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EU4Environment

Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine

EU4Environment: A new regional programme in the Eastern Partnership framework

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Key facts

- EU-funded action: **20.05 million EUR** for **six Eastern Partnership (EaP) countries**
- **4 year programme**, started in January 2019
- 5 implementing international organisations: **OECD, UNEP, UNIDO, UNECE and World Bank**
- Legal basis: **Commission Implementing Decision C(2017)7963**, and the **EU “20 Deliverables for 2020”**
- Emphasis on **environmental action that benefits citizens and is visible**
- Building on **past successes and continued support to reforms** (e.g. under EU-funded EaP GREEN and FLEG programmes)
- **Co-ordination with other EU4... programmes** (EU4Business, EU4Energy, EU4Climate)
- Current status: **implementation phase** (national and regional workplans finalised)

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Result 1. Greener decision-making (UNEP and UNECE)

Green economy ownership, policy coherence and cross-sectorial coordination

Sectoral investment planning

Strategic Environmental Assessment and Environmental Impact Assessment

Awareness, education and public acceptance of the Green Economy transition

Result 2. Circular economy and new growth opportunities (UNIDO and UNEP)

Resource Efficient and Cleaner Production for SMEs

Concept and tools of the EU Single Market for Green Products initiative

Green Public Procurement and tools

Use of strategic approaches on waste management

Reforms in priority green economy sectors

Ecological value-chain and product innovation

Result 3. An environmental level playing field (OECD)

“Smart” regulation of environmental impacts for large enterprises and SMEs

Environmental compliance assurance and environmental liability regimes

Domestic public finance, subsidy reforms and private finance for green investment

Strengthening administrative capacity for environmental management

Result 4. Ecosystem services and livelihoods (World Bank)

Shared network of protected areas involving EU and neighbouring countries

Community action on ecosystem services

Illegal logging in a national and related cross-border trade perspective limited and legal trade

Effective strategies for funding natural capital conservation

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Ecological value-chains and product innovation

EU4Environment Output 2.6, implemented by UNEP

Aim: Assist SMEs to evaluate their value chains and to seek solutions to strengthen their market position and competitiveness

Activities:

- *National trainings for businesses and governments*
- *Awareness raising, including participation of industry representatives in technical fairs*
- *Market assessment and policy analysis for selected/priority sectors*
- *Assessment of companies' potential for eco-innovation and provision of advisory services (including training of trainers) for business strategy development*

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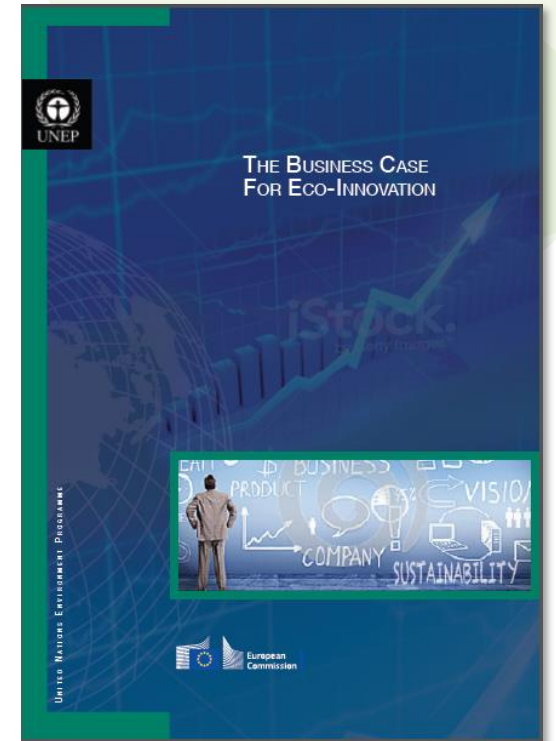
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The Eco-Innovation Approach

- Essential **tool for a more resource-efficient economy** (reducing inputs, recovering materials, minimising waste, extending product/service life cycle)
- **Strategic business approach** to promote sustainable practices throughout a company's value chain – thereby **operating at the level of a company strategy**
- Promotes **systemic innovation** based on **holistic life-cycle analysis** and involving **stakeholders along the entire value chain**
- Boosting companies **develop and scale up sustainable solutions**, contributing to overall **market competitiveness**
- For policy makers: Contribute to sustainability/development goals; overcome resource constraints and environmental degradation; create new jobs and contribute to overall economic development
- <http://unep.ecoinnovation.org/>



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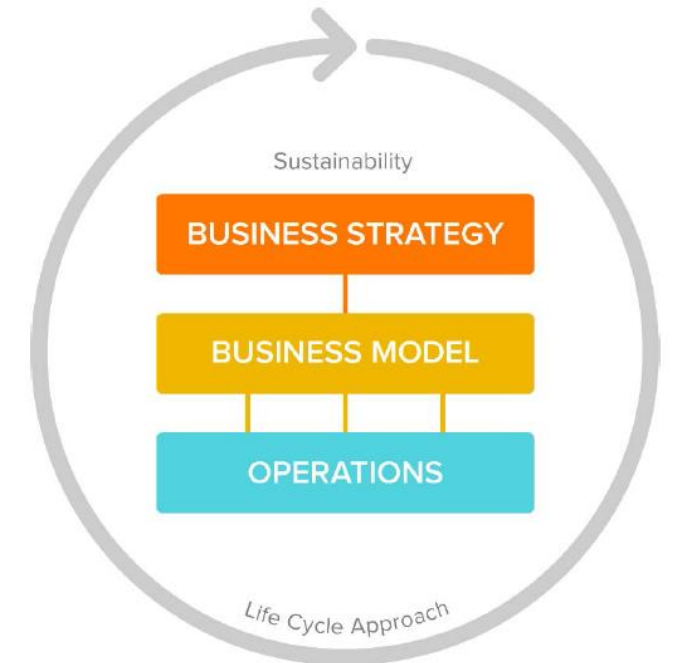
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The Eco-Innovation Approach: What?

- A **new business strategy** that incorporates **sustainability** throughout all business operations
- Based on **life cycle thinking** and in cooperation with partners across the **value chain**
- Coordinated set of **modifications or novel solutions** to products (goods / services), processes, market approach and organizational structure
- **Enhanced** performance and competitiveness



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The Eco-Innovation Approach: Why?

- Access to **new and expanding** markets
- Increased **profitability** along the value chain
- **Staying ahead** of standards and regulations
- Attracting **investments**
- Increased **productivity and technical capacity**



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The Eco-Innovation Approach: How?



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Building resilience post COVID-19 through eco-innovation

Lower production costs through optimized processes

Joint sustainable solutions & shared gains

Less dependency on import supply & access to **diversified market/** consumer segments

Technical capacity, stronger skills base and employee engagement

Earlier awareness of risks through strong relationships helps adapt

Risk preparedness (climate change, resource scarcity)

