



GREEN IS OUR BUSINESS

Greenovate! Europe is a unique group in Europe where innovation players act through an integrated eco-innovation partnership. It links key players of the innovation value chain: researchers, technology and market developers, policy makers, industry associations and businesses with their eco-innovation projects.

Greenovate! Europe can demonstrate that green innovation is profitable to both businesses and the world we live in. Based on many years of hands-on experience, our experts know how to tap this eco-innovation potential focusing on the following key areas:

- **Resource efficiency** encompassing waste, water, material and energy efficiency;
- **Renewable energy** and its integration into smart networks;
- **Sustainable construction**;
- **Cleaner production**.

Please give us a call or consult our website to learn more about current projects, and thus to use our expertise towards green innovations.

www.greenovate-europe.eu

**All the eco-innovation expertise you need.
Europe-wide. Out of one hand.**

GREENOVATE! EUROPE MEMBERS

Our 30 members come from 14 countries and cover all aspects of the innovation value chain. Our fields of expertise cover:

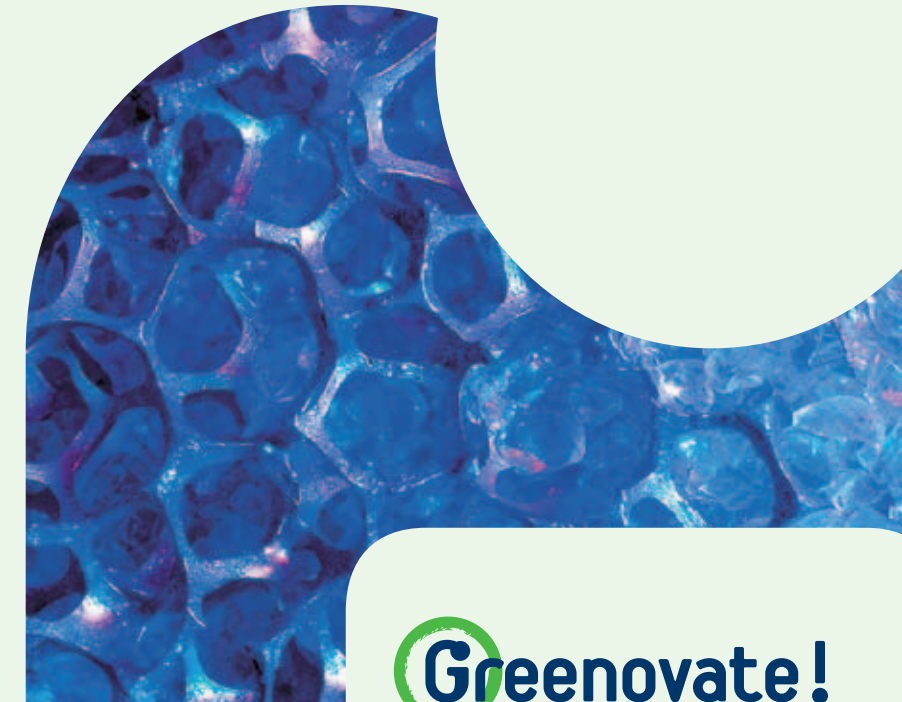
- 1) Open innovation for sustainable business
- 2) Access to market for green products and services
- 3) Management of complex eco-innovation projects
- 4) Eco-Innovation policy.

Active Innovation Management (FR)
Advansis Oy (FI)
Amsterdamse Innovatie Motor (NL)
ATLANTIS Consulting Cyprus Ltd. (CY)
Bird&Bird (DE)
CEIS Innovation 128 (FR)
CETIM - Centre Technique des Industries Mécaniques (FR)
Cluster de Energía del País Vasco (ES)
DONG Energy (DK)
EWP - European Water Partnership (BE)
GDF SUEZ (FR)
Greenovate! sprl (BE)
i.con innovation (DE)
Lahti Science and Business Park (FI)
LEV - LandesEnergieVerein Steiermark (AT)
Logotech s.a. (GR)
Mermaid Venture (DK)
Michael Heidenreich Consulting (AT)
O.Oe. Energiesparverband (AT)
Orion Innovations (UK)
Planair s.a. (CH)
SP - Technical Research Institute of Sweden (SE)
Technofi s.a. (FR)
UK CEED - EnviroCluster Peterborough (UK)
Van der Meer & van Tilburg (NL)
WAEGA Group (CH)
Ynnovate (NL)
Youris.com (IT)
Zabala Innovation Consulting (ES)
ZVO - Zentralverband Oberflächentechnik (DE)



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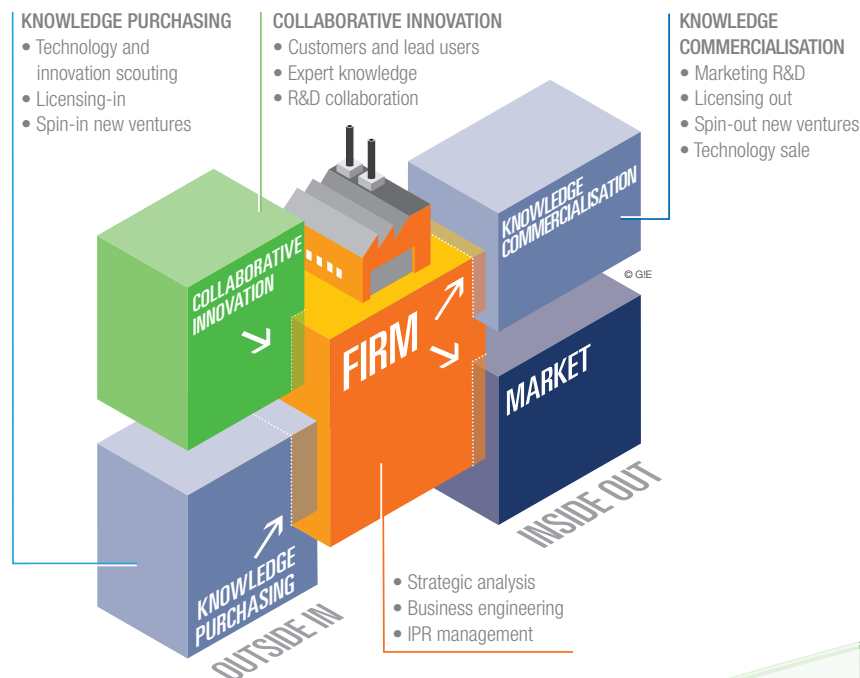
Graphic design: www.mardit.be - ©Picture: Innovative storage material: Open metal spongestructure filled with silica gel for sorptive storage units (development together with UFE SCLAR GmbH) Source: Fraunhofer ISE



Open innovation
for sustainable
business

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OPEN INNOVATION FOR SUSTAINABLE BUSINESS

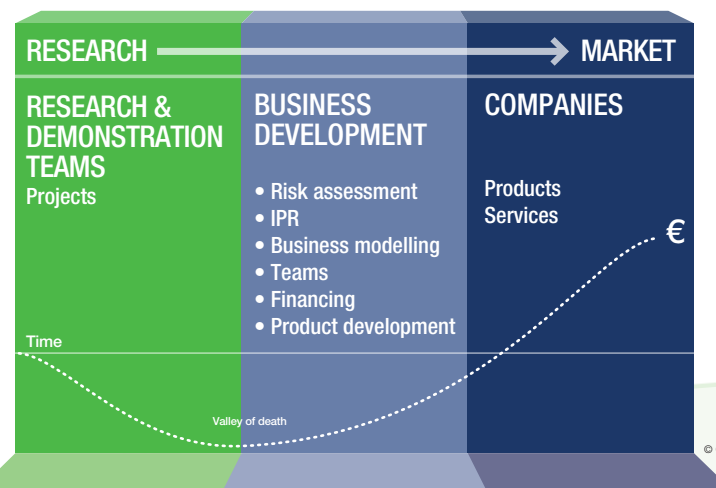


The transformation of today's enterprises into sustainable businesses requires industry to seek new opportunities both in form of disruptive technologies and new emerging business models. To drive this significant change towards eco-innovation most efficiently, valuable ideas and solutions will be sourced both inside of an organisation and from external sources, and new products or applications will be co-developed with lead users and key customers. In the same vein, companies will commercialise their unused in-house knowledge through external partners, while focusing their own market activities on core strategic growth areas.

Open innovation in cooperation with external partners offers a lot of advantages such as cost efficiency, risk sharing, external creativity, increased flexibility and speed.

The experts of Greenovate! Europe facilitate the process of Open Innovation for sustainable business. Europe-wide. Out of one hand.

ACCESS TO MARKET FOR GREEN PRODUCTS AND SERVICES



The commercialisation of public research results remains a bottleneck in the innovation process. Transforming new technical concepts and solutions into successful business remains indeed a substantial challenge.

It is to **bridge this gap between research and market** that innovation skills (such as business model development, risk assessment, management team building and investor-readiness) become crucial. Systematic screening and coaching of the most promising entrepreneurs set fast tracks for the commercialisation of new green products and services.

Access to markets is also crucial for innovators that want to go abroad. Greenovate! Europe supports companies and cluster organisations in their **internationalisation** efforts through target market information, partner search and growth strategy development in Europe and beyond.

MANAGING COMPLEX ECO-INNOVATION PROJECTS

Greenovate! Europe and its member organisations have long-standing experience in the **management of complex, international innovation projects**. This involves strategic project design, tailored partner search, coordination, management and assessment of multi-cultural, multi-stakeholder projects.

Greenovate! Europe can also draw on an impressive track record in **business and institutional communications**. Our experts provide services in event management and moderation, science communication, audio-visual production, marketing, media relations as well as on- and offline publications.

ECO-INNOVATION POLICY

Greenovate! Europe contributes to **policy design and eco-innovation programme development** at all levels. Internationally, the Group has advised EU, national, regional and local administrations and carried out innovation, competitiveness and foresight studies as well as programme evaluations and impact assessments. In addition, specific innovation policy tools such as innovation vouchers are being designed, tested and implemented by Greenovate! Europe to accelerate innovation processes.

THE EXPERTS FOR INNOVATION VOUCHERS

Greenovate! Europe has accumulated in-depth expertise in setting-up sector-specific innovation voucher schemes with 15 national and regional public agencies. We are developing and testing voucher systems to speed up the access to research, business expertise and internationalisation in the following sectors: renewable energy, sustainable construction, resource efficiency in the manufacturing industry and waste water. By 2012, at least 640 green innovation vouchers should have been granted in Austria, Cyprus, Finland, France, Italy, Germany, the Netherlands, Norway, Spain and the UK with the support of Greenovate! Europe.