



Eco-Innovation Vision for the Future...

Boosting Eco-Innovation through Cooperation
in Research and Development
ECO-INNOVERA Final Conference

Copenhagen, 17-18 September 2014



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DG RTD
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A New Start for Europe : My agenda for Jobs, Growth, Fairness and Democratic Change



I want a European Union that is bigger and more ambitious on big things,
and smaller and more modest on small things

http://ec.europa.eu/about/juncker-commission/docs/pg_en.pdf



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ECO-INNOVATION up to now

INNOVATION INITIATIVES

eTAP | Environmental Technologies Action Plan
From the Environmental technologies¹ (2004)
¹COM(2004) 38 final

EcoAP
for a sustainable future
To Eco-Innovation² (2011)
²COM(2011) 899 final

HORIZON 2020

Research and Innovation

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**low impact
on
SOCIETY &
ECONOMY**



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1st MESSAGE

ECO-INNOVATION

doing more with less

IS NOT ENOUGH !



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2nd MESSAGE

THE SOLUTION IS

SYSTEMIC ECO-INNOVATION

*doing differently to do better and
use less*

SYSTEMIC ECO-INNOVATION

is about **CHANGE & IMPACTS**

(from SC5 Horizon Advisory Group Report 2014 :)

- destabilizes society system
- encourages all stakeholders to collaborate
- creates new business models
- multiplies the RTD&I impacts
- may be disruptive



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3rd MESSAGE

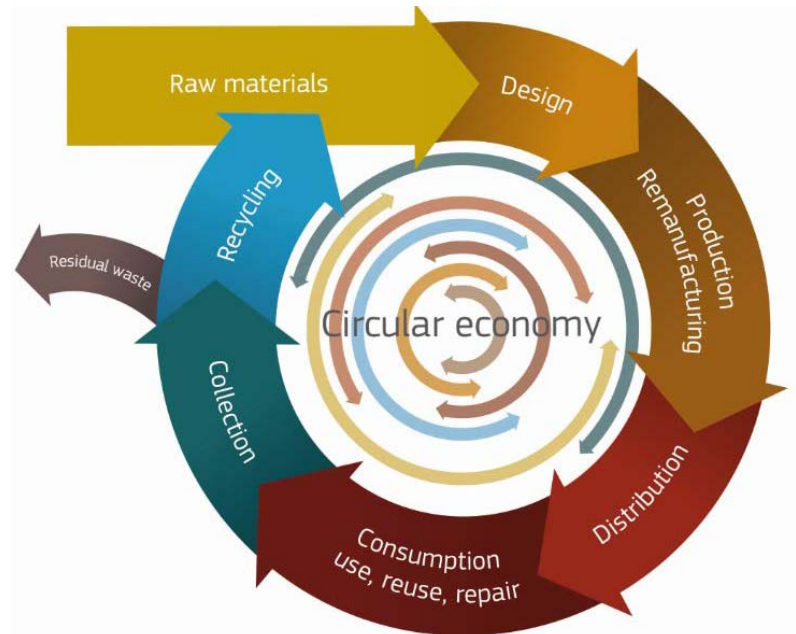
**SYSTEMIC ECO-INNOVATION
generates
NEW MARKETS of the FUTURE
allows
GROWTH and JOBS**



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Where we are moving to

A Circular Economy¹ that implies a **fully systemic change**, and **innovation** not only in technologies, but also in organisation, society, finance and policies



¹COM(2014) 398 final



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THANK YOU

ECO INNOVERA

is paving the way to

<http://bookshop.europa.eu/en/systemic-eco-innovation-pbKI0214461/?CatalogCategoryID=h2YKABstrXcAAAEjXJEY4e5L>
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