



Newsletter

No.1 2009

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EUCETSA
European Committee of
Environmental Technology Suppliers
Association

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Who are we?

EUCETSA (European Committee of Environmental Technology Suppliers Associations) currently represents fourteen trade associations of environmental technology equipment suppliers, in the area of air, water, soil and waste technologies. EUCETSA is rapidly expanding. Discussions are currently ongoing for participation of organizations from France, Norway, Greece and Estonia, bringing the total amount of represented environmental technology companies well over 1 500 companies.

What are we doing?

EUCETSA is promoting the international competitiveness of Europe's environmental technology industry. In October we organized a booth (F037, hall7) at Entsorga-Enteco - the international trade fair for recycling management and environmental technology – in Cologne. Our main focus is currently the involvement in EU level research and development projects. Some projects are dealing with the area of verification systems for environmental technology. This relatively new scope will develop an EU wide scheme to verify environmental technology. Further information to the named projects you can find subsequent.

Last but not least EUCETSA is acting as intermediate between the EU Commission and other third parties interested in environmental technologies.

Why a newsletter?

Three reasons:

- to briefly inform about current activities
- to give relevant information from all to all EUCETSA members
- to promote profiles of all EUCETSA members

In all upcoming newsletters you will find the following categories:

- information to EU legislation
- information to running projects
- country profile
- member profile
- report of innovative technologies
- business opportunities
- events

In this first newsletter we added some information to the new EUCETSA board. If you want to add content, information etc. to the above categories, please feel free to contact Ms Naemi Denz (naemi.denz@vdma.org).

The new board

Chairman – Östen Ekengren (ASSET)
Board member – Naemi Denz (VDMA)
Board member – Christian Dierick (AGORIA)
Board member – Victor Dorado (AMEC)
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1 Information to EU legislation

1.1 New legislation

Environmental Technology Verification (ETV)

Do innovative environmental technologies have a good market access? What difficulties do exist for suppliers of new technologies? Could a verification scheme be the right solution? The pros and cons of these questions were discussed by the conference on "Accelerating eco-innovation through environmental technology verification" which took place in Brussels on 12th October 2009.

In autumn this year, the follow-up conference to Kyoto will take place in Copenhagen and international climate protection targets will be discussed intensively. Environmental technologies are indispensable for these targets, as it is only with techniques for renewable energy and energy-efficient technologies that climate protection can be improved.

Environmental technologies should however not be reduced to machinery and equipment for climate protection: They do also stand for waste management and recycling technology, water and waste water technology or air abatement technology. On the supplier side, a wide range of applications can be covered. But what about the market side? Is there a corresponding demand? Do the suppliers of new technologies have sufficient market possibilities? These questions were argued at the panel discussion "Accelerating eco-innovation through environmental technology verification" at the Permanent Representation of the Federal State of Baden-Württemberg in Brussels.

Background of the meeting was the EU Commission's idea to install a non-obligatory verification system for environmental technologies. This system is based on the principle to have a third party check the reliability of the product data. Therewith, the EU Commission wants to make it easier for potential clients to take a purchase decision in favour of new technologies.

The Commission's aim is to have more innovation on the market, both on the EU market and worldwide. At the same time, the Commission is very much interested in using the verified data for a faster development of the best available techniques.

As work on this proposal on the Commission's side has not been completed yet, EUCETSA is actively taking part in the discussion. A first regulation draft is expected at the beginning of 2010.

1.2 Current legislation

EuP-Directive

On October, 31 2009 the new EuP Directive was published in the Official Journal of the European Union: Directive 2009/125/EC establishing a framework for the setting of Ecodesign requirements for energy-related products. The scope of the new directive is extended to all energy-related products and no more only to energy-using products.

Concurrently, the EU Commission is working on a methodology to identify product categories for further eco design measures under the new directive.

2 Information to running projects

2.1 AirTV

To promote the introduction of environmental technologies in the market a verification system will be developed in AIRTV, taking into account that such kinds of verification systems are applied in several countries as USA, Canada, or South Korea, all based principally on the US or Canadian model.

The scientific objectives of the AIRTV project can be summarised as follows:

- Prioritisation of technologies to be verified considering already technological and regulatory information as well as definition of criteria to include a technology within the verification process.
- Development of generic and specific protocols to be used to carry out the verification of selected technologies within this project.
- Development of test plans and verification exercises for the selected technologies using the protocols development.
- Dissemination and communication of the project results and achievements.

The technological objectives of the AIRTV projects are:

- Development of the verification system for air emissions abatement technologies.
- Testing the ETV for the commercial technologies proposed below.
- Set-up of an ETV transfers strategy to other applications than combustion units.
- Facilitate the developing of new or existing standards based on the output of the project in a more flexible framework than classical standardisation approaches.

For more information about the project, visit AIRTV website: www.airtv.eu

2.2 ADVANCETV

AdvanceETV is a EU funded FP7 coordination that is based on former projects and ongoing research activities mainly done under FP6 that aim to support the development of a European Environmental Technology Verification (ETV) system for Environmental sound Technologies (EsT's). The aim of ETV is to check technology performance data by an authorized 3rd party using pre-specified technology verification protocols. A successful verification should deliver an independent proof that the technology performance claim of the technology provider is correct and thus ease the diffusion of new EsT's into the market. The overall goal of AdvanceETV is to show and demonstrate that the already proposed schemes and protocols prepared within the related ETV projects find the acceptance in the EU and have the potential to be recognized internationally, and furthermore sustain the implementation of the system in Europe. A further goal is the harmonisation of the upcoming European ETV system in respect to ETV systems that are well established in the U.S., Canada, and the Philippines. The realisation of the objects require a European basis for mutual recognition, coordination requirements for co- and joint verification, the building of an international framework for cooperation and mutual recognition by supporting the cooperation of the European Commission and the international ETV activities, e.g. an international Working Group on ETV (IWG), and developing of a framework for international harmonisation. Mutual recognition of the different ETV systems shall be valuable for enterprises that intent to enter foreign markets and for vendors due to the access to information on tested and verified technologies from

the domestic and foreign markets. Especially small and medium sized enterprises (SME) will benefit from the verification tool because they do not have the recourses for large advertising programs or market studies. Vendors shall be able to follow the method “Verified once, accepted everywhere”, so, there would be no further need for another verification on the different involved markets.

Please visit the web site www.eu-etv-strategy.eu in order to learn more about ETV and the project AdvanceETV. On the web site you can find information on upcoming events, e.g. stakeholder workshops and conferences, related to ETV and how AdvanceETV proceeds.

3 Country profile

Swedish Environmental Technology

Environmental technology covers all types of technology which contribute directly or indirectly to a better environment. This include all products, systems, processes and services which will result in environmental benefits compared to existing or alternative solutions, viewed from a life cycle perspective.

In Sweden a great deal of knowledge and experience regarding environmental technology has been compiled during the last 10-20 years. The turnover for environmental technology companies in Sweden is approx. 115 billion SEK (2007), number of employees 39 375 and number of clean tech companies 4 887. The turnover has increased by 13% compared with the year 2006 (OECD definition).

The turnover per clean tech area 2007 (Million SEK)		Export (million SEK)
Waste management and recycling	49 688	10 606
Sustainable building &housing	15 918	4 725
Bioenergy	13 271	3 924
Water treatment	11 232	5 872
Wind, solar, water energy	7 530	4 462
Consulting, educational services, R&D	7 322	836
Transports	4 615	1 096
Air purification	2 849	1 289
Soil remediation	1 443	343
Environmental noise	340	55

The export was 33 billion SEK and has increased by 15% since the year 2006.

The recipient countries of Swedish clean tech exports were Germany (3 971 million SEK), UK (1 985 m SEK), Norway (1 768 m SEK), Denmark (1 664 m SEK),US (1 553 m SEK), Finland (1 547 m SEK), Spain (1 466 m SEK) France (1 230 m SEK), China (1 147 m SEK) and Belgium (769 m SEK).

4 Member profile

The Association of Swedish Environmental Technology Industries (ASSET)

Asset is an umbrella organisation for industry associations for companies in the environmental technology industries.



Sweden has a number of longstanding industry associations for companies in industries related to the environment such as water treatment, air treatment, noise and vibrations and waste management. Beside these traditional industry associations a number of regional associations have been formed as part of the regional development policy. Many regions in Sweden have identified environmental technology as potential growth areas. As a result of this development a comparatively large number of industry associations have been formed. ASSET has been established to coordinate the activities of the different industry associations and has at present (2009) nine member associations. They are: Swedish Environmental Technology -SET, Business Region Gothenburg, Akustiska sällskapet, Clean Tech Region, Environmental Technology Centre Östergötland, Sustainable Sweden Southeast, Sustainable Business Hub, Sustainable Business Mälardalen and Varim.

ASSET functions as a clearing house between the member associations primarily in relation to export promotion activities. ASSET also functions as a representative for the member associations in relation to the government and governmental authorities.

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5 Events

Entsorga-Enteco

was held at the end of October 2009 in Cologne/Germany. The international trade fair for recycling management and environmental technology, closed its doors after four successful days. 784 companies from 30 countries presented a broad range of products and services from the environment sector. About 36 000 trade visitors from 90 countries came to Cologne to see the trends and innovations of the industry. The trade fair convinced by a high degree of internationality, about 30% of the exhibitors and 30% of the visitors came from abroad. EUCETSA organized a booth in Hall 7.

Cologne's environment trade fair will be refined under the name ENTECO in 2011.

Energy from Biomass and Waste

On January 26 and 27, 2010 the event "Energy from Biomass and Waste" will be held in London. Investment in bio energies is set to rise in the UK. The international conference and exhibition will take place at Royal Horticultural Halls & Conference Centre and provides a meeting environment where buyers, vendors, investors, municipal representatives, legislators and scientists from around the world come together to discuss new projects and business.

www.ebw-uk.com