

**publishable summary (final reporting)**

greenXpo achieved its overall objective to develop a new and innovative web-based tool, to facilitate knowledge transfer, uptake and exploitation of research data, as well as good policy measures related to eco-innovation, and to proactively promote the quality knowledge to policy makers, enterprises and society at large. For the first time, greenXpo brought together eco-innovation knowledge from different areas comprising technologies, services, business models, processes, and policies in a holistic way. The greenXpo experts used a common methodology to package each piece of eco-innovation knowledge, highlighting potential functionalities and rating the readiness level for uptake as market successes and policy measures. The online approach of greenXpo has been complemented with real-life knowledge-sharing events addressing specific industries and target audiences. The central web portal became an active interface with social networking tools to involve a wide audience of eco-innovation stakeholders and foster the development of a broad-based international eco-innovation community.

greenXpo achieved the desired impact towards policy makers, industry and civil society at large. In its second half, the project aimed to build on the results of the first reporting period and presents now a series of high quality results and insights:

- The web-based tool INNOVATIONSEEDS.eu was extended and optimised for the exchange and transfer of relevant available eco-innovation knowledge.
- A business plan was developed and agreed to ensure the maintenance and growth of the platform after the end of greenXpo's lifetime.
- More than 190 eco-innovation cases were newly featured on the platform in form of articles, included in the virtual library. All articles use one common methodology including the technological as well as the generic maturity /technology readiness level. This comprises four key areas: technological and non-technological cases, eco-innovation, policies, and networks.
- An analytical framework for the policy guidance papers addressed to policy makers on efficient measures to support uptake of eco-innovation by all key stakeholder groups was developed and used for the resulting documents.
- In-depth case studies and a policy guidance paper based on the insights of the analyses of eco-innovation best practice in greenXpo are available for broader use.
- In 5 traditional industry sectors (construction, chemical industry, pulp&paper, food&drink, energy) eco-innovation results have been made relevant by identifying for each sector those cases that can help greening the sector. greenXpo dialogue events provided the frame for gathering and disseminating input and results.
- Knowledge exchange interfaces were created through at a wide spectrum of presentations of policy guidance papers and sectoral greening suggestions to relevant networks and policy initiatives. On average, each week during the project's lifetime a dissemination activity was conducted, including innovation networks, European Parliament, adjacent projects, industry events.
- More than 800 people were met in face to face meetings, discussing the potential of the greenXpo approach for the acceleration of eco-innovation uptake.
- Policy makers were reached at all administrative levels (EU, MS, regional and municipal), directly and indirectly through their respective organisations, such as EcoAP high level group,

EURADA, and ICLEI. Based on analysis of the dissemination activity it can be estimated that over 5,000 policy makers were reached, exceeding the envisaged 2,000 people by far.

- The desired lively eco-innovation community could be achieved by engaging society and individuals through the open virtual community. The INNOVATIONSEEDS portal increased to more than 3,000 unique visitors in April 2015, exceeding the target of 2,000 eco-innovation stakeholders.
- About 100,000 enterprises in Europe and worldwide were reached through major eco-innovation networks such as the Global Cleantech Cluster Alliance (GCCA) as well as through the dialogue events and dissemination activities.
- NCKU as an interface to Asia was very successful. With its Asian portal greenxpo.tw information was spread interactively into the community. Presentations and numerous face to face meetings in different Asian countries allowed for intensive exchange and mutual learning.
- Regarding social media activity in order to animate the eco-innovation community and to reach out to the public, greenXpo was successful as well: Twitter reached altogether 120.000 people with hashtag #greenXpo and account @InnovSeeds, the LinkedIn group grew steadily during the project as well as did the website visitor amount.