

afite

ETAP
Environmental Technologies
Action Plan

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ETAP

- **On January 2004, EU Commission adopted ETAP**

- **ETAP program: 3 main themes**
 - Getting Research to Market
 - Improving Market Conditions
 - Acting Globally (at the world level)

The EU Environmental Technologies Action Plan

DG Environment
European Commission



Success story: wind energy

EU = world leader

- 90% of the market
- over 72,000 employees (against 700 in 1988)
- 35,000 MW installed by the end of 2004.

Objectives are 180,000 MW by 2020 with 200,000 directly-related jobs in Europe.



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Investments in eco-innovation pay back

- Energy efficiency: BT saved £1.1bn between 2002 and 2005, cutting related CO₂ emission by 71% compared to 1991
- Lafarge reduced energy bills by up to 22% through burning waste fuels
- General Motors changed its management of chemicals, with immediate cost savings and substantial environmental benefits (water, VOC emissions, waste)
- Venture Capital in clean technologies account for \$1.2bn in 2004 = 6% VC in the US... but progress much slower in Europe



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Export opportunities

- Facing growing problems of air pollution in cities, water quality and oil supply, China is seeking to catch up with environment protection, opening opportunities for clean technology suppliers
- Water supply and sanitation, energy supply are major obstacles for developing countries – new technologies and solutions are needed in the near future



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Why an EU Action Plan?

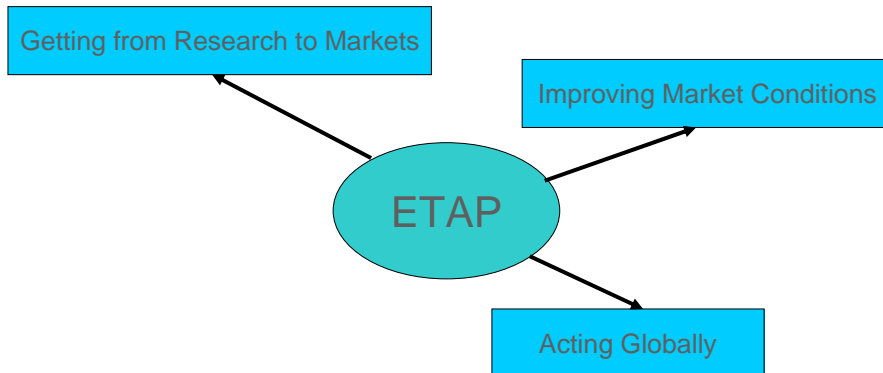
- Environmental Technologies have the potential to reduce pressures on natural resources and boost EU competitiveness
- But barriers hinder their development and uptake
- EU action is needed, together with action at national and local levels



Barriers to environmental technologies

- Prices sending wrong messages to market, difficult access to funding;
- Regulatory barriers: technology prescriptive legislation or standards, lack of protection of intellectual property in developing countries
- Lack of information, of business and consumer awareness, of training in some sectors





- Focus R&D programmes
- Technology platforms
- Networks of testing centres
- Performance targets for key products
- Financial instruments to share the risks
- Review of state-aids, harmful subsidies
- Green Public Procurement
- Awareness-raising, targeted training
- Responsible investment in developing countries

- Bring together researchers, industry, financial institutions, decision makers
- Build a long-term vision on research needs and future market development
- More than 30 platforms: Hydrogen and fuel cells, Photovoltaic, Water supply and sanitation, Steel, Chemistry, Construction...



- Independent validation of performance is key to increase confidence
- Networking centres for the testing and validation of technologies
- Develop commonly agreed protocols, possible common certificates



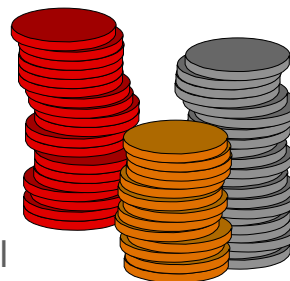
Performance Targets

- Agree on ambitious environmental performance targets for key products, services, processes
- Encourage their uptake by business and consumers
- Based on voluntary agreement, may in the longer term become legally binding



Leveraging investment

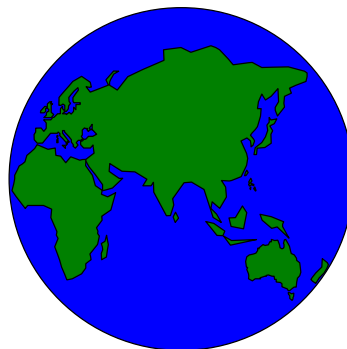
- Mobilising financial instruments to share the risk of investments
- Focus on climate change, energy and small and medium-size enterprises
- Action with EIB, EIF, EBRD
- Funding mechanisms associated to the Kyoto Protocol



- Public procurement: 16% of GDP, 40% of procurement
- New EU rules allow green procurement
- Handbook on Green public procurement to facilitate practice



- Promoting environmental technologies in developing countries
- Science & Technology agreements, country strategies
- Promoting responsible investments
- OECD guidelines, export credits, trade agreements



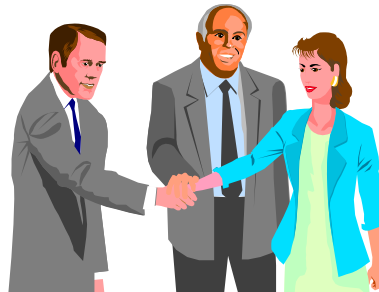
Co-operation with Member States

- Improve co-operation, exchange of information and best practice between Member States
- Where appropriate, establish indicators to compare best practice, establish guidelines and timetables for the Action Plan
- First priorities: public procurement, financial instruments, performance targets
- National Roadmaps

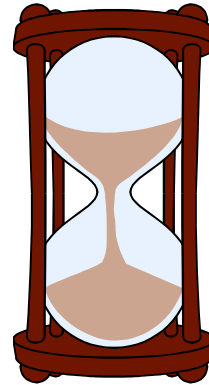


Involvement of stakeholders

- Bring together European stakeholders
- Improve information flow
- Cross-fertilise initiatives
- Develop common actions
- Support the Commission in implementing ETAP



- Co-operation with Member States: National Roadmaps available
- Mobilising finances: new Competitiveness and Innovation Programme to start in 2007
- Technology Verification and Performance Targets: EU scheme in preparation
- New Forum....



- www.ec.europa.eu/environment/etap

- Refurbished website
- Newsletter 'Clean, Clever, Competitive'
- Interviews, info on environmental technologies in Member States

