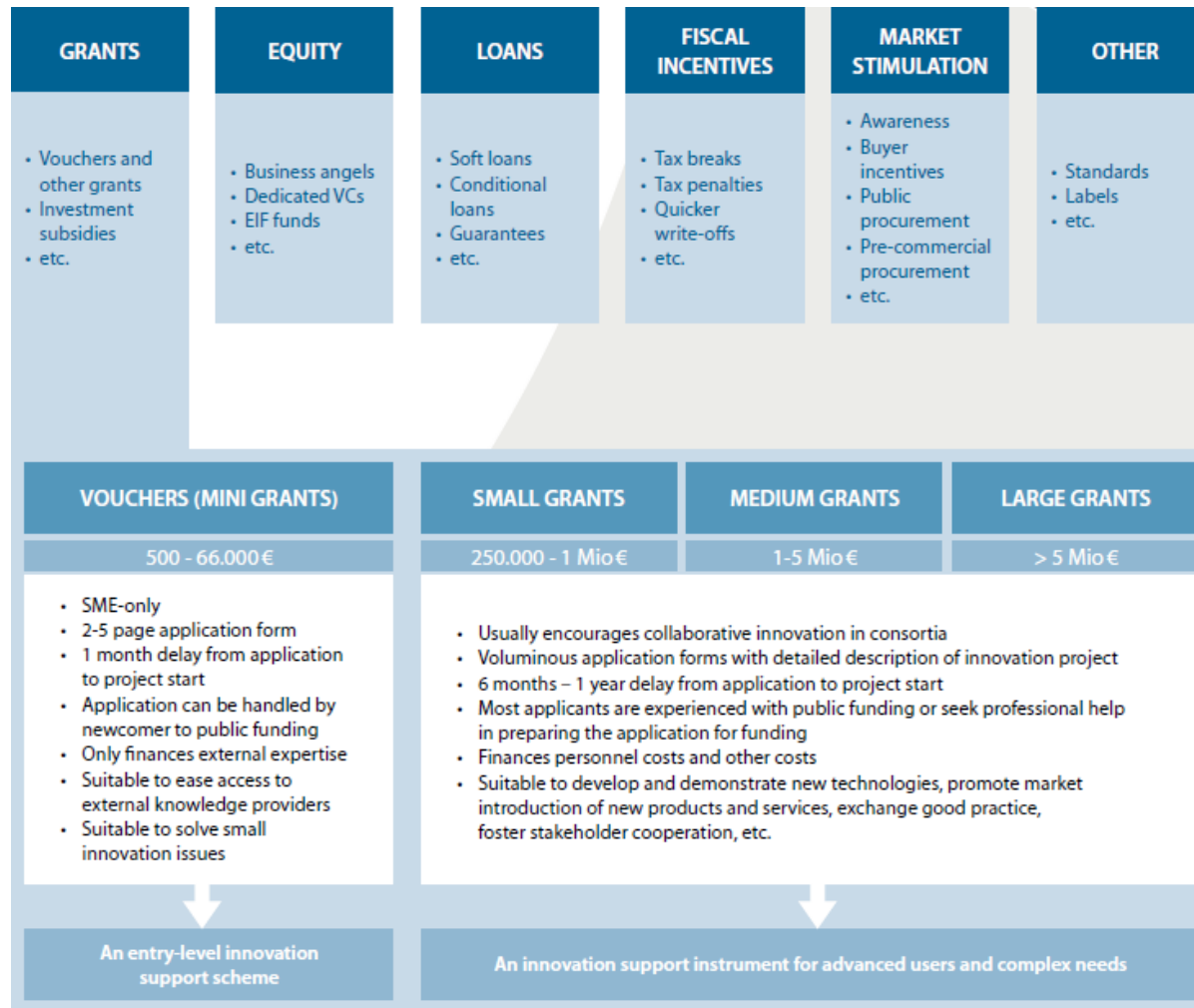
EnviroCluster

United Kingdom (East of England)



- **Aim:** To help businesses and organisations develop new products and services that have a positive environmental impact or that help with environmental management
- **Administrative Agency:** UK CEED
- **Instrument type:** Cluster
- **Target Group:** Companies, local authorities and higher education institutions based in the East of England
- **Sector:** Energy, material and design, pollution prevention, waste and recycling, water and wastewater treatment, smart-tech and ICT, environmental services

Funding schemes (4 grants, 4 vouchers) Present for eco-management and eco- innovation policy instruments



National Innovation Fund

Bulgaria (Varna)



- **Aim:** To promote the implementation of scientific and applied research projects, and stimulate market-oriented applied research for industry, thus creating conditions for attracting private capital to finance innovations.
- **Administrative Agency:** Bulgarian Small and Medium Enterprises Promotion Agency
- **Instrument type:** Grant
- **Target Group:** Any legal entity registered under commercial law, but especially SMEs and universities
- **Sector:** No priority areas

Green Investment Scheme

Estonia (Tartu)



- **Aim:** To support the conversion of existing buildings into energy efficient ones, through adoption of new technologies and energy efficiency measures.
- **Administrative Agency:** KredEx
- **Instrument type:** Grant
- **Target Group:** Building owners, apartment associations, building associations, communities of apartment owners
- **Sector:** Energy efficiency, sustainable construction

EffTech

Finland



- **Aim:** To develop energy and resource-efficient production technologies to meet sustainability goals for the forestry industry, by funding and supporting research consortia projects.
- **Administrative Agency:** Forestcluster
- **Instrument type:** Grant
- **Target Group:** Forest industry, machinery and chemical suppliers, higher education and research institutions
- **Sector:** Forestry, industrial production, resource efficiency

Welsh Recycled Content Grant Scheme

United Kingdom (Wales)



- **Aim:** To assist manufacturing SMEs to incorporate, or increase, use of Welsh recyclate as an input material for products, processes or packaging.
- **Administrative Agency:** Wrap Cymru
- **Instrument type:** Grant
- **Target Group:** SMEs
- **Sector:** Recycling, material and resource efficiency

GreenConServe Service Innovation Voucher

Norway



- **Aim:** To transform the construction sector into a greener, value-adding service industry by providing small grants that can be exchanged for technical and business expertise to support innovation processes.
- **Administrative Agency:** Innovation Norway
- **Instrument type:** Voucher scheme
- **Target Group:** Service companies defined as SMEs
- **Sector:** Services in the sustainable construction sector

REMake Green Innovation Vouchers Germany



- **Aim:** To give easy access to public funding for manufacturing SMEs wishing to become more environmentally friendly and save resources.
- **Administrative Agency:** demea
- **Instrument type:** Voucher scheme
- **Target Group:** SMEs
- **Sector:** Recycling, material and resource efficiency

Ökomanagement Niederösterreich Austria (Lower Austria)



- **Aim:** To fund consultancy in order to develop and implement environmental and climate friendly measures. To support SMEs and communities in adopting environmental management systems.
- **Administrative Agency:** Lower Austrian Regional Government, Office of Environmental Economics
- **Instrument type:** Voucher scheme
- **Target Group:** SMEs, large firms, municipalities, education centres
- **Sector:** All sectors

Innovation Vouchers

Czech Republic (Central Bohemia)



- **Aim:** To act as a financial instrument to support co-operation between industry and R&D. Co-operation is defined as the purchase of external services, delivered by a researcher to an industrial partner, to improve innovation potential.
- **Administrative Agency:** Several
- **Instrument type:** Voucher scheme
- **Target Group:** Entrepreneurs in the region
- **Sector:** Energy, water, waste, various.

Accreditation/certification (3)

Eco-management only

SBToolCZ

Czech Republic (Central Bohemia)



Aim: To evaluate construction quality in accordance with sustainable construction criteria, allowing for the uptake of existing technologies, stimulating innovation.

- **Administrative Agency:** Faculty of Civil Engineering, Czech Technical University
- **Instrument type:** Certification tool
- **Target Group:** Developers, investors, engineers, architects, facility managers, real estate specialists, public bodies.
- **Sector:** Energy efficiency, construction materials, water consumption, recycling, renewable energies.

ITACA Protocol

Italy (Ascoli Piceno)



- **Aim:** To evaluate the energy and environmental qualities of a building, thus encouraging sustainable construction of environmentally friendly and energy efficient buildings
- **Administrative Agency:** ITACA (Institute for Innovation and Transparency in Procurement and for Environmental Compatibility)
- **Instrument type:** Certification tool
- **Target Group:** Households, private and public actors involved in sustainable buildings
- **Sector:** Construction, sustainable buildings and energy efficiency

Investors in the Environment

United Kingdom (East of England)



- **Aim:** To help businesses save money and reduce their impact on the environment through an environmental accreditation scheme, as well as by providing networking and publicity for accredited companies.
- **Administrative Agency:** Peterborough Environment City Trust
- **Instrument type:** Accreditation scheme
- **Target Group:** Any business or organisation
- **Sector:** All sectors

Others (2)

Regional Operational Programme

Poland (Kujawsko-Pomorskie)



- **Aim:** To help existing businesses to adapt to environmental protection regulation at the national and EU level. Actions are intended to limit undesirable impacts upon the environment, lower energy and material consumption, and reduce waste production.
- **Administrative Agency:** Regional Operational Programme Managing Authority for Kujawsko
- **Instrument type:** Various
- **Target Group:** SMEs
- **Sector:** No priority sectors

Long Term Agreements



Netherlands

- **Aim:** To stimulate eco-innovation and encourage eco-management amongst small, medium and large enterprises and organisations, whilst maintaining competitiveness through voluntary agreements, thus avoiding regulation.
- **Administrative Agency:** Agentschap NL
- **Instrument type:** Voluntary agreement
- **Target Group:** Mostly medium sized companies
- **Sector:** Energy efficiency, CO₂ reduction

Evaluation

Eco-management vs. Eco-innovation

Eco-Management	Eco-Innovation
<p><i>Ökomanagement Niederösterreich (Austria)</i> <i>SBToolCZ (Czech Republic)</i> <i>ITACA Protocol (Italy)</i> <i>Long Term Agreements (Netherlands)</i> <i>Investors in the Environment (United Kingdom)</i></p>	<p><i>National Innovation Fund (Bulgaria)</i> <i>Innovation Vouchers (Czech Republic)</i> <i>Copenhagen Cleantech Cluster (Denmark)</i> <i>Green Investment Scheme (Estonia)</i> <i>EffTech (Finland)</i> <i>REMake Green Innovation Voucher (Germany)</i> <i>GreenConServe Innovation Voucher (Norway)</i> <i>Regional Operation Programme (Poland)</i> <i>EnviroCluster (United Kingdom)</i> <i>Welsh Recycled Content Scheme (United Kingdom)</i></p>

Eco-management vs. Eco-innovation (2)



- Eco-management measures do not necessarily entail innovation, and can apply across the board to different types and sizes of company. Policy instruments are less prevalent as eco-management is often driven by regulation.
- Eco-innovation is not applicable to all industries, but can be stimulated by policy instruments more easily.

Evaluation

- Type of instrument
 - Largely eco-innovation and demand-side focused, particularly technology transfer and R&D support
 - Some strong examples of awareness-raising and networking
- Type of funding
 - Small in the form of vouchers
 - Medium and large grants.

Evaluation

- Administering agencies
 - Government agencies
 - Research and innovation organisations
 - Charitable initiatives
- Target groups
 - Company by size – SME specific tools
 - Manufacturers
 - Construction
 - Research organisations

Target sectors

Good Practice	Renewable Energy	Energy Efficiency	Sustainable Construction	Resource Efficiency	Recycling	Eco-design	Water treatment	Waste Management	Environmental Services	Comment
Copenhagen Cleantech Cluster (Denmark)	X	X		X	X	X			X	
EnviroCluster (United Kingdom)	X	X		X	X	X	X		X	
Green Investment Scheme (Estonia)	X	X	X							
GreenConServe Innovation Vouchers (Norway)		X	X	X				X		
Innovation Vouchers (Czech Republic)		X					X	X		
EffTech (Finland)	X	X		X	X	X				
Investors in the Environment (United Kingdom)	X	X	X	X	X	X	X	X	X	All sectors
ITACA Protocol (Italy)			X						X	
Long Term Agreements (Netherlands)	X	X		X						
National Innovation Fund (Bulgaria)										No priority areas
Ökomangement Niederösterreich (Austria)	X	X	X	X	X	X	X	X	X	All sectors
Regional Operation Programme (Poland)										No priority sectors
REMake Green Innovation Vouchers (Germany)		X		X	X	X		X		
SBToolCZ (Czech Republic)	X	X	X		X		X		X	
Welsh Recycled Content Grant Scheme (United Kingdom)		X		X	X	X		X		

Evaluation

- Expected results
 - Raise awareness on environmental / eco-innovative issues amongst the target audiences;
 - Motivate (eco)-innovation i.e. in the construction sector;
 - Promote regional cooperation and networking;
 - Stimulate demand for eco-innovative products and services;
 - Enable growth in regional industries (through resource efficiency);
 - Raise the competitiveness of local businesses;
 - Generally improve regional environmental performance of companies, organisations, buildings.

Evaluation

- Duration
 - In general no end date indicated (economic sustainability)
- Evaluation and Indicators
 - Economic
 - Environmental
 - Qualitative
- Transferability potential
 - All were said to be easily transferable but need to be adapted to local / regional context

Transferability

Good practice:

“an initiative (...) which has already proved successful and which has the potential to be transferred to a different geographic area.”

- Simplicity (user-friendly; easy to understand)
- General nature (limited sector specificity)
- Something new, but not too radical!

Transferability (2)

- General approach/idea
 - Easy to transfer into different regional context
- Strategic approach
 - Strategic decisions need to be taken at regional level in order to adapt tools
- Funding schemes
 - General funding scheme can be transferred but modalities have to be identified and adapted on a case-by-case basis

Transferability (3)

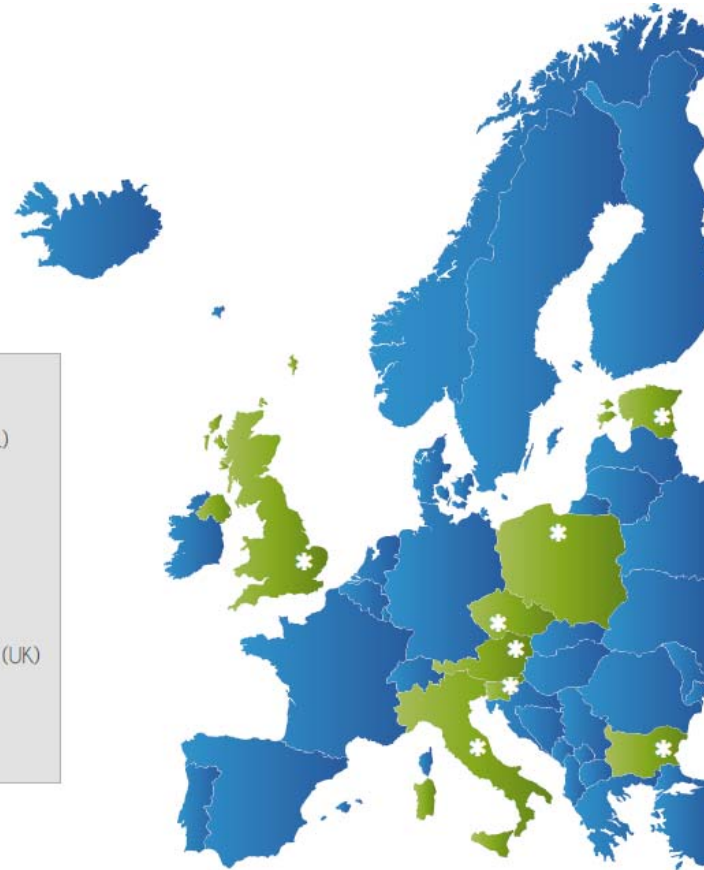
- Managing bodies
 - Thought must be given to a suitable partner in the adaptation process
- Application process / accessibility
 - Aspects can be transferred, but much must be adapted
- Promotion and awareness
 - General approaches and ideas can be transferred, but adaptation is needed
- Evaluation/indicators
 - Most evaluation criteria can be transferred

Recommendations

1. Undertake a comprehensive and systematic mapping exercise of all existing eco-innovation and eco-management policy instruments in place in own regions and conduct a subsequent gap analysis to see what types are missing in each one.
2. Encourage bottom-up approaches in order to match political priorities with local/regional realities.
3. Identify the low-hanging fruits in regions that need to improve environmental performance and encourage stricter benchmarks and eco-innovation in regions that are further advanced or want to specialise in eco-innovation.
4. Ensure and utilise complementarities of different policy instruments (planned or in place) in a more proactive way.

Recommendations

5. Design and implement innovative policies that inspire European industries to implement eco-management as well as eco-innovative practices in their businesses.
6. Consider combining different good practices in order to create synergies and make best use of the resources available.
7. Define clear regional targets and target audiences for regional eco-innovation and eco-management policy measures.
8. Choose good practices that are best answering specific regional objectives and needs of regional actors.
9. Break down each best practice into its constituting aspects before considering transfer.
10. Analyse and adapt each aspect of a good policy practice to your regional context before implementing it in your region.



- Lower Austrian Regional Government (AT)
- Marshal's Office of Kujawsko-Pomorskie Voivodeship (PL)
- Ekoport (CZ)
- Local Energy Agency Spodnje Podravje (SI)
- Tartu Regional Energy Agency (EE)
- Province of Ascoli Piceno (IT)
- UK Centre for Economic & Environmental Development (UK)
- Opportunity Peterborough (UK)
- Union of Bulgarian Black Sea Local Authorities (BG)

Thank you for your attention!