

**CIP Eco-innovation:
Opportunities to apply lessons learnt in
dissemination and exploitation of results**

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THE BRUSSELS
ENTERPRISE AGENCY

ENVIMPACT

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ECO-INNOVATION 
WHEN BUSINESS MEETS THE ENVIRONMENT

Outline

- CIP Eco-innovation, a source of funding to market your (FP7) Environmental research results
- Exploitation activities under CIP Eco-innovation: get inspired!
- CIP Eco-innovation in H2020



Market your research results via (1)



(1)

- Pilot and market replication of eco-innovative products/processes/services
- Bridge the gap between RDI and market introduction
- No awareness raising & policy-type dissemination
- Business-oriented (focus on SME)
- Universities are NOT the core target of this funding but role as IP owner transferring results, spin-off creation...



Market your research results via **eco-innovation** | (2)

- 5 priorities: waste, water, building, food and drink, greening business
 - 50% co-funding rate / 1,5M € average project budget
 - Single entity eligible (but 3 project partners in average)
 - 2013 call: 31.6 M €
- Deadline for submission: 5 September 2013



Get inspired: exploitation activities in

- 1 mandatory WP dedicated to exploitation & business plan
- NO « one solution fits all » but many ways to reach the market
- In short, it is a choice which depends on:
 - your product/service
 - your key partners (end users, suppliers etc.)
 - ... and your creativity



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- Examples: Direct Selling to final consumer

- B2C - To consumers:

- **GlassPlus** – Ceramic tiles made up from recycled CRT glass



- B2B - To companies

- **Sterilis** – the machine for sterilization during the packaging process is directly sold to food producers





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- Examples: License the technology/know-how
 - CIARM: license the manufacturing process to produce 100% recycled construction boards





Get inspired: exploitation activities in



● Examples - Commercial agreements

- Greenbottle: agreement with Walmart and Asda is set up to roll-out the eco-friendly milk bottle at all their UK stores
- NUMIX: business deal with big concrete producers in order to mix granules produced from waste plastic into concrete to save cement



Eco-innovation in H2020



- Nothing clear and decided yet...
- Societal Challenge 5 « Climate action, resource efficiency and raw materials »
 - ✓ 5.4/ Enabling transition towards green economy through eco-innovation
- Higher budget dedicated to this funding?
- First call: second Semester 2014?

Questions & Answers

Many thanks for your attention!



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