

## The CIP Eco-Innovation Call

The CIP Eco-Innovation First Application and Market Replication Products (short name: CIP Eco-Innovation) is a new fund which helps businesses and other participants overcome barriers to mainstreaming successfully demonstrated eco-innovative products, techniques, services or processes. 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”.



Projects should remove obstacles to the development, replication and commercialisation of eco-innovation, and build markets to increase competitiveness on European and international markets. Proposals must be able to demonstrate both environmental and economic benefits while increasing the wider innovative capacities of European SMEs.

### How much funding is available?

The total budget for the programme is €200m, and there is €36m available for the 2011 call. There are no minimum or maximum boundaries for budgets, and projects can run for a maximum of 36 months.

### General priorities

The CIP Eco-Innovation funds projects under the following priorities:

- **Materials recycling**

This priority supports innovative sorting and treatment methods for recycled waste, such as construction and demolition waste, electrical waste and commercial/industrial waste. It also supports products made from recycled material, projects which strengthen supply chains for recycled materials, and innovations to build markets for recycled products.

Projects should comply with the EU [Waste Framework Directive](#), which contains a hierarchical system to prioritise the prevention and reuse of waste over recycling and other treatment options, such as energy recovery. Further European objectives for waste management and treatment can be found in the EU [Thematic Strategy on the prevention and recycling of waste](#).

- **Sustainable building products**

The environmental impact of buildings results from the extraction and utilisation of the raw materials needed for construction, the waste created from demolition, and the greenhouse gas emissions from energy consumed during occupation. This priority supports innovative products and processes for the residential and non-residential sectors, aimed at reducing resource consumption and waste from the construction and demolition of buildings. It also covers the promotion of environmentally friendly building materials and practices.

- **Food and drink sector**

This priority focuses on high impact sectors of the food and drink industry, including meat and meat products, dairy products, and industries such as olive oil production. Projects can commercialise innovative and low-impact packaging materials, processes to increase resource efficiency and recyclability, and processes to reduce waste and greenhouse gas emissions. Projects can also support innovative products, processes and services to reduce the environmental impact of food consumption, such as logistical services and distribution systems.

- **Water**

Projects under this priority should improve water efficiency and quality or reduce consumption. This can include innovative water efficiency products or processes, especially water-free solutions, along with treatment and smart distribution systems which clean water, or monitor, streamline and repair water networks.

- **Greening businesses**

This priority supports SMEs in improving their environmental performance and adapting to the impacts of climate change, following the principles of [Integrated Product Policy](#) and the [life-cycle approach](#). This can include the promotion and market uptake of products and services which reduce business resource use and environmental impact, for example through the implementation of the EU [Ecodesign Directive](#) or promotion of the EU [Eco-label](#).

Projects can support businesses in substituting materials in individual products or larger production processes, to reduce environmental impact or lower utilisation of scarce resources. Actions can also be taken to increase the reuse and recycling of by-products and wastes created by businesses, or to promote repair and remanufacturing services for improving machine efficiency.

## Who can apply?

CIP Eco-Innovation is open to public and private bodies from all 27 European Member States. It is also open to bodies from European Free Trade Association countries which are members of the European Economic Area, as well as EU accession and candidate countries. An estimated 65% of funding will be allocated to co-finance projects submitted by SMEs and other private sector clients, with 12% allocated to the public sector and research institutions.

### Conditions of funding:

The co-financing rate is 50%, which means that CIP Eco-Innovation will fund up to 50% of the eligible costs of a project, with the remaining 50% coming from a source other than the European Union.

Applications can be submitted by one or several entities, from one or more eligible countries.

### Deadline:

The deadline for the current call is 8 September 2011.

### For more information:

- [CIP Eco-Innovation](#) website
- Contact Carolina Fernandes at EEN London (email: [carolina.f@gle.co.uk](mailto:carolina.f@gle.co.uk))