
Measuring eco-innovation

Lessons from the Eco-Innovation Observatory

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Michał Miedzinski
Technopolis Group



A Cerro Tololo Sky (Chile)
Credit: Roger Smith, AURA, NOAO, NSF

The Eco-Innovation Observatory

- European knowledge hub on eco-innovation for policy makers, business and researchers
 - Supports the EU's Eco-Innovation Action Plan (Eco-AP)
 - Duration: 2009–2012, 2012-2013, **2014-2016**
 - Core partners: Technopolis Group (leader), Vienna University of Economics and Business, Wuppertal Institute, BIO by Deloitte and WAAT, with support from Triple E, Cleantech Group and University of Ferrara.
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The EIO in short

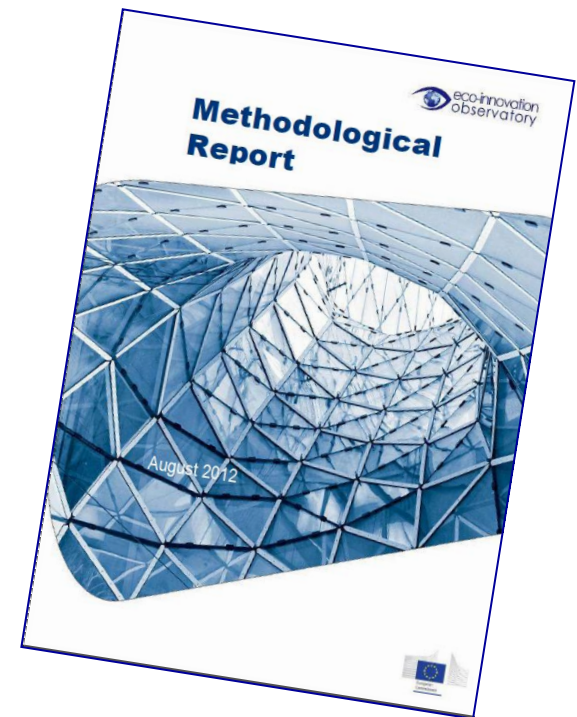
- Reports, briefs and presentations
- Eco-Innovation database and scoreboard
- EU28 country profiles
- On-line database with interactive charts
- 200+ eco-innovation business practices from across Europe
- Glossary and more



Setting the scene: what is eco-innovation?

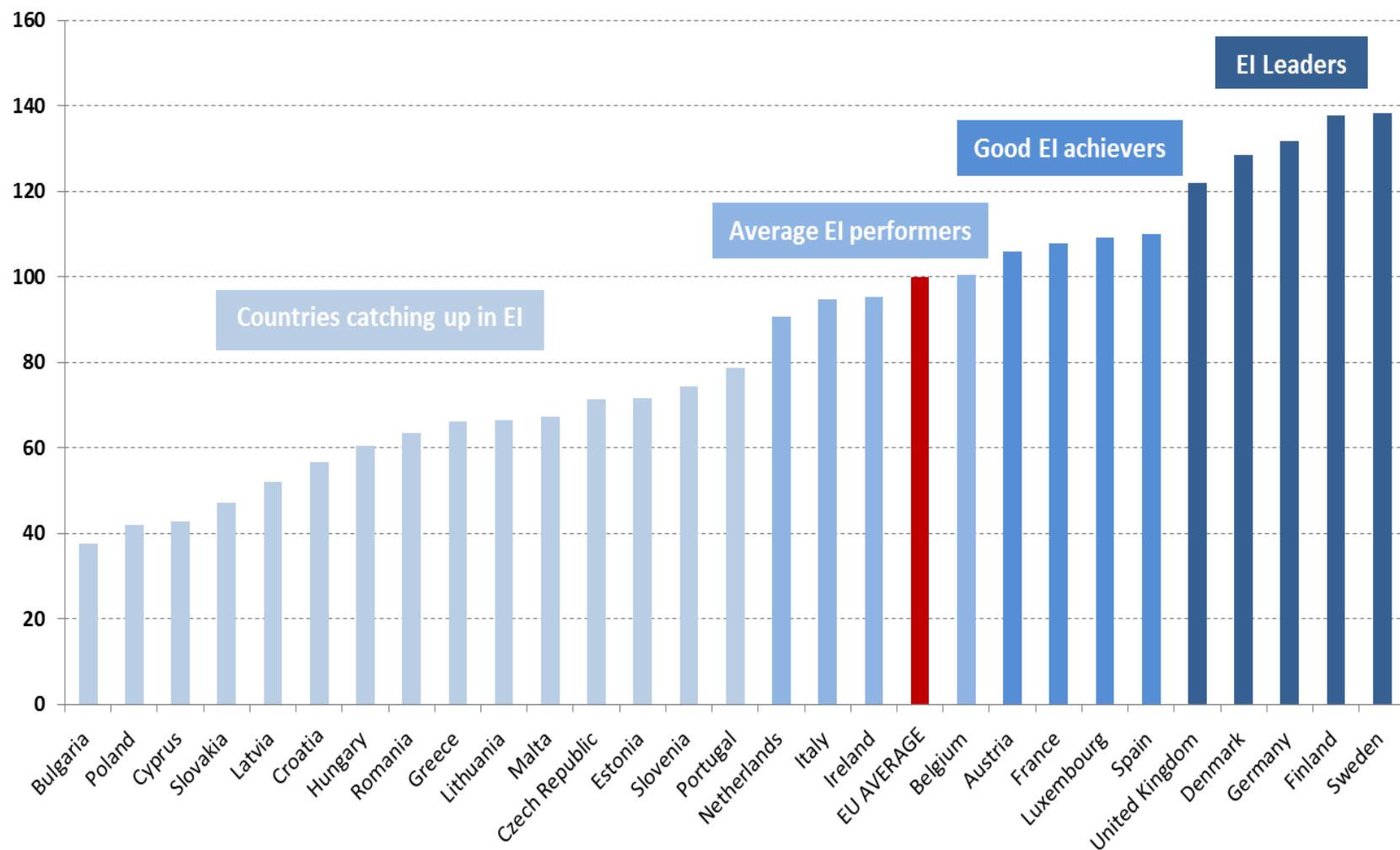
Eco-innovation is any innovation that reduces the use of natural resources (including materials, energy, water, biomass and land) and decreases the release of harmful substances across the whole life-cycle.

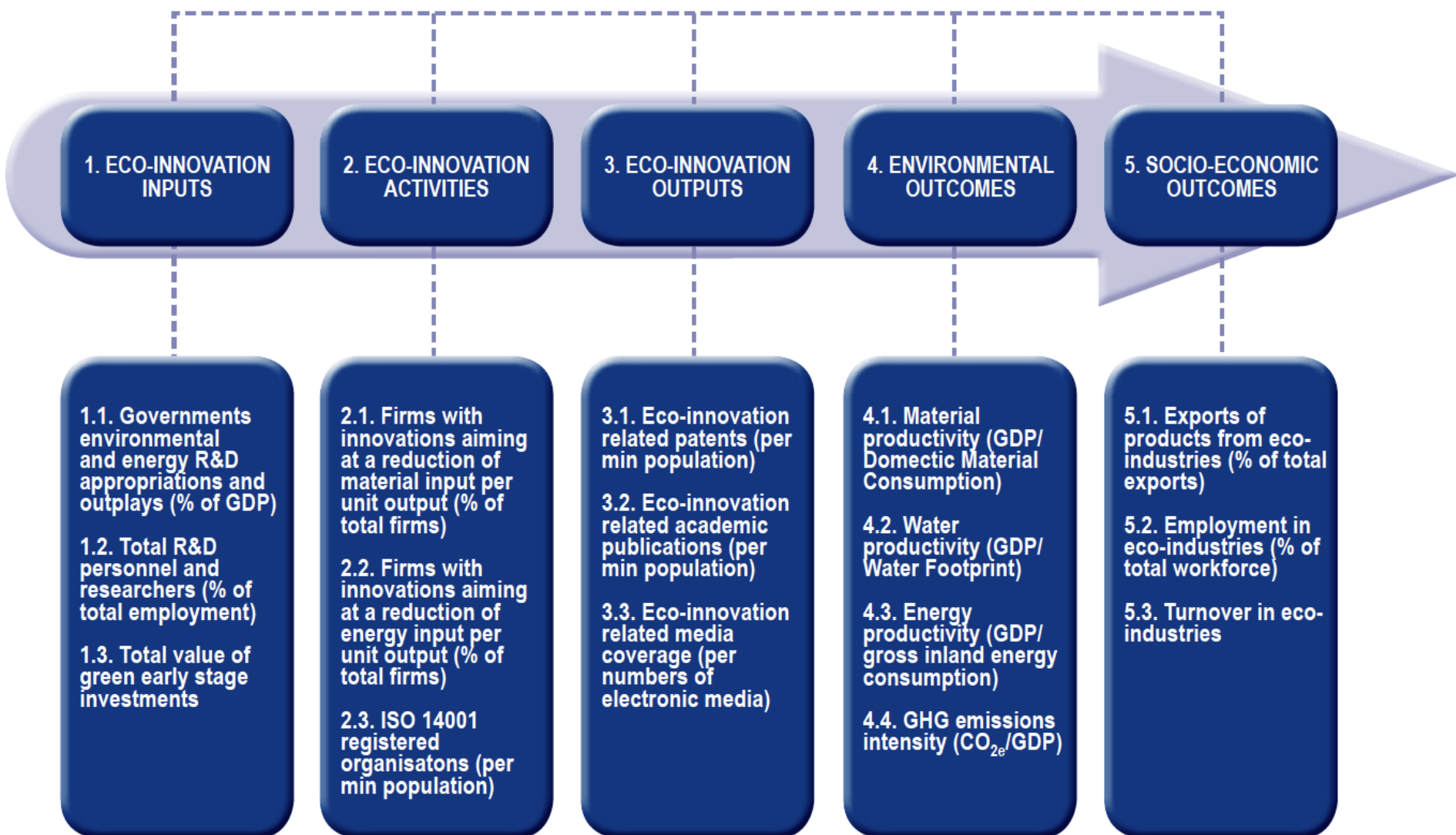
Source: EIO, November 2010

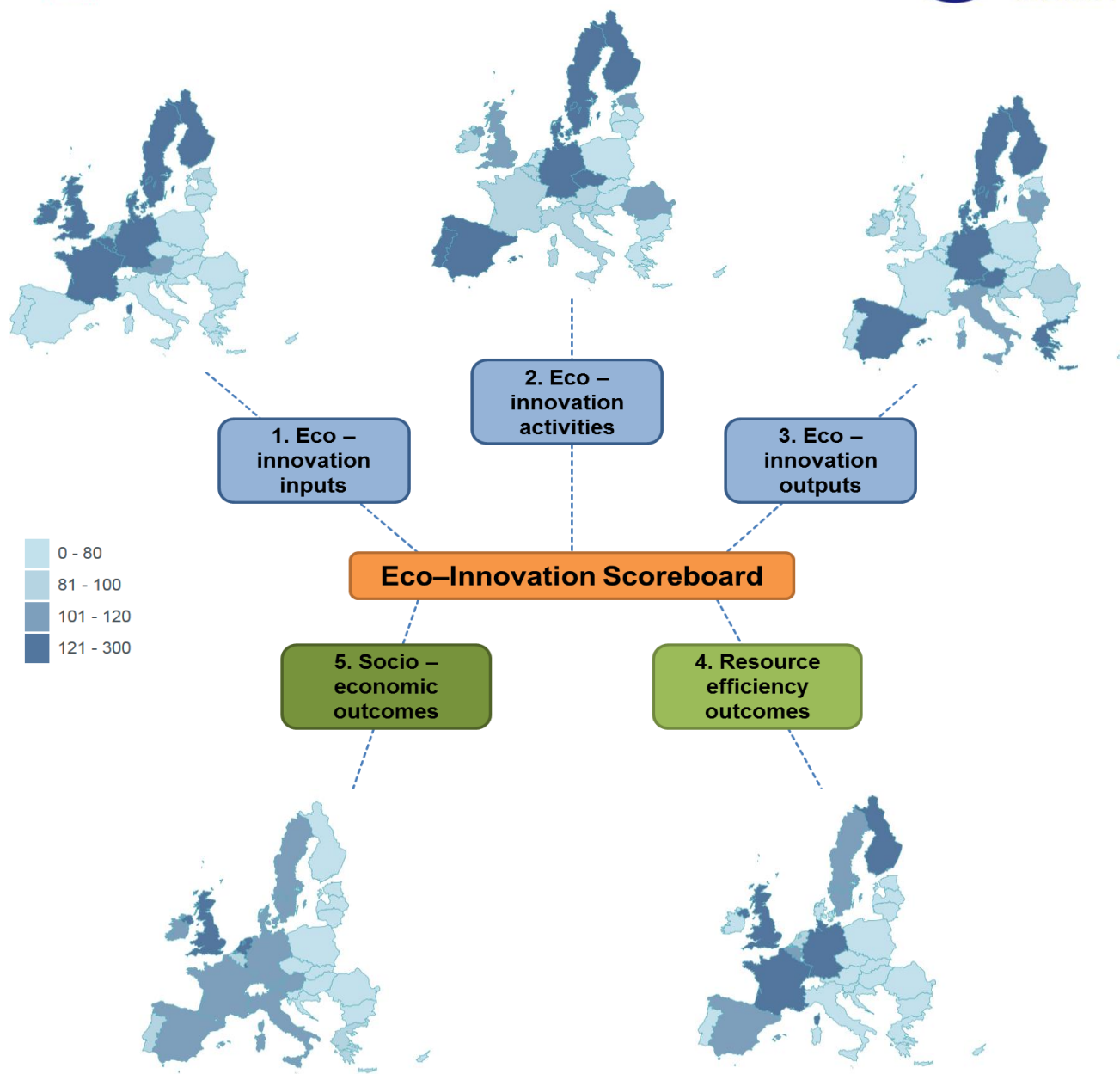


Measuring eco-innovation

2013 Eco-Innovation Scoreboard (EIO 2014)



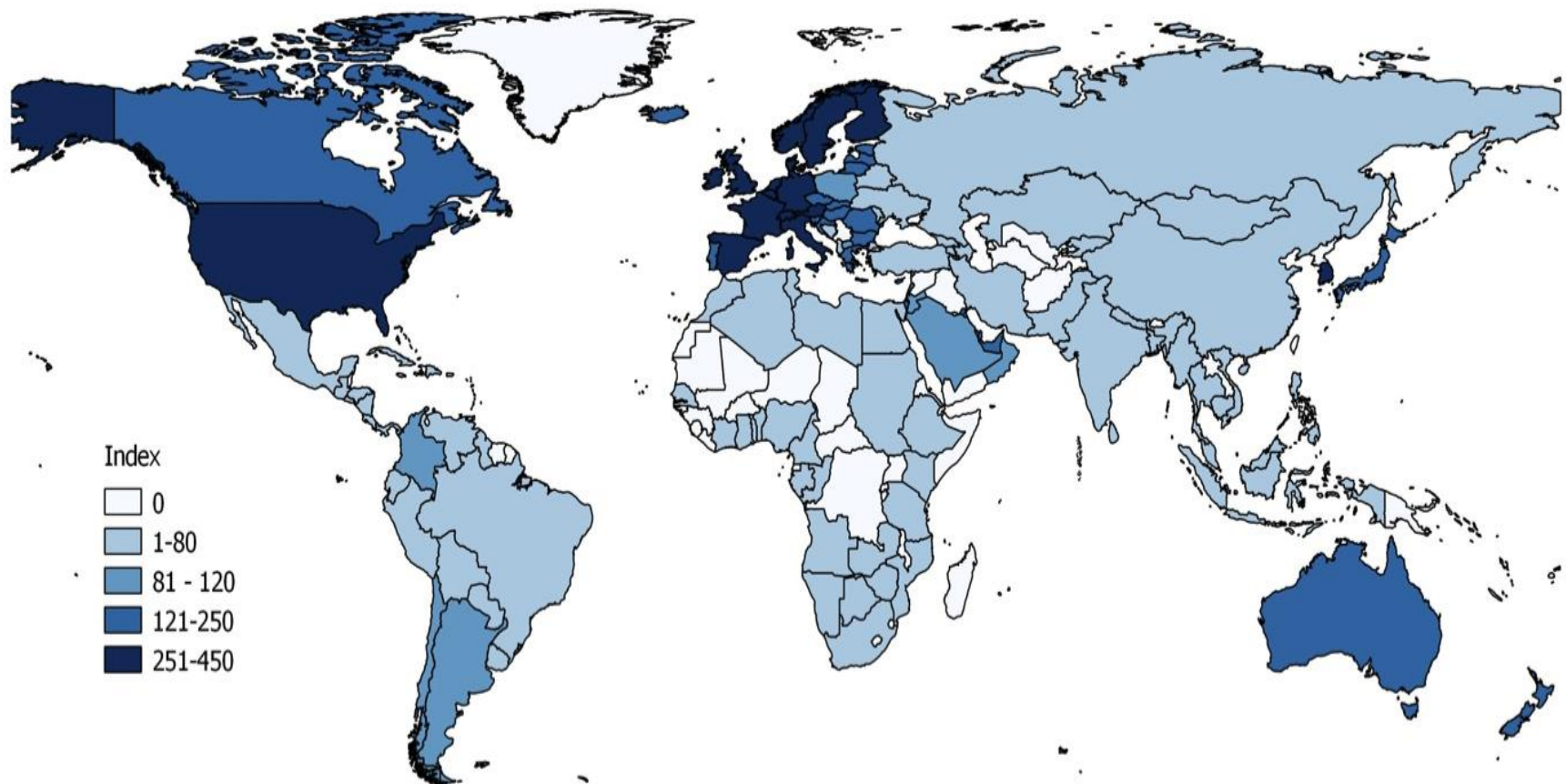




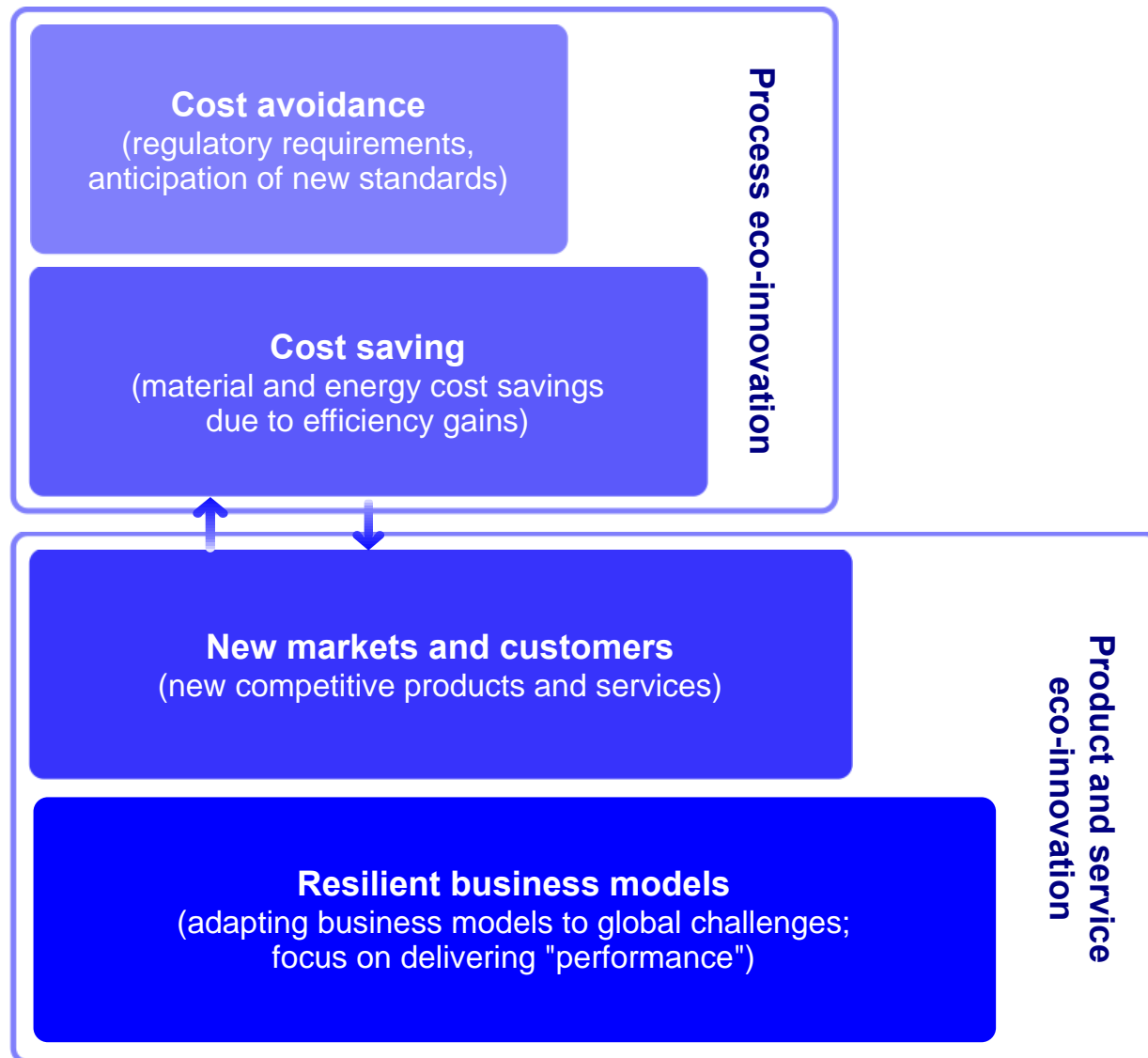


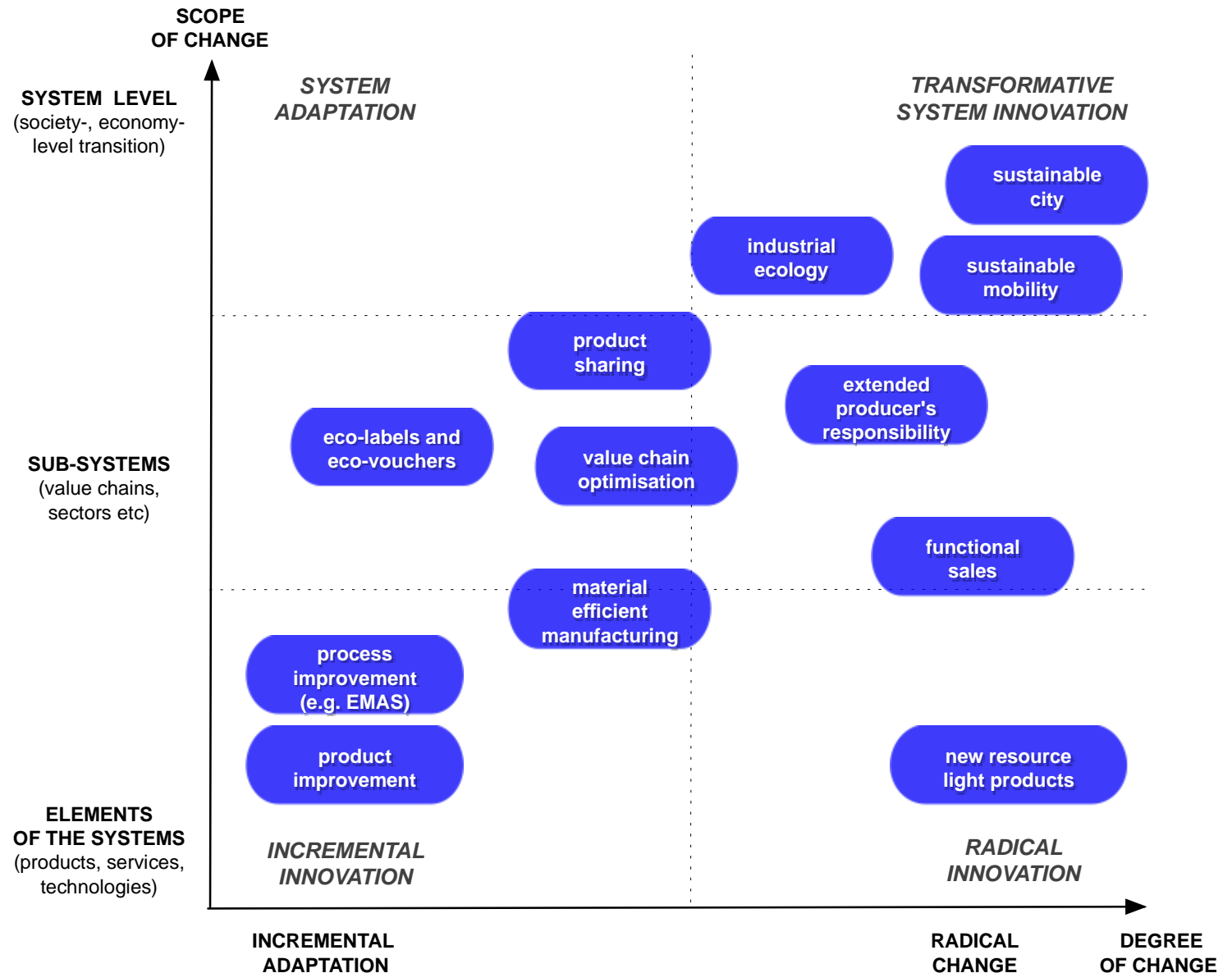
Welcome to Planet Earth
Credit: Apollo 17 Crew, NASA

2013 Global Eco-Innovation Scoreboard (EIO 2014)

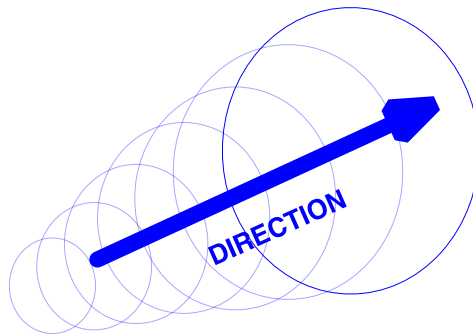


What next for eco-innovation metrics



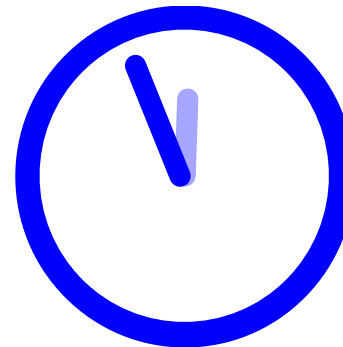


**AGENTS OF
CHANGE**



**SCALE
AND IMPACT**

**VALUE
CREATION**



**TIME
AND TIMING**

Selected challenges for eco-innovation metrics

- Conceptual and methodological hurdles
 - *Further reflection needed on scope and causal assumptions framing existing measuring systems*
 - Availability and quality of data
 - *Current systems strongly relying on proxies*
 - *Limited access to data allowing for making strong assumptions about impacts of innovation*
 - Usefulness of metrics for end users
 - *Need to take into account the needs of users*
 - *(Often) less is more...*
 - Visualisation
 - *Further work needed on visualising data*
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Thank you

Contact:

Michal Miedzinski (michal.miedzinski@technopolis-group.com)

technopolis |group| has offices in Amsterdam, Brighton, Brussels, Frankfurt/Main, Paris, Stockholm, Tallinn and Vienna
