



---

# The EU Environmental Technologies Action Plan

*ETAP*





# Success story: wind energy

- Global market for wind turbines is booming: €8 billion in 2003, forecast €80 billion by 2020
- EU manufacturers supply 90% of global market
- Denmark, Germany and Spain have strong support policies and benefit from 'first mover advantage'





# Resource efficiency pays back

- General Motors changed its management of chemicals for a performance based approach
- Significant savings of \$1.6 billion from reducing the types and volumes of chemicals
- Environmental benefits through reduced water use and treatment, VOC emissions, waste





# Export opportunities

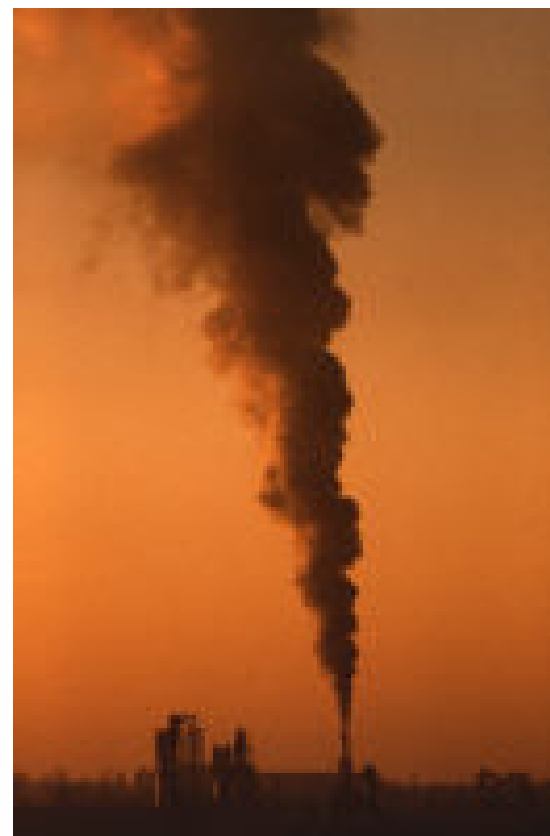
- Facing growing problems of air pollution in cities and oil supply, China is seeking to catch up with EU car emission standards by 2010, boosting the demand for smaller, efficient vehicles
- Water supply and sanitation, energy supply are recognised key obstacles for developing countries – new technologies and solutions are needed in the near future





# 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

- Economic barriers: prices often do not reflect true costs, difficult access to funding because of front-up costs and low return on investment
- 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





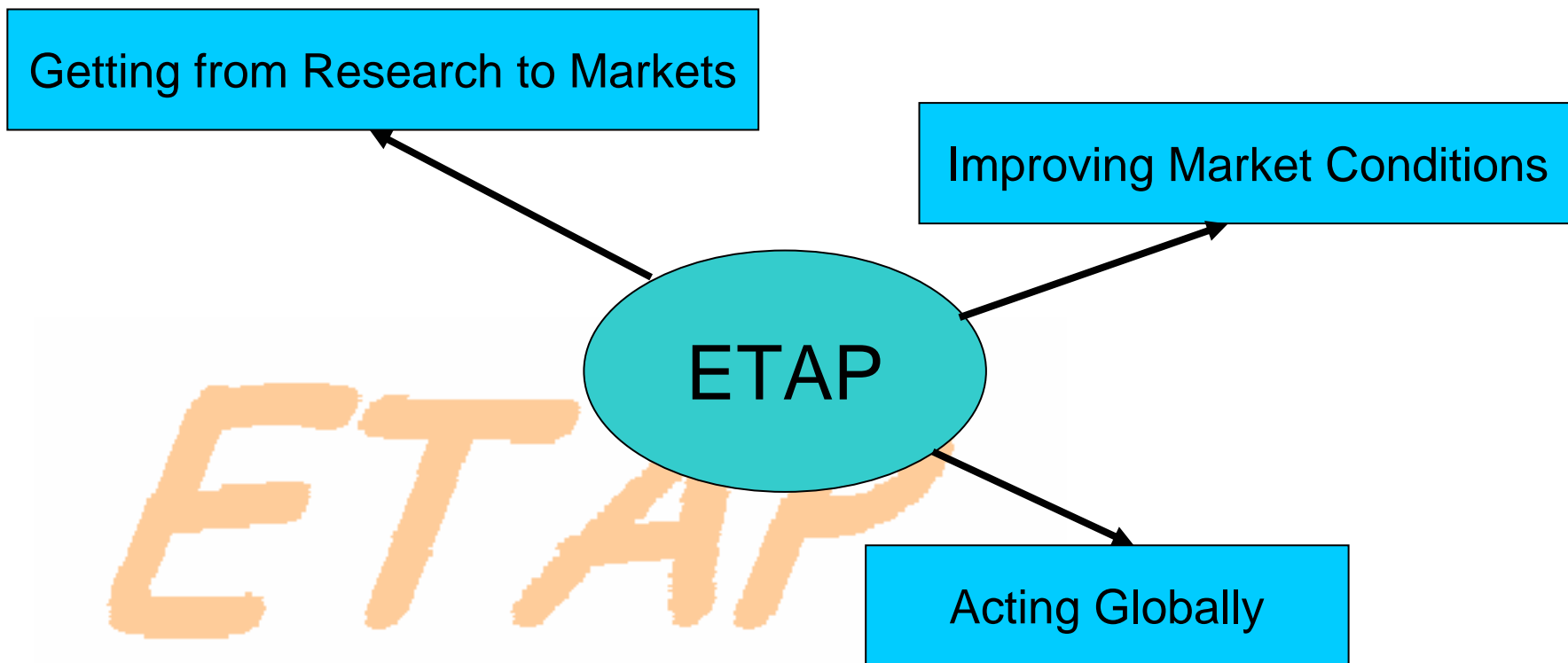
# ETAP and Lisbon

- Lisbon Action Plan - 3 main themes:
  - Making Europe a more attractive place to invest and work
  - Knowledge and innovation for growth: Facilitate innovation, the uptake of ICT and the sustainable use of resources
  - Creating more and better jobs
- Eco-innovation, environmental technologies to be integrated in national reform plans
  - Broad economic guidelines, July 2005: guideline 11 to encourage the sustainable use of resources, synergies between environmental protection and growth





# ETAP fields of action







# ETAP Priority actions

- 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





# ETAP Technology Platforms

- Bring together researchers, industry, financial institutions, decision makers
- Build a long-term vision on research needs and future market development
- Established in 2004-2005: Hydrogen and fuel cells, Photovoltaic, Water supply and sanitation, Steel, Chemistry, Construction...





# ETAP

## Networks of Testing Centres

- Independent validation of performance is key to increase confidence
- Networking centres to develop common protocols, possible common certificates
- Feasibility study (IPTS) ongoing on an EU verification system, call open to run a pilot scheme





# ETAP Performance Targets

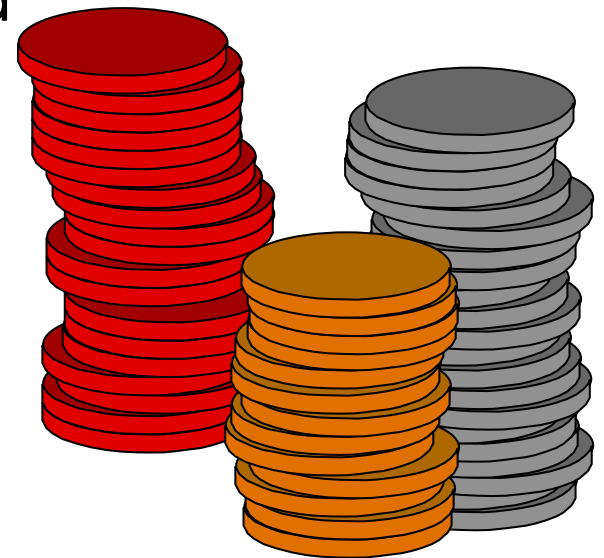
- Agree on ambitious long-term environmental performance targets for key products, services, processes
- Encourage their uptake by business and consumers
- Based on voluntary agreement, may in the longer term become legally binding
- Pilot cases to begin in 2006





# ETAP 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
- CIP proposal: €520 million for eco-innovation, incl. €150 million for risk capital funds
- Funding mechanisms associated to the Kyoto Protocol





# ETAP

## Green Public Procurement

- Public procurement: 16% of GDP, 40% of procurement
- New EU rules allow green procurement
- Handbook on Green public procurement to facilitate practice
- On-going study under UK Presidency – better measurement, possible EU and national targets





# Co-operation with Member States

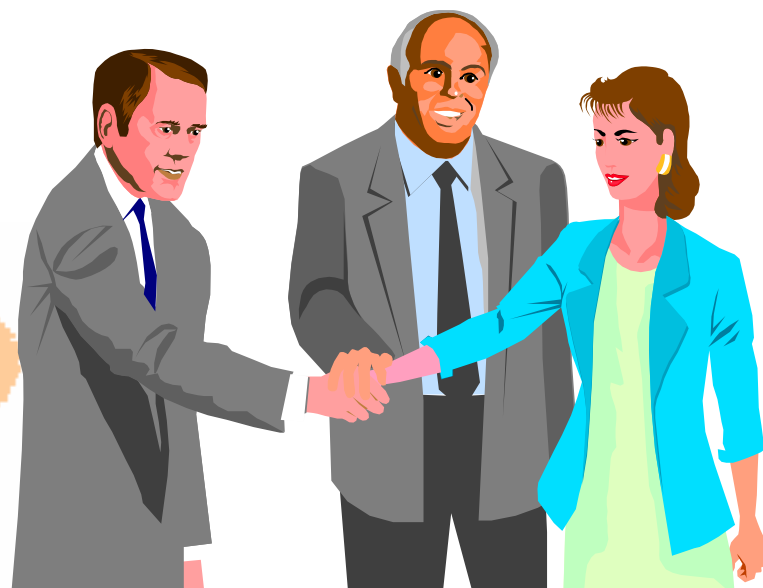
- Improve co-operation, exchange of information and best practice between Member States
- National Roadmaps for implementing ETAP, drafted by Member States by the end of 2005, giving clear measures and deadlines
- High-Level Group for implementing ETAP: public procurement, performance targets, revision state aid guideline, awareness-raising





# Involvement of stakeholders

- Bring together European stakeholders
- Improve information flow
- Cross-fertilise initiatives
- Develop common actions
- Support the Commission in implementing ETAP
- Panel to be launched in 2006







# For more information

- [www.europa.eu.int/comm/environment/etap](http://www.europa.eu.int/comm/environment/etap)

- Or 'EU ETAP' in Google

- Newsletter 'Clean, Clever, Competitive'

- EEA portal on environmental technologies at

<http://technologies.ewindows.eu.org/>

