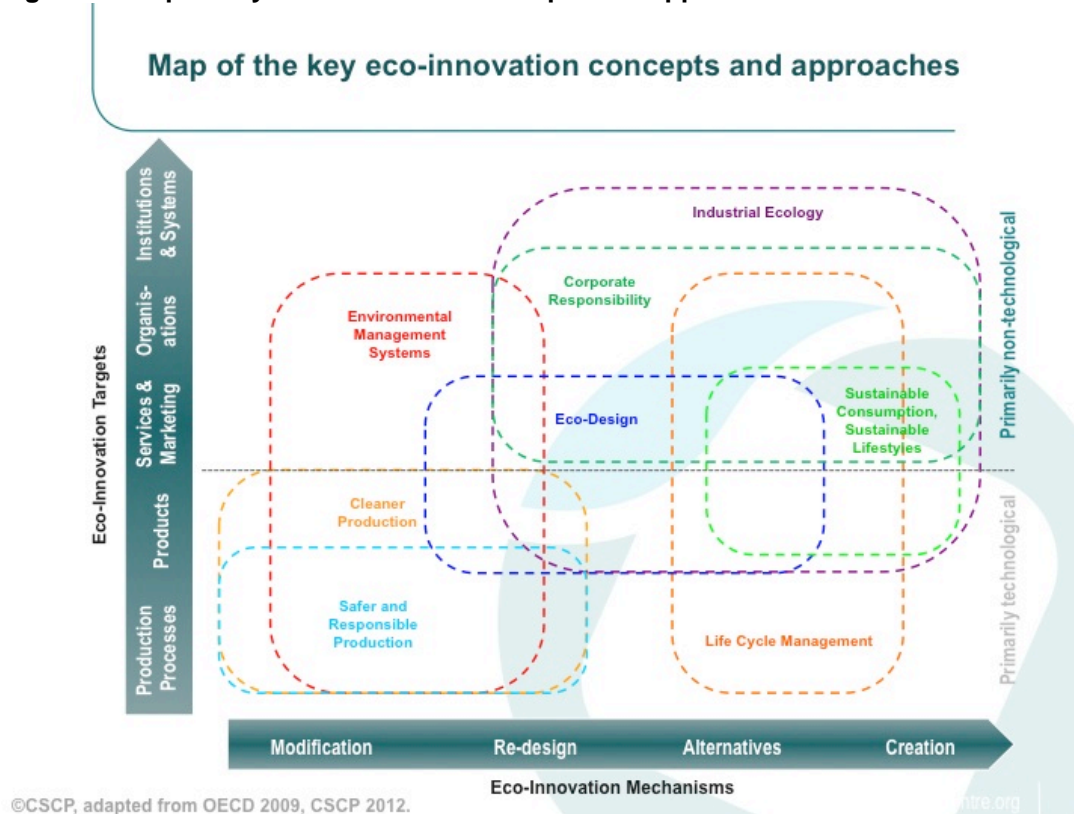


## project context and the main objectives

The EU is seeking the transition to a green economy: that is, an economy in which environmental, economic and social policies as well as innovation enable society to use resources efficiently, while maintaining the natural systems that sustain us.<sup>1</sup> Hence, resource efficiency and a resilient ecosystem are at the heart of such a green economy. The “green economy” concept is not only about the environment. It is equally about competitiveness in a modern economy where resources are not the cheapest factor of production anymore and where climate change and other negative environmental impacts have an economic cost to society. Technological and non-technological eco-innovation can, throughout its life-cycle, prevent or substantially reduce environmental risk, pollution and other negative impacts of resources use as well as the negative effect on the environment of products and activities.<sup>2</sup> Such eco-innovation is a vital means of ensuring that economic development is sustainable and competitive. The variety of eco-innovation concepts and types is illustrated in figures 1 and 2. (cp. attached document *objectives\_May\_2015.pdf*)

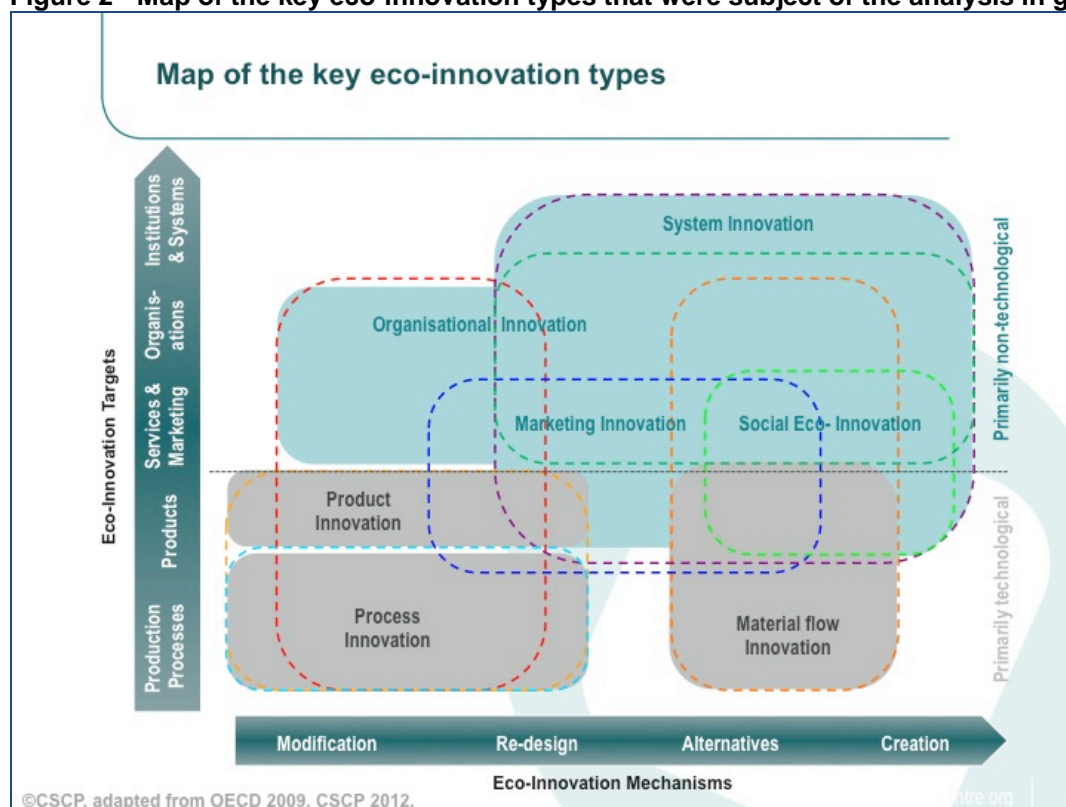
**Figure 1 - Map of key eco-innovation concepts and approaches**



<sup>1</sup> See <http://www.eea.europa.eu/themes/economy/intro>

<sup>2</sup> Stimulating Technologies for Sustainable Development: An Environmental Technologies Action Plan for the European Union. COM(2004)38 final

**Figure 2 - Map of the key eco-innovation types that were subject of the analysis in greenXpo**



A host of knowledge about eco-innovative technologies, processes, and policies exists today in Europe. Table 1 gives an overview of eco-innovation areas covered by European projects in 2012.

**Table 1 - Overview of areas covered by previous eco-innovation promotion projects**

Project	Technological eco-innovation	Non-technological eco-innovation	Eco-innovation policies	Eco-innovation networks
ECO-INNOVERA	x	x		
ECOPOL			x	
ECO-INNO-OBSERVATORY	x	x	x	
ECO-PRO	x	x		x
Environmental NCP together	x	x		x
SPREAD		x		
GreenConServe		x	x	
ecoAP	x	x	x	
BISS		x		x
Switch Asia	x	x	x	
CAP Interreg RE, Eco-innovation			x	
REMake		x	x	
ECOCLUP				x
SPIN	x			x
DISTRICT+	x			x
KIS-PIMS		x		x
INNOWATER	x			

When looking for eco-innovation, experience could be found in reports, technology descriptions, best practice collections or research outputs from programmes and projects in support or leading to eco-innovation, but we need to look at many different places, and we must know where to look. At the same time, the rate of uptake and implementation of eco-innovation must be accelerated for European economies to become really green and future-proof.

Therefore, the greenXpo consortium, both public and private institutions, has set out to gather this fragmented data in a holistic one-stop shop for eco-innovation.

greenXpo is all about facilitating and accelerating the update of eco-innovation knowledge by three main target groups: policy makers, enterprises and the interested general public. The project sought to gather the details of promising environmental R&D&I projects, focussing on technology, processes, networks and policies; to feature them on a newly developed and innovative web-based tool, and to proactively promote this quality knowledge to policy makers, enterprises and society at large.

The general objective of the greenXpo approach has been broken down into six specific objectives:

- 1) To develop a web-based tool for eco-innovation knowledge;
- 2) To present 190 new eco-innovation cases in a user-friendly manner to market players, policy makers and society;
- 3) To develop an analytical framework of successful and unsuccessful eco-innovation and to transfer it to policy makers;
- 4) To promote cross-sectoral information exchange and spill-overs with five traditional industry sectors;
- 5) To pro-actively promote the eco-innovation knowledge gathered reaching 2,000 policy makers and 120,000 enterprises in Europe and world-wide;
- 6) To develop a business model for the continuation of the greenXpo portal.

Figure 3 illustrates the ambitious project outline of greenXpo.

To reach these objectives, a detailed work plan was developed. Additionally, a knowledge management plan was drawn which guided the Consortium through the work and was adapted as a living document, mirroring progress and steps of the project. A couple of management instrument were established helping to coordinate the variety of tasks summarising up to the final result.

Figure 3 - greenXpo project organisation

