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*"The Interregional Cooperation Programme INTERREG IVC, financed by the European Union's Regional Development Fund, helps Regions of Europe work together to share experience and good practices in the areas of innovation, the knowledge economy, the environment and risk prevention. EUR 302 million is available for project funding but, more than that, a wealth of knowledge and potential solutions are also on hand for regional policy-makers"*

## European Clusters and Regions for Eco-investments Network

# Presentation of ECREIN+

The main objective of ECREIN+ is to know how to develop effective regional policies (including financial and non-financial instruments) to support eco-innovation and eco-businesses.

1. Improve knowledge of the market to know "Who we are working with?"

2. Study regional policies and tools to support eco-innovation to know "how are we working with them?"

3. Study the assessment of the eco-innovation instruments to know "how effective are the instruments?"

In the long-run, ECREINetwork aims to become the reference network for regional support to eco-innovation.

### KEY DATA:

#### Project duration:

36 months  
01/01/2010 – 31/12/2012

#### Budget:

2 063 419 €  
incl. 1 583 660,25 €  
EU co-financing

#### Collaboration:

13 partners (see blue box)

### PARTNERS:

- + Rhône-Alpes (FR, lead)
- + Andalusia (ES)
- + Assembly of European Regions
- + Baden-Württemberg (D)
- + Chamber of Commerce of Coventry: tbc (UK)
- + Chamber of Commerce of Stara Zagora (BG)
- + Galicia (ES)
- + Green Building cluster of Wallony (B)
- + Île-de-France (FR)
- + Lombardy (IT)
- + Malopolska (PL)
- + Romanian Municipalities Association (RO)

### INSTITUTIONAL LINKS:

INTERREG IVC:  
[www.interreg4c.eu](http://www.interreg4c.eu)

European Commission:  
[ec.europa.eu](http://ec.europa.eu)

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## Short history of ECREINnetwork (2006-2008)

The ECREINetwork started in 2006 and merged six regions: Rhône-Alpes, Lombardy, Baden-Württemberg, Andalusia, Ile-de-France and Malopolska. It was aiming at improving the knowledge of existing financial instruments for eco-innovation at European, national and regional levels.

### The ECREIN initiative operated in each partner region through:

Creating and animating of a public-private platform bringing together all the regional stakeholders in the development and financing of innovation and green technologies;

Completing an inventory of existing financial support instruments for innovation and eco-innovation at regional and national levels.

The diversity of regional policies and contexts, as well as the variety

of situations of green businesses and research in eco-innovation made it irrelevant to propose one single financial instrument for all the partners.

The ECREIN initiative demonstrated the significance and the validity of the regional level in raising questions and proposing actions in favour of eco-innovation. It also lists the improvement needed in order to define effective regional eco-innovation policies, which gave rise to the ECREIN+ project.

### GLOSSARY:

#### ECO-INNOVATION

An eco-innovation is an innovation used to measure, prevent, limit, minimize or correct environmental damage to water, air and soil (natural resources), as well as problems linked to waste, noise and eco-systems. This includes innovation for the greenhouse gas reduction and the so-called energy innovation concerning energy efficiency and renewable energies. (ECREIN 2007)

Eco-innovation means all forms of innovation activities resulting in or aimed at significantly improving environmental protection. Eco-innovation includes new production processes, new products or services, and new management and business methods, the use or implementation of which is likely to prevent or substantially reduce the risks to the environment, pollution and any other negative impact of the use of resources throughout the lifecycle of related activities

([http://ec.europa.eu/environment/eco-innovation/what\\_en.htm](http://ec.europa.eu/environment/eco-innovation/what_en.htm)).

## Presentation of 3 working groups

### Working Group N° 1 "Market knowledge of environmental goods and services (EGS) sector"

The group will analyse this new sector (not considered as such in the economic classifications in use) that plays a fundamental role in any eco-innovation policy.

### Working group N°2 "Regional policies and tools"

The group will share experiences on how regional institutions design and implement their eco-innovation policies. In particular, the content of these policies, the instruments used and the communication strategies involved will be considered. Parti-

cular attention will be paid to policies to promote Green Public Procurement (as an important driver of eco-innovation), technology transfer, clusters of enterprises, eco-parks and single contact points.

### Working group N°3 "Assessment of instruments to support eco-innovation"

The group will dig into the efficiency of instruments for eco-innovation (IEI) and regional policies. It will be the opportunity to create a set of indicators for every Region interested in an assessment of its own eco-innovation policies.

## Survey on regional policies and tools for eco-innovation

A questionnaire was elaborated during this first semester, to be sent to other regions that are not partners to the projects, but who could interestingly contribute to the work carried out within the project. The aim is double: optimise the amount and quality of information available from European regions and involve new regions in the work on eco-innovation.

The questionnaire can be downloaded under:

<http://www.aer.eu/main-issues/economic-development.html>



Kick-off meeting in Uppsala (S)

## Kick-off meeting in Uppsala

The kick-off meeting took place in Uppsala (Sweden) on 18-19 February 2010. 24 persons took part in this meeting, which was an opportunity for all partners to meet and discuss about the main activities to be carried out in the framework of the project.

The first day was dedicated to reviewing each partner's task and commitment and to the presentation of each working group. The second day was more focused on administrative procedures (first level control and reports) and communication aspects.



Meeting of the WG3 in Sibiu (RO)

## First working group meeting

On 17-18 June in Sibiu (Romania), the Association of Romanian Municipalities hosted a workshop for Working group 3 (Assessment of instruments to support eco-innovation), preceded by the project's first Steering Committee meeting. Mrs Astrid Fodor, Vice mayor of Sibiu responsible for economic development, underlined the strong determination of the City Hall to protect the environment and to preserve the beauty of the city alongside with its industrial development.

### Three main issues were analysed:

- 1) Categorisation of instruments that do or could support eco-innovation with a special focus on financial instruments
- 2) Possible indicators to assess those instruments
- 3) Definition of a business-oriented questionnaire on the above-mentioned issue

## Focus on Uppsala

Home to two prolific universities, Uppsala county has a long tradition of great thinkers and innovators. In recent years, it has become known for the production, storage and efficient use of both non-renewable and renewable energy. Many activities in relation to eco-innovation are taking place in Uppsala but there is no shared understanding of how the different stakeholders can move forward together. Within the scope of ECREIN+, Uppsala will attempt to address this matter. Looking specifically at mobilising green public procurement and fostering green activities in the business sector, Uppsala county council seeks to learn from its peers within the project and spread its experience to others regions in Europe. Participating in the ECREIN+ partnership will allow Uppsala to better tie together research potential, public sector activities and the dynamism of the business sector to promote and develop eco-innovation initiatives.



University of Uppsala (S)

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## Focus on AMR

AMR was set up in 1990 by 30 founding associate members (municipalities) as an organisation dedicated to local authorities support and representation. The Romanian Municipalities Association presently includes 107 members: 101 municipalities and the six districts of Bucharest Municipality. The association contributes to achieving real local self-govern-

ment in view of meeting the public's needs and ensuring citizens' participation in the decision making processes having an impact on local communities. AMR participation in the ECREIN+ project will ensure a valuable contribution and involvement of Romanian experts in the project activities, bringing visible their expertise and in the same time the transfer of the project know-how in all the Romanian regions. Two cooperation agreements have been signed by the AMR with Transylvania University from Brasov and Petroleum-Gas University from Ploiesti, both committed to the promotion to eco-innovation businesses and spread of good practices in their territories.

The advisory role of AMR at national level in Romania will allow the participating experts to share their expertise not only with all AMR members but also with their collaborators and partners at national level. Thus stimulating the creation of regional platforms to support eco-innovation.

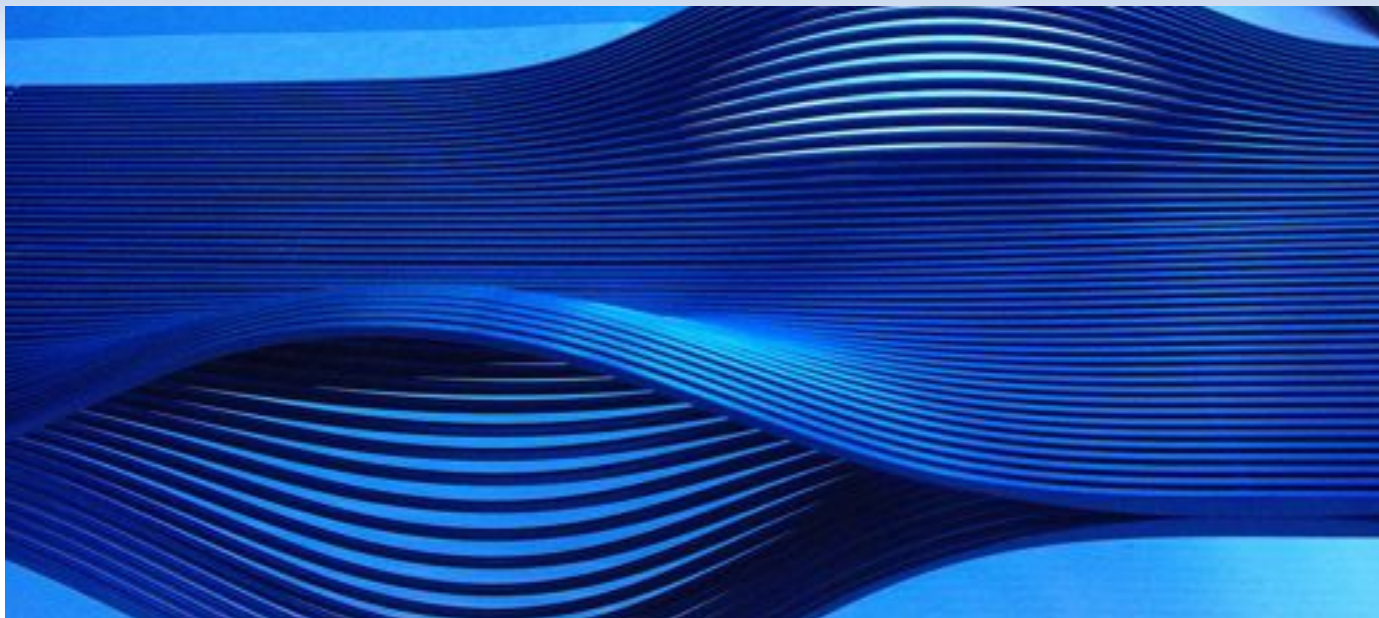
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City of Sibiu (RO)



## EVENTS TO COME IN 2010:

✚ Workshop of Working group 1  
"Market knowledge of environmental  
goods and services (EGS) sector" in  
Andalusia (ES): November 2010

✚ First dissemination conference and  
2nd Steering Committee meeting in  
Brussels (B): November 2010

The next Newsletter will be published  
in Autumn 2010.

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