

# Green industry innovation

Encouraging more sustainable production processes, product design and services is good for both the environment and business. Norway has allocated almost €130 million to promote increased competitiveness of green enterprises in Europe.

## WHY FOCUS ON GREEN INNOVATION?

Both Norway and the European Union subscribe to the principle of sustainable development and share a common objective of creating competitive and dynamic knowledge-based economies.

The EU's ten-year growth strategy, 'Europe 2020', emphasises the need for greener and more innovative economies and all EU countries have to meet ambitious targets on innovation, climate and energy. To achieve sustainable economic growth, investment in new green technologies and green innovation is crucial.

However, there is still a general lack of available funding to support eco-innovation. Entrepreneurs and small businesses in particular are often hampered by a lack of access to finance. Aside from contributing to a lower environmental impact, 'going green' also makes economic sense. Businesses across the whole economy can save money through increased energy and resource efficiency and by providing more environmentally friendly products and services to the market.

## WHAT WILL WE ACHIEVE?

Norway has allocated €127.7 million to programmes promoting green industry innovation in Bulgaria, Estonia, Hungary, Latvia, Lithuania, Poland, Romania and Slovakia.

The programmes contribute to:

- > increasing competitiveness of green enterprises
- > greening of existing industries
- > promoting green entrepreneurship



© Christophe Vander Ecken

## HOW WILL WE ACHIEVE IT?

The green industry innovation programmes are mainly business-focused, aiming to help step up eco-innovation and develop green business opportunities.

Types of activities supported by the programme include:

- > Realisation of business opportunities for greening the economy
- > Reduced waste production and reduced air, water and soil pollution
- > Greater use of environmentally-friendly technologies
- > Increased green job creation and entrepreneurship

For example, in Estonia – recognised as one of the most advanced e-societies in the world – the focus is on 'greening ICT' (information and communication technologies). One project receiving support is developing a management system to reduce energy use. In Bulgaria, funding helps in the construction of passive buildings and in establishing a recycling process for waste glass, while in Poland, projects aimed at reducing production of waste and improving recycling are being supported.

## HOW DOES IT WORK?

Projects are supported under specific programmes in eight EU countries. Funding is available for entities registered in the beneficiary countries – targeted in the main at the private sector, in particular small and medium-sized enterprises. Norwegian organisations, both private and public bodies, are involved as project partners. Calls for proposals are published on the websites of the programme operators and on [www.eeagrants.org](http://www.eeagrants.org).

## BILATERAL COOPERATION

This programme is based on partnership projects. We want to strengthen the bilateral relations between the beneficiary countries and Norway, and take advantage of Norwegian experiences and technologies.

With broad experience of business development, Innovation Norway is involved as either a partner or programme operator in all countries. Funding is available to support networking and foster project partnerships.

## COUNTRY OVERVIEW: GREEN INDUSTRY INNOVATION

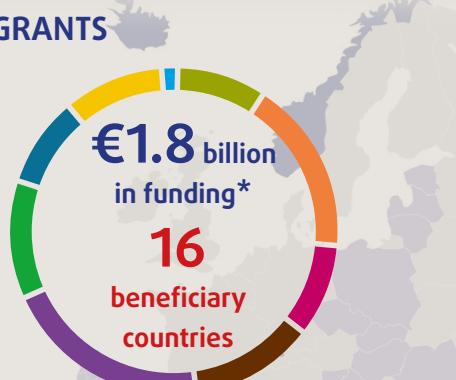
Country	Realisation of 'green' business opportunities	Reduced waste production and emissions	Greater use of environmentally friendly technologies	Increased green job creation and entrepreneurship	Partner: Innovation Norway	Grant amount (€ million)
Bulgaria	●				●	13.7
Estonia	●				■	6.0
Hungary		●	●		■	22.9
Latvia	●			●	■	11.3
Lithuania	●				■	8.0
Poland	●				●	20.0
Romania	●				●	29.7
Slovakia				●	■	16.1
Total						127.7

■ Donor programme partner

● Programme operator

## ABOUT THE EEA AND NORWAY GRANTS

Iceland, Liechtenstein and Norway provide funding to:



### AREAS OF SUPPORT

Environmental management  
Climate change  
Civil society  
Cultural heritage and diversity  
Human and social development  
Green industry innovation  
Justice and home affairs  
Research and scholarships  
Decent work and social dialogue

\* EEA Grants €993.5 million (Norway 95.7%, Iceland 3.2%, Liechtenstein 1.1%) – Norway Grants €804.6 million, financed by Norway alone