



GreenEcoNet Innovation Lab

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2013 FP7 ENV Call: Accelerating progress towards the Green Economy

Business practices for promoting Green economy and sustainable consumption and production

- **Stimulate the dialogue between the private sector and the research community**
- **Create a thematic knowledge base and network for global exchange of best practices between EU and non-EU actors**
- **Promote research in support of business solutions**

Policy context of the initiative

- *EU Resource Efficiency Flagship Initiative*
- *European Resource Efficiency Platform*
 - **June 2013 recommendations: "the potential for creating new, or scaling up existing, networks should be exploited and a platform for knowledge exchange established."**
- *Green Action Plan for SMEs*
- *Rio+20 follow up*
 - **Green Economy to achieve Sustainable Development**
 - **10 Year Framework Programmes on SCP**

Expectations

- ✓ *Contextualized and flexible*
 - Establish effective links existing networks
 - Be aware of policy development
- ✓ *Research-based, but business-oriented*
- ✓ *Recognized as a valuable source of information and support platform*
- ✓ *Visionary and strategic*
- ✓ *Connect to other FP projects, EC initiatives, EU institutions and international organizations...*
- ✓ *...while keeping its niche and added value*

Measures of successes:

- *Relevance*
 - **It is policy relevant (for policy makers)**
 - **It is useful (to your stakeholders)**
- *Support to green economy agenda*
 - **It identifies best framework conditions for companies to go green**
 - **It offers evidence of good practices in Europe**
- *Large and long-lasting network*
 - **It links researchers, business and policy makers**
 - **It continues after the project ends**
 - **It has an international dimension**