



POWER Interregional Programme

September 2008 – March 2012

INTERREG IVC

Specification

Theme 3

Eco-innovation & Environmental Technologies

Promotion of innovative low-carbon technologies and comparative intelligence on strategies for uptake. Low-carbon development design strategies.

Sub Theme 3.2	Cleaner technology: Development and implementation of a programme in the field of cleaner technologies to achieve the 'double dividend' – of a reduction of carbon emissions and creation of business opportunities.
Aims	Explore and develop innovative ways to create greater opportunities in cleaner technologies, with a special focus on start-ups and SMEs. Identify and promote replicable best practice.
Methodology	<p>The project methodology will involve the identification of key clusters, forging links, encouraging the exchange of best practice and providing opportunities for international business co-operation in the field of cleaner technologies. It could include:</p> <ul style="list-style-type: none"> • Models and best practice in the creation of knowledge-based start-ups and support of entrepreneurs. • New business models for cleaner technologies (eg. Producing products or delivering services?) • Identifying drivers and barriers for 'green' businesses • Promoting a common European standard (language) for green technologies. • Promoting the implementation of new technological solutions and processes in Green Public Procurement (GPP) • Identification of the regional needs for new environmental solutions and analysis of possible technological solutions using methods such as eco-design, Life-cycle Assessment (LCA), eco-efficiency, etc. • Methods of eco-technology assessment.

Project size	Recommended project size (ERDF + match funding combined): from €150,000 to €350,000
Maximum duration of project	First call: July 2009 – September 2011 Second call: March 2010 – September 2011
Geographical coverage	Minimum 3 partner regions per project. Matching less-experienced regions with the more advanced regions.
Suggested delivery organisations & partners	Local and regional authorities, public bodies, universities, energy networks, business support agencies, voluntary and not for profit organisations, local & regional environmental and energy agencies, technology networks, enterprise clusters, Renewable Energy Information and Advice Centres.
Target groups and end users	Universities and research centres, businesses and citizens.
Equalities and Diversity	Projects must demonstrate that the project is accessible to all; ensuring people are not excluded because of their gender, race, age, religion/belief, disability or sexual orientation.
Avoiding duplication	Projects must demonstrate how the support to beneficiaries will enhance the existing publicly funded provision, thus avoiding duplication.
Legacy	Projects must describe their exit strategy and endeavour to provide a sustainable legacy in the regions from this activity once the current funding ceases.
<p>Potential outputs to be achieved:</p> <ul style="list-style-type: none"> • Establish network/s of business development organisations in cleaner technologies • Exploration, transfer, and implementation of good practice - for example through training, advice schemes and/or a good practice guide • A database for innovative clean technologies, linked with key sources of expertise in partner regions • Extend the use of Green Public Procurement 	
<p>Indicators</p> <ul style="list-style-type: none"> • Potential/actual increase in the number of green start-up companies • Potential/actual reduction in greenhouse gases, especially CO₂ • Potential for /actual increase in the adoption of sustainable clean technologies in the private sector • Extent to which 'whole-life costing' is adopted in public procurement 	

Potential Results to Work Towards

- Significant increase in the number of green start-up companies
- Reduction greenhouse gases
- Mainstreaming of Green Public Procurement
- Increased use of sustainable clean technologies in the private sector