

Eco-innovation, the new game: rules & actors

Contribution of the Belgian Presidency

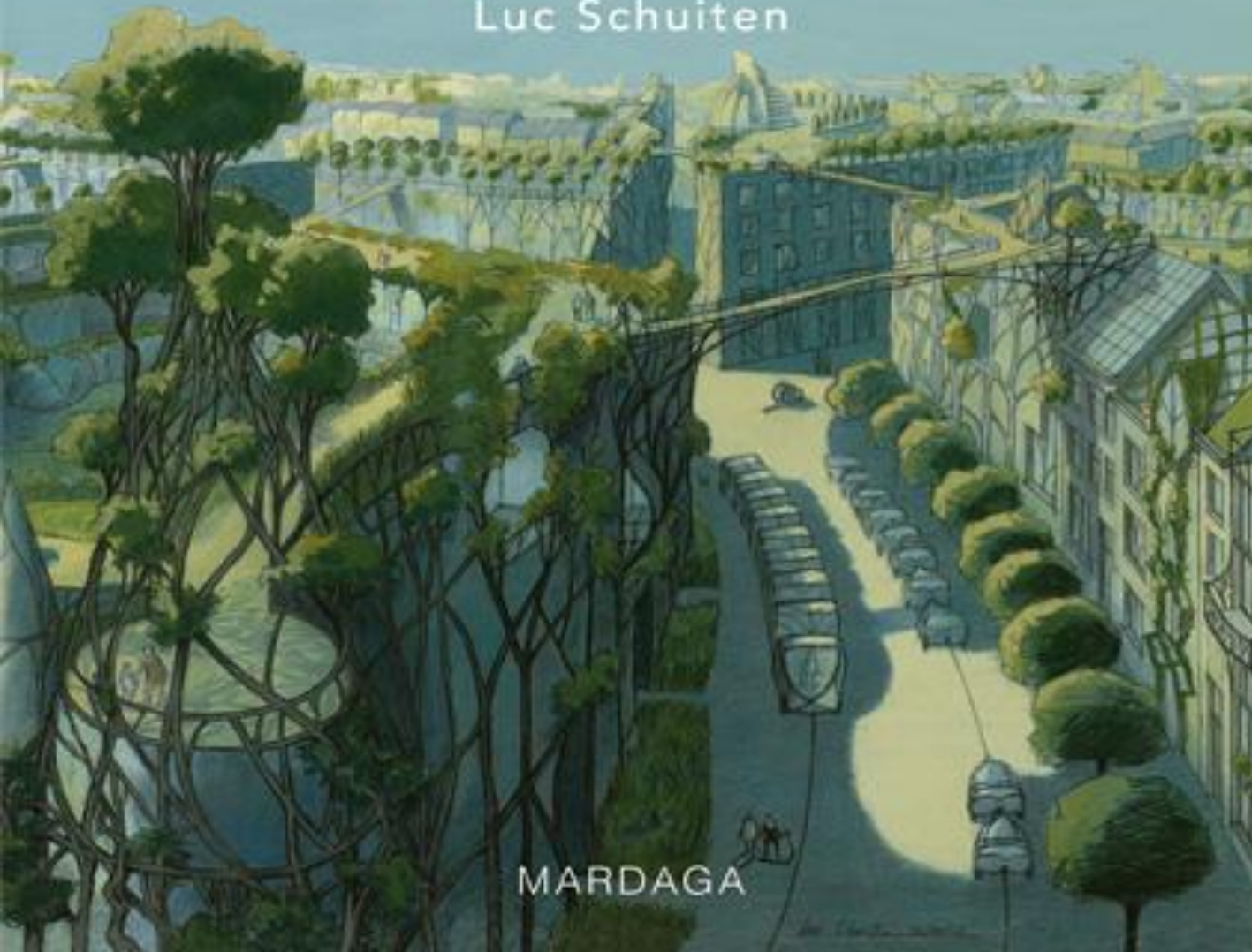
The new game ...

Our capacity to go further than the logic of **progressive** adjustments (too slow) and to perform a **step change**

- to deal with social & environmental **consequences of crisis**
- to make EU-2020 driving a **resource-efficient inclusive economy**

vegetal city

Luc Schuiten



Change to happen ?

Belgium stresses the need to articulate the renewed EU eco-innovation policy with a necessary evolution in industrial governance.

We indicate how such priorities permeate the Belgian Presidency.

This evolution should be supported with the help of a 'strategic subsidiarity' from Member State at the local & regional levels. In this collaborative triangle, Business and industry could play an important role to promote a more open and inclusive eco-innovative economy.

Where are we coming from?

- ETAP (2004): environmental technologies
- Lisbon Strategy (Growth & Jobs)
- « New Deal » (German Presidency 2008)
Eco + Innovation
- EU 2020 (Growth, Jobs & Sustainability)
- EIAP (2010-2011)

Definition? Evolutive concept

« ECO »

- Pollution control
- Non-technological drivers
- Resource-efficiency (GEF, Entropy)
- Sustainable material management (Sustainability)

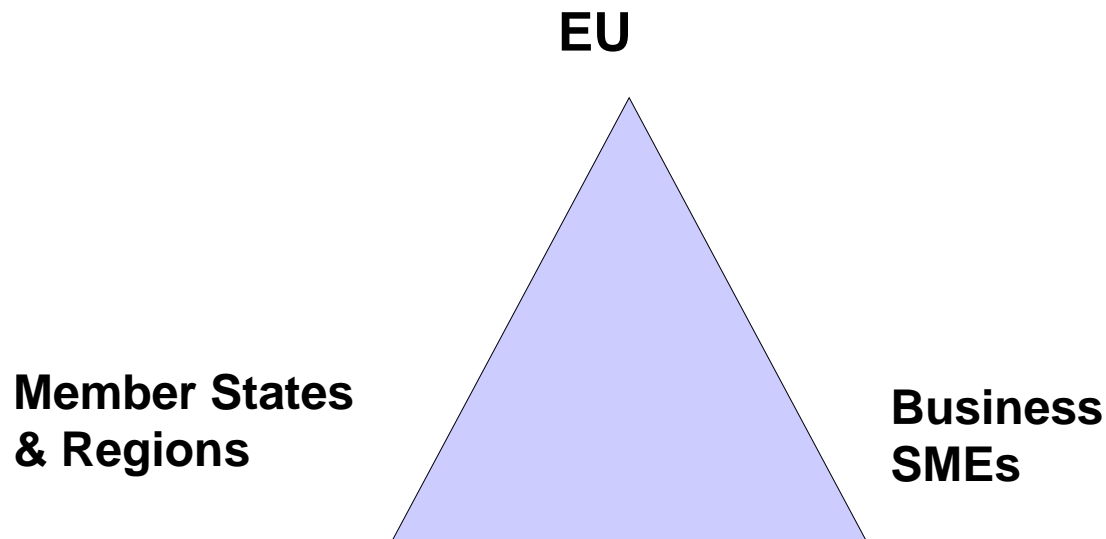
« INNOVATION »

- Patents
- Clustering policies (ERA)
- Open innovation (Berkeley, Interface)
- Knowledge triangle
- System innovation (Governance)

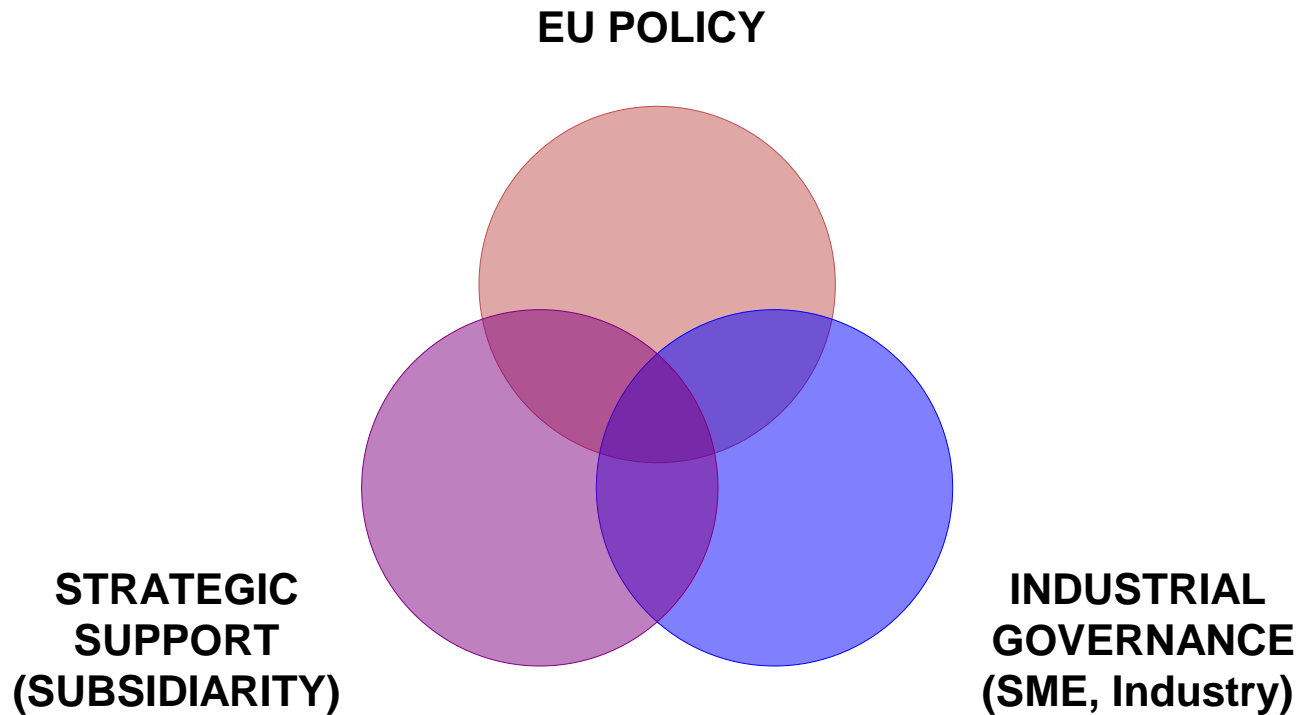
Integrated Eco-innovation

Integration should be vertical and horizontal

- Vertical **Coherence of objectives (mutually reinforcing)**
- Horizontal **Cohesion of actors (strategic partnership)**



Integrated Eco-innovation policy



1 – Contribution of BE Presidency to EU Eco-innovation policy

BE looks forward **with great interest** to EC proposals:

- the **European Plan for Research and Innovation** should include the successor of ETAP;
- the EU **Eco-innovation agenda** should mainstream the new ‘European Innovation Plan’;
- EU-2020 flagship Initiatives ‘**Innovation Union**’ and ‘**Resource-efficient Europe**’

The Belgian Presidency Programme

BE presidency **councils/events**

- **Informal environment Council on Sustainable Materials Management (July 2010)**
- **High Level Event on SCP (October 2010)**
- **Formal Environment Council on Sustainable consumption and production and on Sustainable use of resources and materials (December 2010)**
- **Industry & Research Informal Council (European Plan for Research and Innovation) (October 2010)**

→ **Adopt** the Sustainable Material Management (SMM) concept

“ SMM is an integrated policy approach that seeks to reduce environmental impacts and conserve natural resources throughout the life-cycle of materials and **to overcome traditional divisions** between environmental, energy, economic, competitiveness and innovation policies. Win-win benefits are economic, social and ecological.”

→ Adopt an EIAP to boost the Sustainable Material Management (SMM)

- Mobilise existing **EU financial instruments** to support **System innovation**
- EU research programmes too often geared towards single-domain projects, while **trans-domain approaches** are required.
- More EU means needed for novel research approaches that focus on **trans-disciplinary networks**.

→ Improve the **global resource-efficiency** of the internal market



- Innovative way to think legislation covering the placing on the market of **non-EU products/services**
- Designing new product policies and LCA approaches (social LCA) in order to avoid the **risk of dumping** by non-European firms that are not submitted to the same **resource-burden** as EU firms.

2 – Industrial governance is also important to boost eco-innovation

SME are the nimble (**agile**) part of the economy allowing change to happen. But SMEs face **difficulties**.

New ways in **industrial governance** can help:

- Open Innovation
- System innovation
- New cooperation between actors (material chain)
- New business models
- New clustering policies (→ BE best practices)

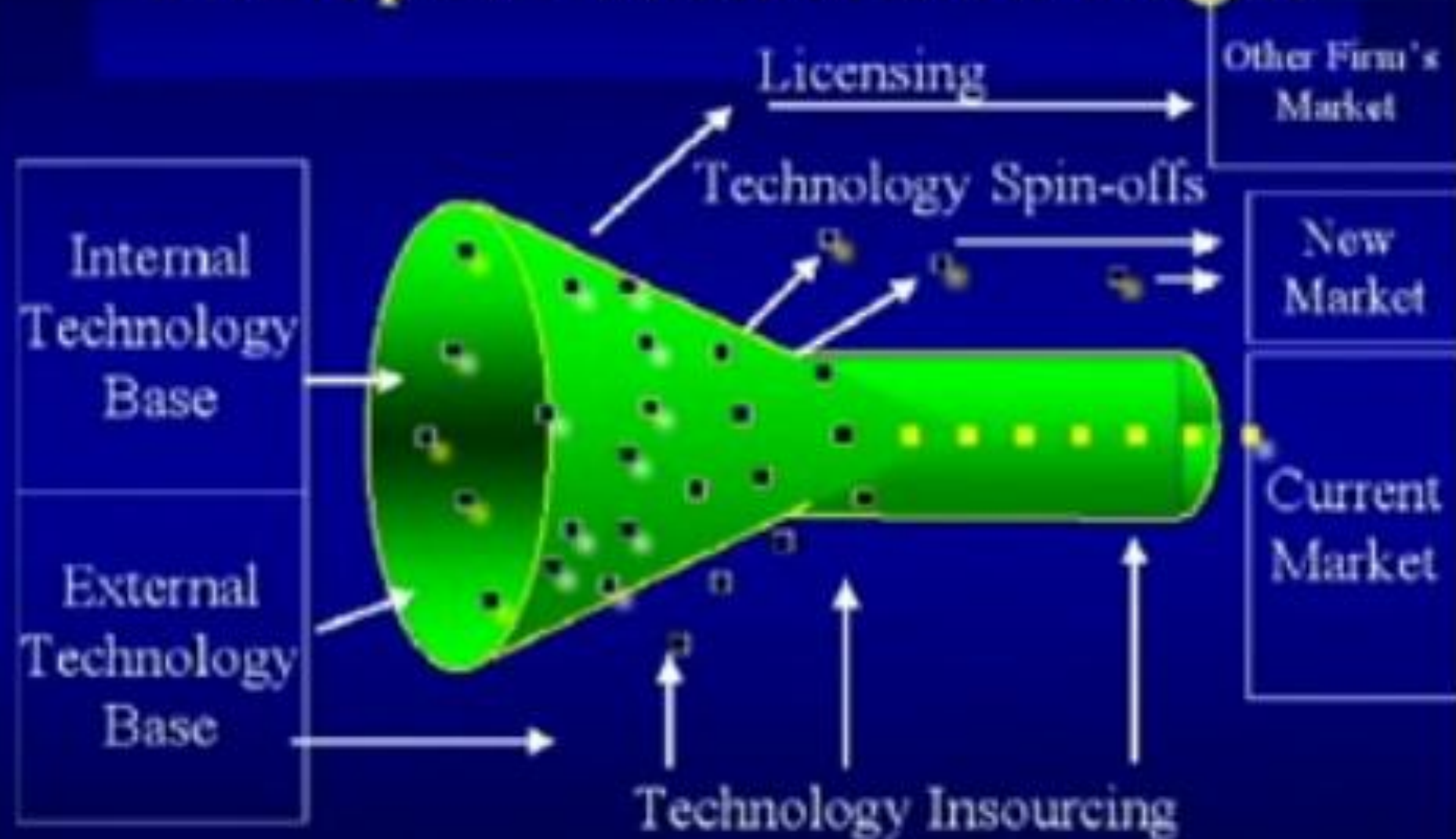


New industrial governance

Open Innovation

Openness ? “Innovation is no more produced in remote, closed-off laboratories with the help of guarded patents or closely linked to the amount of R-D spending. It goes from the free flow of ideas, knowledge and skills. It lies indeed in collaboration across borders, cultures, companies and discipline.”
 (EIT seminar, Feb 2010)

The Open Innovation Paradigm



3 – Subsidiarity in the era of Open innovation

Strategic coaching & support, at the local/regional level, will help industry to meet the interface :

- Tackling existing **barriers** : lack of funding, uncertainty about risks and profit appropriation
- Improving **market conditions/niches creation** (through environmental policies; GPP, ..)
- Ensuring the capacity of **investment** (Clustering policy, pool policy, Knowledge triangle facilitation)



Coaching ?

**Take a
seat !**

Local/regional examples of strategic coaching & support

- **Best practices in the Flemish Region**

- DuWoBo Transition management (System innovation)
- MIP2 Platform (Innovative clustering)

- **Best practices in Wallonia**

- EcoTechnoPôle Wallonie (knowledge triangle)
- IDELUX SMEs Initiative (tailor-made support)



Conclusion

The Belgian Presidency is waiting for a renewed EU Eco-innovation policy, but industrial Governance matters are also important and should follow suit.

In this context, strategic support at a local/regional level (subsidiarity) is needed to facilitate the game, since eco-innovation happens at the interface.