

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

# CIP Eko-inovacije

## Pretvaranje ekoloških izazova u poslovne prilike

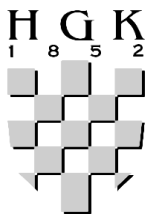
**Kristina Cappucci**

Neformalna kontakt osoba za Eko-inovacije  
Hrvatska gospodarska komora

Zagreb, 13. listopada 2011.



<http://ec.europa.eu/environment/etap/ecoinnovation>



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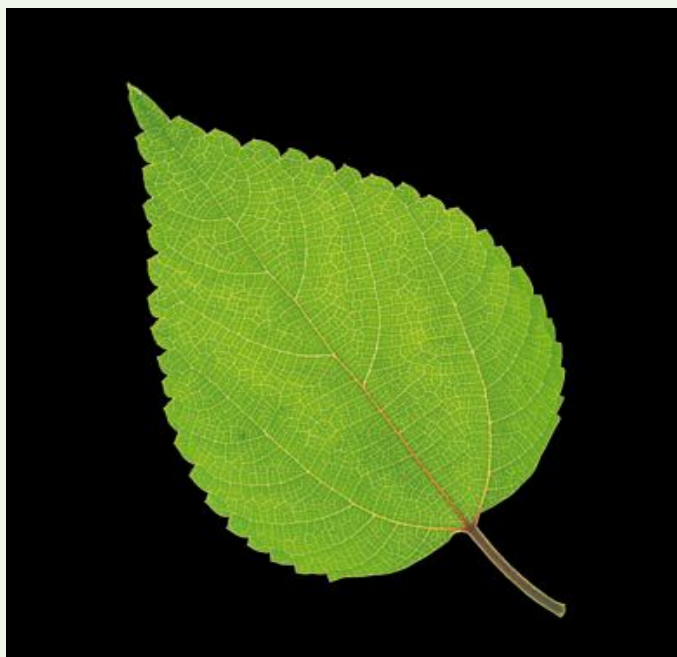
# Eko-inovacije – definicija tržišne replikacije

« Svi oblici inovacija koji smanjuju utjecaj na okoliš i/ili optimiziraju korištenje resursa »

- Nove usluge – “zelenije” poslovanje
- Novi procesi - čišća proizvodnja
- Novi materijali
- Novi proizvodi



## Eko-inovacije: projekti tržišne replikacije



- Podrška inovativnim idejama koje je moguće pretvoriti u utržive “zelene” proizvode i usluge
- Trebaju dodatan poticaj kako bi se probili na tržište
- Moraju dokazati potencijal za replikaciju i širu primjenu
- Budžet ~ €200 mil (2008-2013)



## Kako funkcionira?



- Podjela rizika za “zelene” ideje (50% po projektu)
- Tržišna orijentacija
- Premošćivanje jaza između istraživanja i komercijalizacije
- Izravno financiranje (bez posrednika)

**Dobro za poslovanje, dobro za okoliš.**



## Kako funkcionira?



- Važnost “životnog ciklusa” projekta
- Fokus na MSP
- Fleksibilnost – partnerstva nisu uvjet ali je važna dodana vrijednost EU
- Prosječna veličina projekata: 1,4m € ukupnih troškova

**Dobro za poslovanje, dobro za okoliš.**



## Četiri prioriteta



- **Recikliranje materijala**
- **Održivi građevinski proizvodi**
- **Hrana i piće**
- **Voda**
- **“Zeleno” poslovanje / pametne javne nabave**
- **~35m€ za ~45-50 projekata**





# Uspješan primjer iz Hrvatske - RUCONBAR





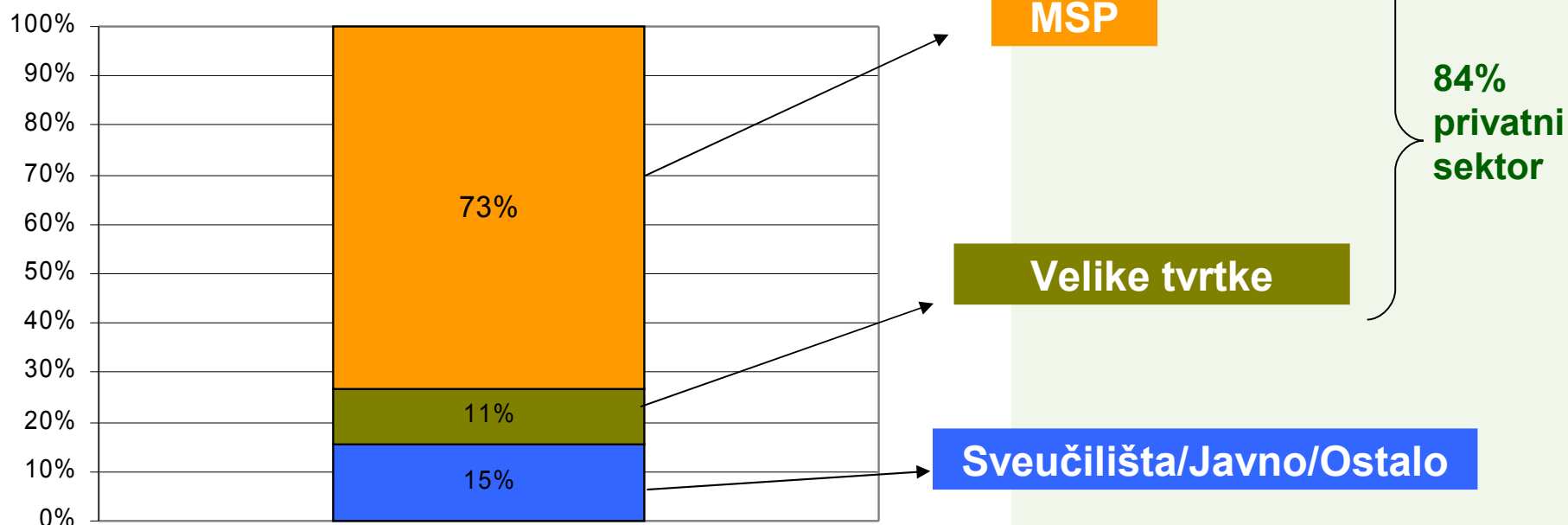
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## Rastući trend financiranja iz CIP Eko-inovacija

	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>Proposal Received</b>	<b>134</b>	<b>202</b>	<b>287</b>
<b>Yearly increase</b>		<b>+ 50%</b>	<b>+ 42%</b>
<b>Projects funded</b>	<b>43</b>	<b>47</b>	<b>~50</b>



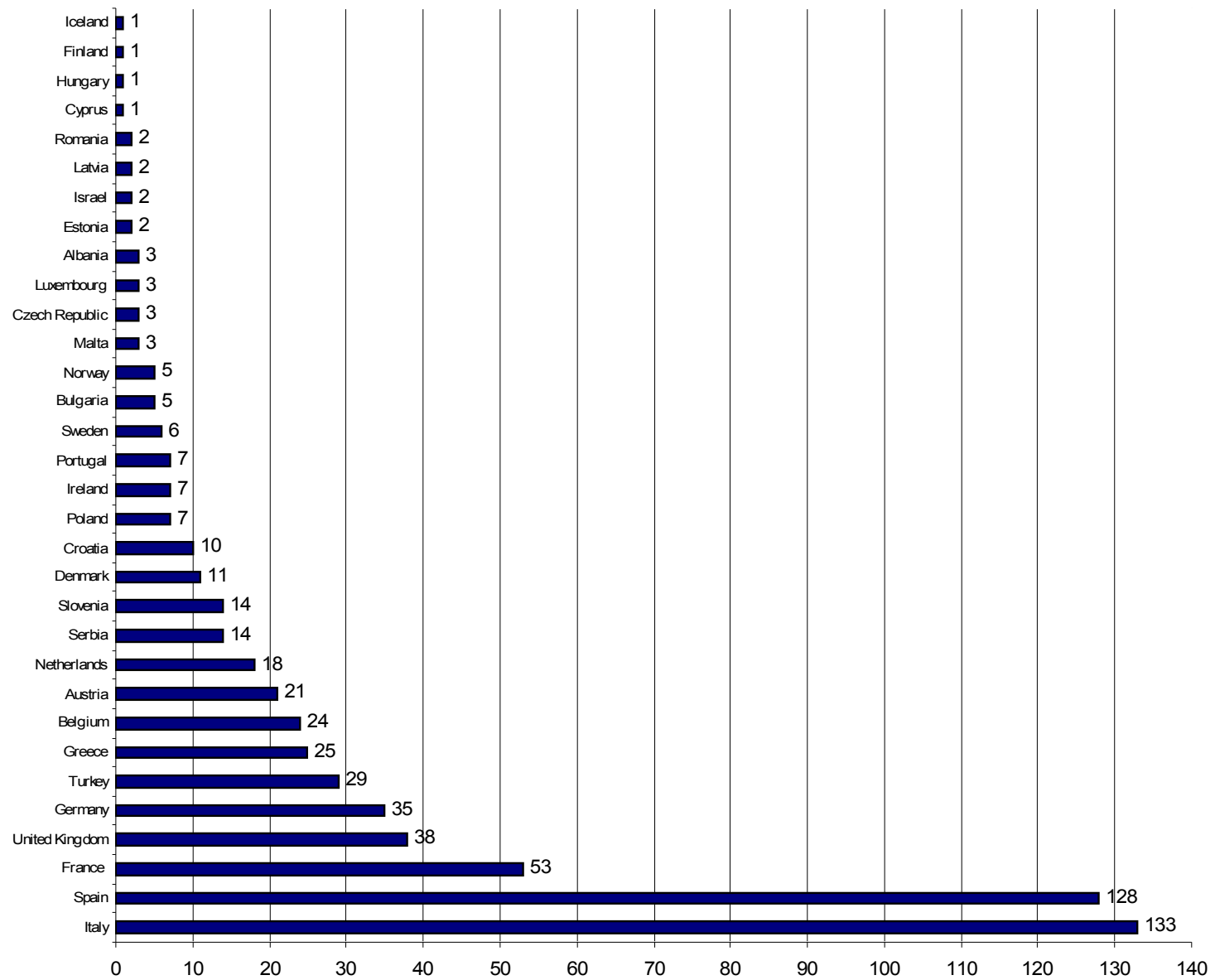
## Ciljana skupina: preko 70% MSP!



**Krajnji korisnici (Izvor: natječaji 2008. i 2009.)**



## Participants per country



# Eko-inovacije na Internetu

- **Predbilješka na newsletter**
- **Natječaji**
- **Vodič za predlagače**
- **Često postavljana pitanja**
- **Ugovor o dodjeli sredstava i financijske upute**
- **Info dani + prezentacije**
- **Kontakti i sažeci**
- **Link za elektronsku prijavu**
- **U budućnosti: baza projekata**

The screenshot shows the website <http://ec.europa.eu/environment/etap/ecoinnovation/> in a Microsoft Internet Explorer browser. The page features the following elements:

- Navigation:** "About the initiative" and "How to take part" buttons.
- Section: ABOUT THE INITIATIVE**
  - Home
  - What is Eco-innovation?
  - Events
  - Projects
  - Publications
  - Contact
  - Links
- Main Content:**
  - ABOUT THE INITIATIVE:** GOOD FOR THE BUSINESS, GOOD FOR THE ENVIRONMENT.
  - Text:** "Life is not always easy. Especially if your company has developed a new 'green' solution that could really work but has still not found its place in the market. Through the Eco-innovation funding scheme, the EU wants to support innovative products, services and technologies that can make a better use of our natural resources and reduce Europe's ecological footprint. With its objective to bridge the gap between research and the market, CIP Eco-innovation contributes to the implementation of the Environmental Technologies Action Plan (ETAP). Read more [here](#)."
  - Text:** "There is nearly € 200 million available to fund Eco-innovation projects between 2008 and 2013. Some 40 projects around Europe are in the pipeline to receive the first funds. The next chance to apply is April 2009."
  - Section: DO YOU WANT TO LEARN MORE ABOUT ECO-INNOVATION PROJECT FUNDING?**
  - Images:** A grid of four images: 1. Green bottles on a production line. 2. A large crowd of people at an event. 3. Spools of colorful thread. 4. A hand typing on a keyboard.
  - Links:** "What is Eco-innovation?" and "Meet us at events".
- Left Sidebar:**
  - LATEST NEWS:** "Check out the latest Eco-innovation News"
  - ETAP logo**
  - CIP logo**
  - Text:** "Eco-innovation forms part of the EU's Competitiveness & Innovation Programme"
- Right Sidebar:**
  - FOCUS ON:**
  - Latest news:**
    - Download the Eco-Innovation European Info Day programme
    - The Eco-Innovation European Info Day will take place on 20 April 2009 in Brussels
    - New presentation: Eco-innovation at the EU Sustainable Energy Week 2009
    - More news >>
  - Call leaflet:** "Available in 6 languages >>"
  - Evaluation of proposals:**
    - Evaluations of proposals submitted under the 2008 call were finished end of January 2009
    - Proposers were informed at the beginning of February 2009

<http://ec.europa.eu/ecoinnovation>



## Kontakti u RH

**Ministarstvo gospodarstva, rada  
i poduzetništva**

**Hrvatska gospodarska komora**

**Uprava za malo gospodarstvo  
nadležna za komponentu  
CIP-EIP**

**Europska poduzetnička mreža**

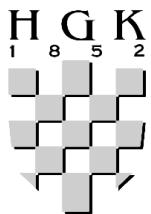
**Kontakt osoba:  
Snježana Ivić Pavlovski  
[snjezana.pavlovski@mingorp.hr](mailto:snjezana.pavlovski@mingorp.hr)**

**Kontakt osoba:  
Kristina Cappucci  
[kcappucci@hgk.hr](mailto:kcappucci@hgk.hr)**

[www.mingorp.hr](http://www.mingorp.hr)

[www.een.hr](http://www.een.hr)





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# Hvala na pažnji!

Za sva dodatna pitanja kontaktirajte

[een@hgk.hr](mailto:een@hgk.hr)

ili

[eaci-eco-innovation-enquiries@ec.europa.eu](mailto:eaci-eco-innovation-enquiries@ec.europa.eu)



<http://ec.europa.eu/environment/etap/ecoinnovation>