



**ECO-INNOVATION** |   
WHEN BUSINESS MEETS THE ENVIRONMENT

## Welcome to the Eco-innovation European Info Day

**Brussels, 8 May 2008**

**Centre Borschette**

***Join Europe's future eco-innovators and get some insightful tips for funding your project!***

### **Eco-innovation in Europe: Good for the business, good for the environment.**

Eco-innovation is a fairly recent business & technology area which may be described as the production, assimilation or exploitation of a novelty in products, production processes, services or in management and business methods, which aims, throughout its life cycle, to prevent or substantially reduce environmental risk, pollution and other negative impacts of resources use (including energy use).

The market of environmental products and services is growing. According to an OECD study, in the EU-25 alone, goods and services provided by eco-industries is estimated to represent around 2.2% of the EU-25 GDP. Eco-innovation represents a key opportunity to establish Europe's leading role to overcoming the world's sustainability challenges, and a sizeable business opportunity that can make Europe's economy even stronger and more competitive in the future.

### **The 2008 call for proposals: 28€ million available for the best projects in Europe.**

The 2008 call for proposals was published on 21<sup>st</sup> April and is addressed mainly to companies that have developed an environmental product, service, management practice or process which has a proven track record, yet is not fully marketed due to residual risks. Supporting the Environmental Technologies Action Plan, this programme is designed to overcome those barriers to further market penetration and turn these products and processes into Europe's future eco-innovation successes!

Some €28 million will be available to co-finance projects for the promotion of Innovative, environmental-friendly projects in the area of materials recycling, sustainable buildings, food & drink industrial processes, green business & smart purchasing to name a few. Successful applicants can expect to receive financial support covering up to 60% of the project eligible costs. Applications from SMEs are particularly encouraged.

### **The European Info Day: Your chance to learn about funding your next project!**

Applying for Eco-innovation funding is a competitive process, and only the best project proposals will be selected for funding. The 2008 European Info Day will give you essential information and advice on how to develop a

good project proposal and apply successfully. It also offers the chance to find project partners from across Europe, exchange views and share expertise.

### **Who should attend?**

Anyone who wants to set up a project and would like to know more about the application procedure. More than 300 participants are expected coming from SME associations, businesses, companies, European and national trade associations, chambers of commerce, European institutions, and many more...



The CIP Eco-Innovation programme is managed by the Executive Agency for Competitiveness & Innovation, in close cooperation with DG Environment.



## Programme

8:30 – 9:30	<b>Arrival and coffee</b>
9:30 – 9:40	<b>Opening</b> Patrick Lambert, Director, EACI
9:40 – 10:00	<b>Keynote Speech: For a Competitive and Sustainable Europe</b> Timo Makela, DG Environment
10:00 – 10:20	<b>Eco-innovation 2008: Funding Areas</b> Beatriz Yordi, EACI
10:20 – 10:50	<b>An Eco-innovation Experience From the Field</b> Poul Emil Poulsen, Karup Kartoffelmelfabrik
10:50 - 11:20	<b>Coffee break</b>
11:20 – 11:50	<b>Eco-innovation 2008: How to Apply for Funding</b> Astrid Geiger, EACI
11:50 – 12:00	<b>Enterprise Europe Network: Business Support for SMEs</b> Martine Diss, EACI
12:00 – 12:50	<b>Time for Your Questions</b> Speakers panel
12:50 – 13:00	<b>Intelligent Energy Europe: The 2008 Programme in Brief</b> William Gillett, EACI
13:00	<b>Close and lunch</b>

## Practical Information

### Venue

The European Info Day 2008 will be held in Centre Borschette (36, Rue Froissart – 1040 Brussels). Nearest train/metro station: *Schuman*; check also "OCAB" on local access map: <http://ec.europa.eu/oib/pdf/33-wiser.pdf>

### Costs

Participation is free of charge; however please note that the organiser cannot cover travel costs.

### Languages

The conference language is English. Simultaneous translation into French, German, Italian, Polish and Spanish is also planned.

### Website

You can check the latest programme and other details of the Eco-innovation European Info Day on our website: [http://ec.europa.eu/environment/etap/ecoinnovation/index\\_en.htm](http://ec.europa.eu/environment/etap/ecoinnovation/index_en.htm).

### Registration

For security reasons you must register in advance to be able to attend this event. A link to the online registration form is available from [http://ec.europa.eu/environment/etap/ecoinnovation/infoday\\_en.htm](http://ec.europa.eu/environment/etap/ecoinnovation/infoday_en.htm)

### Accommodation

You will need to make your own arrangements. Lists of hotels in Brussels are provided e.g. on [www.hotels-bruxelles.fr](http://www.hotels-bruxelles.fr) or [www.booking.com/Bruxelles](http://www.booking.com/Bruxelles). We advise you to book your hotel early!

### Contact:

Please use our online form: [http://ec.europa.eu/environment/etap/ecoinnovation/contact\\_en.htm](http://ec.europa.eu/environment/etap/ecoinnovation/contact_en.htm)



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