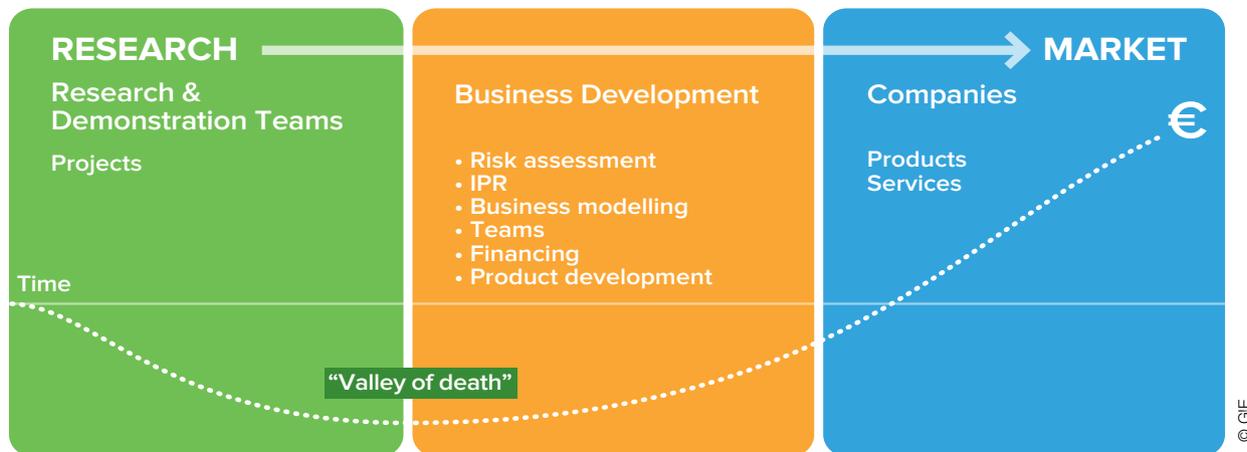




# Strategies for Exploitation of Research Results

Horizon 2020 puts greater emphasis than ever on the exploitation of project results. However, coming up with meaningful exploitation plans requires different expertise to that of the scientific and technological partners found in research consortia. Greenovate! Europe offers **business development services and innovation support for bridging the gap between research and market**, including the testing of novel business approaches.



Greenovate! Europe is specialised in the **exploitation and promotion of research results** to encourage their uptake by market-players and policy-makers. We have an outstanding track record in designing and implementing tailor-made exploitation and dissemination work packages for research projects, particularly in energy efficiency in buildings, renewable energy, smart cities and resource efficiency.

# Services for a Green Economy

Greenovate! Europe's services can be applied to several key sectors for the emergence of a sustainable economy.

## Bio-based Economy

Bio-based materials, processes and products will play a key role in the emergence of a green economy, whilst considering sustainability throughout their life-cycle.



## Transport

The reduction of environmental and climate impacts stemming from the current transport system requires new mobility concepts, alternative sources of fuel, a new generation of efficient vehicles and an adequate transport infrastructure.

## Sustainable Buildings

To achieve greater energy efficiency, the building sector needs new renovation strategies at district level that integrate retrofitting processes, materials, energy supply, novel network operations (heat, gas, electricity, water, wastes) and understanding of owner and tenant requirements.

## Electricity

The transition to low carbon electricity production calls for novel technologies and approaches to energy production, transmission, distribution and consumption, where integration of new technologies will provide extra flexibilities to the electricity system.

## Water

Optimisation of water use and improved management systems will contribute to securing the supply and quality of this increasingly scarce resource, bringing about new sustainable models for its valorisation.

## Decision-Support Tools

Support for informed decision-making for greater resource efficiency in industry, by designing and using tools for material efficiency and life cycle assessments to increase profitability.

## Sustainable Products

Introducing environmental criteria to the design of products, thus defining their life-cycle, through advanced materials, efficient production solutions, new functional surfaces and increased recyclability at end of life.

## Production Efficiency

Improving energy and material efficiency in manufacturing processes can reduce both environmental impact and cost of manufacturing through low cost measures, as well as advanced manufacturing solutions.

## Value Chain Innovation

Optimising entire manufacturing value chains can tap into the large savings potential that is locked into the interfaces between different companies involved in increasingly complex industrial value chains.

## Commercial Exploitation

Maximising the value of research by accelerating the uptake of research results by industrial companies, new ventures, and other market actors with an emphasis on novel business models and the implementation of smart regulations.

# Smart, Sustainable Cities

Cities face many challenges in enhancing urban life, from improving energy efficiency and reducing energy dependency, to advancing **sustainable transport** and supporting green construction. Solutions to these issues require close co-operation between authorities, industry and citizens to develop **integrated projects** that reach across these varied sectors.

Using our extensive experience in **energy efficient retrofitting** of buildings and city districts, integration of **renewable energies, smart grid technologies** and **smart city** approaches, we take advantage of our interdisciplinary expertise to provide integrated innovation, planning and policy-support to regional players by stimulating synergies for maximum impact from investments.



# Resource Efficient Innovation for Industry

**Manufacturing efficiency** provides the basis for **competitive and sustainable production**. With our technical know-how and long-standing experience of working with both industrial players and research organisations, Greenovate! Europe can make industrial processes more efficient and bring the most promising solutions to the market.

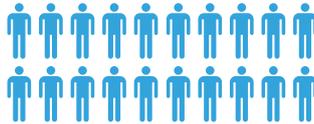
Focusing on manufacturing efficiency alone, though, ignores the substantial gains to be made through **efficient product design** and full **value chain optimisation**. The complexity of industrial value chains means that there is so-far untapped potential for substantial cost savings and resource efficient innovation. Greenovate! Europe can provide **tools, methodologies** and **strategies** to make these savings accessible and to turn them into profits.





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#### Our Members are:

- Research Centres
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- Business Clusters
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#### Our Clients Include:

- Large Companies
- SMEs & SME Networks
- Industrial Clusters
- Research Institutes
- National and Regional Public Authorities
- European Institutions and Programmes

Greenovate! Europe cover all parts of the innovation value chain, bringing together the expertise required for technology and service developers to successfully transfer research to market and for policy-makers to create an environment in which eco-innovative business can thrive.



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