EUSAIR pillar 3– Environmental Quality

Innovation expert analysis

Slovenia

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Steps that will be taken:

Review and identification of projects focused on **pillar 3 – Environmental quality**

Presentation of selected projects with regard to **innovation (EI, CE)**

Best practice presentation from different countries, focused on Environmental quality

Key emphasis and concepts kept in mind throughout the analysis

- **Eco-innovation** defined as "the introduction of any new or significantly improved product (good or service), process, organizational change or marketing solution that reduces the use of natural resources (including materials, energy, water and land) and decreases the release of harmful substances across the whole life-cycle" (Eco-innovation Observatory 2018)

- **Circular economy** is "an industrial system designed to be regenerative that aims to rely on renewable energy; limits, tracks and reduces the use of toxic chemicals; and eliminates waste through the design of materials, products, systems and business models." (Ellen MacArthur Foundation)

Key emphasis and concepts kept in mind throughout the analysis

The Oslo Manual for measuring innovation defines four types of innovation: product innovation, process innovation, marketing innovation and organizational innovation (Oslo Manual 2018):

- Product innovation: A good or service that is new or significantly improved. This includes significant improvements in technical specifications, components and materials, software in the product, user friendliness or other functional characteristics.

- Process innovation: A new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.

- Marketing innovation: A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.

- Organizational innovation: A new organizational method in business practices, workplace organization or external relations.

1. phase: projects' review and identification

Review of existing projects focused on pillar 3 – Environmental quality, in more details, with focus on the following four flagships:

- monitoring and management of marine protected marine species,

- sustainable development of the coastal and maritime zones,

- protection and enhancement of natural habitats and terrestrial ecosystems,

- transnational contingency plan in the event of accidents at sea.

1. phase: projects' review and identification

We have focused on projects that were focused on Environmental quality and its four flagships, and moreover:

- were transnational and cross-border projects, such as Interreg, Horizon and Life
- Have been implemented in time period 2014-2020 (start and end time frame)
- After being identified we selected the ones that were indirectly of directly involving general innovation, eco-innovation or elements of circular economy

1. phase: projects' review and identification

We have checked the following databases in order to identify projects focused on Environmental quality and abovementioned flagships:

- Projects and documents - Keep.eu;
- https://ec.europa.eu/regional_policy/en/projects;
- https://webgate.ec.europa.eu/life/publicWebsite/index.cfm;
  https://cordis.europa.eu/search?q=contenttype%3D%27project%27%20AND%20(programme%2Fcode%3D%27H2020%27)&p=3520&num=10&srt=/project/contentUpdateDate:increasing

- We identified **98 projects that pertain to Environmental quality** and further divided them regarding the flagship to which they pertain.

2. Phase – best practice identification

- Regarding the pillar 3 – environmental quality we aimed to find and interview best practices from different countries, that not only address the environmental quality topic, but incorporates as well elements of circular economy or develops, implements eco-innovation

2. Phase – best practice identification

- Until now we identified 3 best practices, 2 from Slovenia, one from Greece

2. Phase – best practice identification

The questions that for best practice presentation are following:
- Eco-innovation or best practice title/name:
- Size of company (number of employees/turnover) and year of establishment:
- Key products:
- Main markets:
- Company's description:
- Description/presentation of eco-innovation:
- Motivation/drivers to start with eco-innovation ?
- Main barriers, obstacles or challenges in adoption, development or implementation of eco-innovation?
- Which stakeholders have been engaged in the development and implementation of eco-innovation?
- Main benefits from eco-innovation (economic, environmental, others):
- Received and national or international support, funds, rewards?
- Company's vision/mission and further plans?
- Lessons learnt?