

# Information Note



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Higher Education European Funding Services

**Competitiveness & Innovation Programme  
Entrepreneurship & Innovation Programme**

**Call for Proposals**

**Eco –Innovation First Application and Market Replication Projects**

**Deadline: 8 September 2011**

**CIP-EIP-ECO-INNOVATION-2011**

## **Background**

The CIP Eco-innovation initiative is part of the Entrepreneurship and Innovation Programme (EIP) which seeks to support innovation and competitiveness of SMEs. The Europe 2020 strategy aims at transforming the EU to a smarter, greener, more inclusive economy. It is asserted that greater innovation and more efficient management of resources will result in an EU economy that is more competitive in a world of increasing energy prices, and significantly greater resource constraints and competition. Eco-innovation is central to addressing the challenges of resource scarcity, air, water and soil pollution and it provides opportunities for growth and jobs.

CIP Eco-innovation will support projects connected with eco-innovative products, techniques, services or processes which aim at prevention or reduction of environmental impacts or which contribute to the optimal use of resources.

The main objectives are to:-

- Promote the adoption of new and integrated approaches to eco-innovation in fields such as environmental management and more environmentally friendly products, process and services
- Encourage the uptake of environmental solutions by increasing the market and by removing the barriers to market penetration
- Increase innovation capacities of SMEs

The initiative is managed for the Commission by the Executive Agency for Competitiveness and Innovation (EACI).

For this call for proposals the budget is €36m.



Tel: 0151 707 1378 Fax: 0151 707 0412 Website: [www.heefs.ac.uk](http://www.heefs.ac.uk) Email: [heefs@ljmu.ac.uk](mailto:heefs@ljmu.ac.uk)

## Purpose of this call for proposals

Eco-innovation is defined as 'any form of innovation aiming at significant and demonstrable progress towards the goal of sustainable development, through reducing impacts on the environment or achieving a more efficient and responsible use of natural resources, including energy'.

This call is specifically for projects concerned with the first application or market replication of eco-innovative techniques, products, services or practices of EU relevance, which have already been technically demonstrated with success but which, owing to residual risk, have not yet penetrated the market. They should contribute to removing obstacles to the development and wide application of eco-innovation, create or enlarge markets for related products and improve the competitiveness of EU enterprises on world markets. The projects should also aim at reducing environmental impacts, increasing resource efficiency or improving environmental performance of enterprises, in particular SMEs.

The call is open to any innovation addressing the objectives set out above although priority areas for 2011 have been set as follows:-

- Materials recycling
- Sustainable building products
- Food and drink sector
- Water
- Greening business

## Opportunities for UK HEIs

The initiative has a clear preference for projects proposed by SMEs, however, HEIs and relevant research institutes/centres are identified as eligible applicants. HEI applicants need to be careful that their proposal does not involve RTD and is concerned primarily with bringing the outcomes of previous research to market. Where this is done in collaboration with industry partners, a proposal is likely to be viewed more favourably and in such cases it may be more appropriate for the industry partners to submit the application, with University colleagues named as partners.

In 2010 The University of Bath submitted the following successful application:-

EUROCELL - aimed at improving the production of modular straw bale based panel building system, completing performance tests in order to obtain European certification and supporting market uptake

## Technical Features

Maximum project duration: 36 months

Maximum grant rate: 50%

No of partners required: It is not essential to be working in partnership with organisations from other countries. However as projects are required to demonstrate European added value, those involving transnational partners are likely to attract higher scores in the selection process

Maximum project size: No maximum or minimum size, but an average sized project receives around €800,000 in grant

## Selection Criteria

Applicants are required to demonstrate that they have the technical and financial capacity to deliver the project. In addition, projects will be assessed against the following selection criteria:-

- Relevance of the actions proposed in view of the objectives of the call for proposals
- Quality of the proposed actions
- Impact on target audience, replication and impact on the market
- Budget and cost effectiveness
- European added value

## Further Information

[http://ec.europa.eu/environment/eco-innovation/getting-funds/call-for-proposals/index\\_en.htm](http://ec.europa.eu/environment/eco-innovation/getting-funds/call-for-proposals/index_en.htm)