

ECO-INNOVERA

A told Story

FINAL CONFERENCE
Copenhagen
2014

HOW DID IT STARTED?



10/2010 – 9/2014



FP7



DG-Research & Innovation



Organizations dealing with research,
environment, policy or economy



eco-innovera.eu

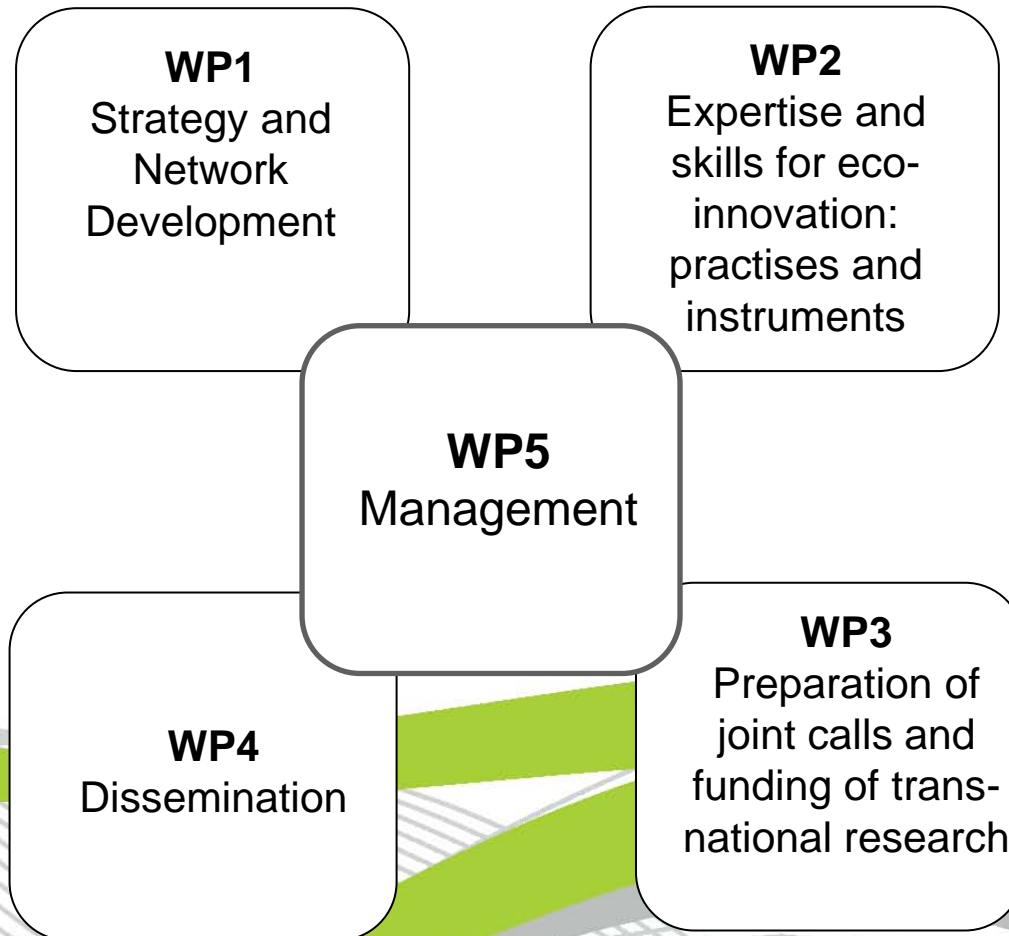




KICK-OFF 2011

TOPICS AND GOALS

Joint understanding of eco-innovation





SB,CM, MT,AB



PROGRESS



STAFF



EXCHANGES

2 CALLS FOR TENDER



**aim to boost Green Growth and industrial driven
R&D by calling market-oriented multidisciplinary
research projects**



Dissemination





ECOAP FORUM



COLLABORATION WITH OTHER NETWORKS



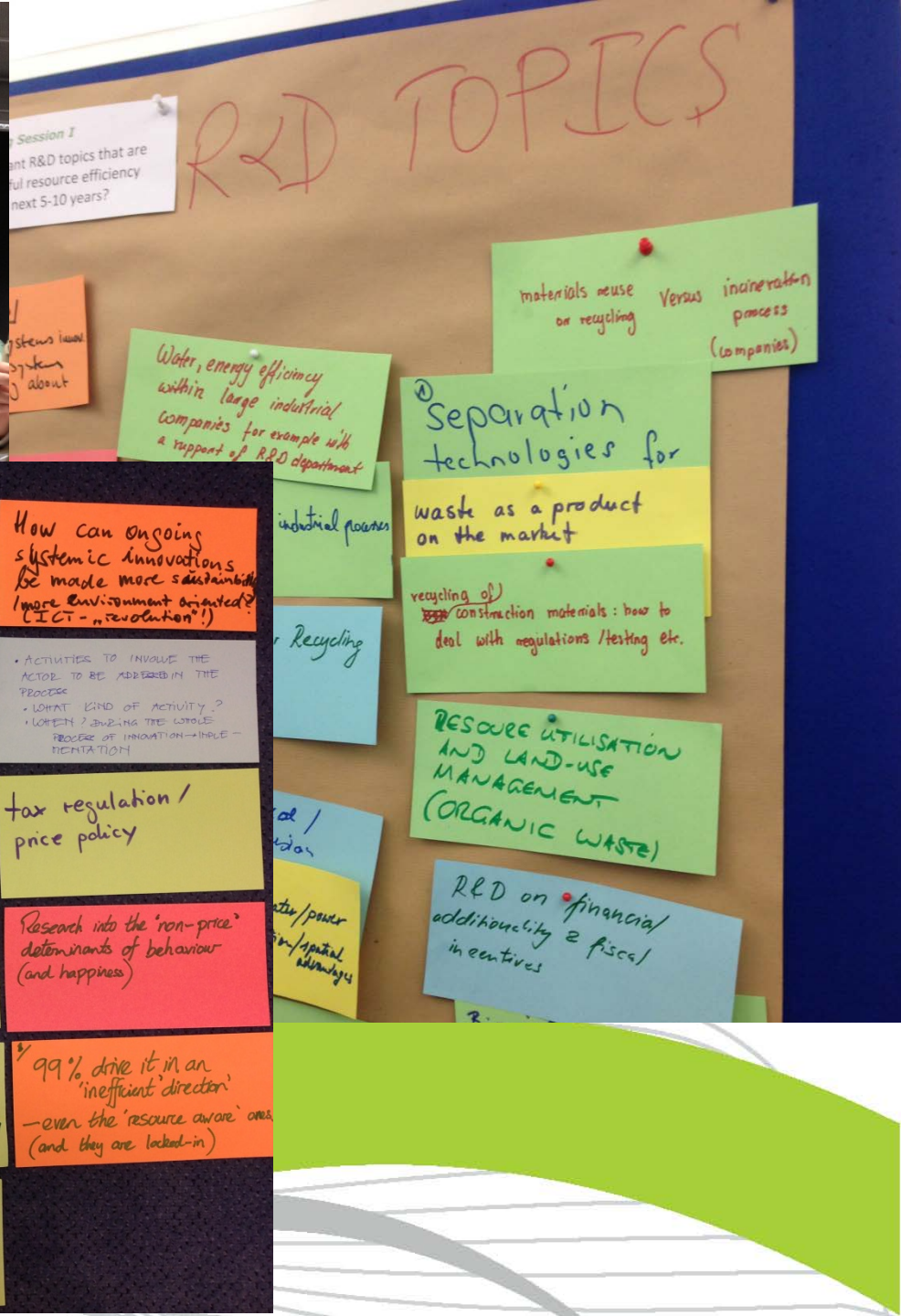
INFLUENCING EUROPE AND BEYOND





DEVELOPING THE STRATEGY





Identify means of motivation for each individual group/activity/stakeholder

People tend to react:
Shifting time-economy
to resource-economy
(e.g. What happens, if everybody works only 20h/week?) (small amount of time)

From the beginning of the project involve end users or representation of end users (quadruple helix)

How can ongoing systemic innovations be made more sustainable (more environment oriented?) (ICT = "revolution"?)

industrial process

Separation technologies for waste as a product on the market

recycling of construction materials: how to deal with regulations/testing etc.

Living Lab:
less consuming
more fun

QUADRUPLE HELIX
IN PROJECTS:
GOVERNMENT + RESEARCH INSTIT.
+ COMPANIES + PUBLIC

Pick selected resources and focus on a few. These should be resources that have the largest impact. Then build a coalition of stakeholders to address each resource (as was done with energy).

ACTIVITIES TO INVOLVE THE ACTOR TO BE ADDRESSED IN THE PROCESS
• WHAT KIND OF ACTIVITY?
• WHAT? JOINING THE WHOLE PROCESS OF INNOVATION → SINGLE IDENTIFICATION

Recycling

RESOURCE UTILISATION
AND LAND-USE
MANAGEMENT
(ORGANIC WASTE)

early stage open
dialogue with all stakeholders
Tool

CHAIN THINKING / INNOVATION

DETERMINE: MUTUAL GOAL.
- SENSE OF URGENCY
DETERMINE BACKWARDS
WHAT IS NEEDED IN TIME
AND WHAT ALL STAKEHOLDERS CAN DO

tax regulation /
price policy

local /
national

How to destabilize a system
in an acceptable manner:
- governance + experimental
ownership space
- expand to more actors/activities
+ business + government

In following "modern"
social norms sold through
advertising → awareness
through "counter-measures", like
for cigarettes.

Advocacy and information exchange about secure
security and access to resources could be increased and also expanded
to education system.

Research into the 'non-price'
determinants of behaviour
(and happiness)

water/power
financial/spatial
advantages

R&D on financial/
additionality = fiscal/
incentives

People are a resource &
a barrier → more understanding
more visualization - more
information

Through applied research,
which changes mindsets
(through practical results)

Demand for latest
technology - shorter use
phases - no effective collection
Develop a business model for
effective collection of WEEE.

99% drive it in an
'inefficient' direction'
- even the 'resource aware' ones
(and they are locked-in)

COMMUNITIES (Ches/Region) MUST BE PUT
INTO THE ACTION TO KNOW ABOUT THEIR
OWN (AND OTHER) DEVELOPMENT POTENTIALS
→ CREATING PROGRAMS FOR COMMUNITIES
COMMUNITIES MUST ACTIVELY ENCOURAGE
RE COOPERATIONS THROUGH ALL SCALES
REGIONAL ADDED VALUE MUST BE

Need to be very clear what the benefits are - they must
be perceived and well-defined
to provide for RE
addition
a plan

Marketing innovation
Organisational & Structural
more information - building
consciousness
policy - consumers - industry

Systemic eco-innovation

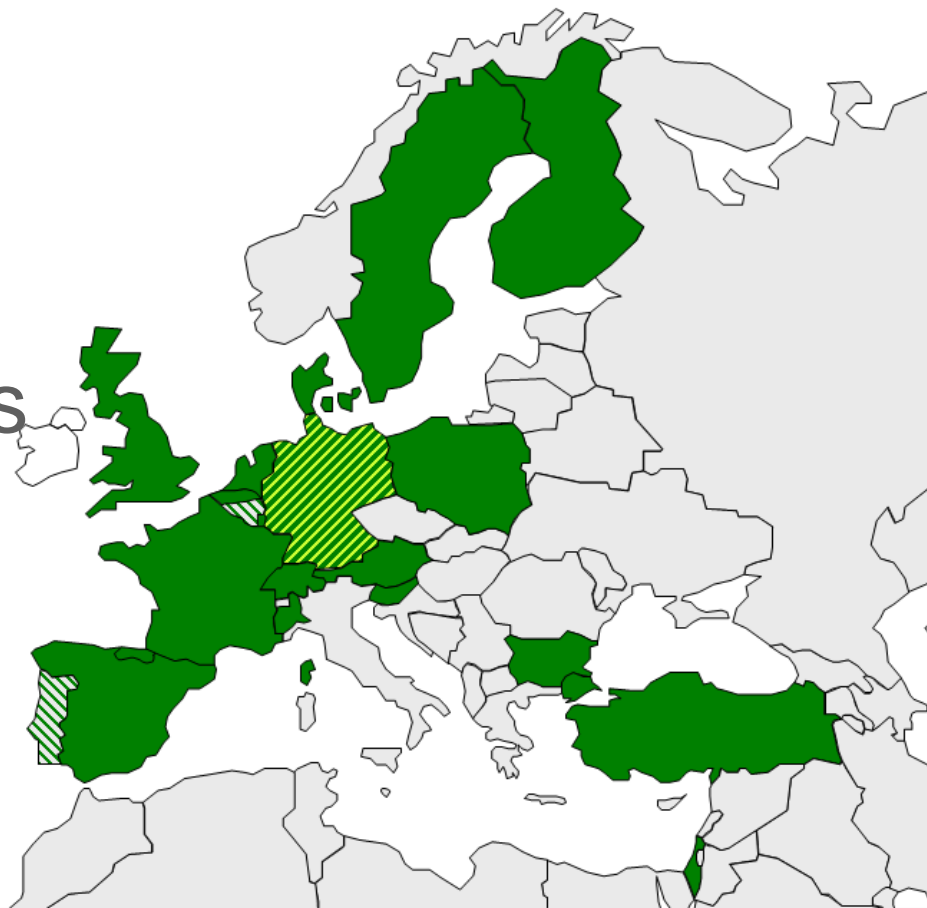
- Identified as an area of interest at the consortium
- A cross-cutting activity distinctive from other ERA-Nets
- Key subject among policy makers, researchers and businesses
- **ECO-INNOVERA** as an advisory network



24 partners



20 different countries
and regions



ERA-Net Partners
(EC Funding)

Associated
Organisations

Partner Country +
ass. Organisations



MULTIPLE



CULTURES





¡ Muchas Gracias !

More information

www.eco-innovaera.eu

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