A Systemic Eco-innovative approach for Circular Economy

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WHAT is ECO-INNOVATION

any form of innovation resulting in or aiming at significant and demonstrable progress towards the goal of sustainable development, through reducing impacts on the environment, enhancing resilience to environmental pressures, or achieving a more efficient and responsible use of natural resources

(Eco-Innovation Action Plan, 2011)
Our Vision

SYSTEMIC ECO-INNOVATION

when all societal stakeholders generate and share economic and environmental benefits and where all kind of innovations are addressed in combination with new organisational and managerial arrangements

Long Term Vision

In 2050, we live well, within the planet's ecological limits. Our prosperity and healthy environment stem from an innovative, **circular economy** where nothing is wasted and where **natural resources are managed sustainably**, and biodiversity is protected, valued and restored in ways that **enhance our society's resilience**.

(7th Environment Action Programme, 2013)
Past trends and future outlooks

The changing global context
- Competition for resources
- Pressures from outside EU
- Planetary boundaries

Systemic characteristics
- Complexity
- Uncertainty
- Interdependencies systems (rebound, lock-ins, trade-offs)
Systemic challenges require systemic solutions

- All forms of innovation
- Across sectors
- Whole value chain(s)
- Side effects
- Multi stakeholder
New Circular Economy Proposal
New more ambitious Going beyond waste

Looking at the whole 'Circle'
Interdependence across the Value Chain
Need to ensure EU added value

- Focus on barriers that can be usefully addressed at EU level
- Revised legislative proposal on waste
- Action plan focusing on concrete measures

Roadmap – Circular Economy Strategy
(April, 2015)

On going and Next Steps

✓ 28 May - 20 August 2015: Public Consultation on the Circular Economy

✓ 25 June 2015: Stakeholder conference

✓ end of 2015: Adoption of the Initiative
Public Consultation on the Circular Economy

• Pintpoint and define the main barriers
• Gather views on which measures to overcome these barriers

https://ec.europa.eu/eusurvey/runner/circular-economy
Structure of the Public Consultation

Production Phase
- Measures for product design, regulation, incentives, ...
- Specific features of products, e.g. durability, reparability, ...
- Production processes, e.g. cooperation across value chains ...
- Priority products, white goods, Packaging materials, ...

Consumption phase
- Raising awareness on circular economy, e.g. labels, advertising, marketing, Encourage financial incentives, public procurement, Encourage new modes of consumption, ...
- Priority products, white goods, Packaging materials, ..
## Structure of the Public Consultation

<table>
<thead>
<tr>
<th>Market for secondary raw materials</th>
<th>Sectoral measures</th>
<th>Enabling factors, including innovation and investment</th>
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| • Horizontal nature, e.g. lack of EU-wide quality standards for recycled materials, poor reliability of supply for recycled materials,.. | • Certain sectors may require a tailored approach in order to ‘close the loop’ of the circular economy,  
• Certain sectors could be made strategic priorities in order to accelerate the transition | • Financing/funding innovation (Horizon 2020)  
• Public incentives for private investors  
• Support for innovative systemic approaches and cross-sectoral cooperation (e.g. industrial symbiosis)  
• .. |

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This table outlines the different aspects of the public consultation, focusing on the market for secondary raw materials, sectoral measures, and enabling factors including innovation and investment.
Research and Innovation Goals

✓ **demonstrating** the opportunities for moving towards a circular economy with **large scale innovation projects**, fostering skills development, and supporting market application of innovative solutions

✓ Making use of new funding scheme as the SME Instrument

✓ supporting **financing tools and advisory services** through InnovFin, in cooperation with EIB and Horizon 2020

✓ **regulatory innovation**: addressing regulatory barriers to innovation that hinder the development or uptake of circular economy activities or business models
Research and Innovation Goals

- **technological innovation**: designing products that can be reused, repaired, recycled and refurbished
- **social innovation**: designing services for business models that are based on performance/functionality
- **digitisation**: supporting digitisation of industry (Internet of things, big data)
- **demand side measures**: boosting innovative instruments for procurement, such as Pre-Commercial Procurement and Public Procurement for Innovation
- **Bioeconomy Strategy**: promoting the sustainable use of biological resources and waste streams, and applying the cascading principle to the use of biomass
Horizon 2020 Orientations of Work Programme 2016-2017 actions

Advisory Board for Societal Challenge Climate Action, Environment, Resource Efficiency, and Raw Materials

Group of experts

- Systemic Approach to Eco-Innovation to achieve a low carbon, Circular Economy

Call for Ideas 451 ideas received

- large-scale pilot/demonstration projects
- systemic eco-innovation for a circular economy

Going across H2020 Pillars

- Creating synergies between LEIT and Societal Challenge pillars
Better Regulation Agenda

The REFIT Platform

• collect suggestions for regulatory burden reduction
• assess their potential
• agree on those suggestions that should be brought to the attention of the Commission services and/or the national authorities
• communicate the outcome back to the stakeholder
Thank you for your attention!