

GreenEvo - Green Technology Accelerator

GREENEVO
TECHNOLOGY ACCELERATOR

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Organisation: Ministry of the Environment

Country: Poland

Level of government: Central government

Sector: Economic affairs, Environmental protection

Type: Communication, Organisational Design

Launched in: 2009

Overall development time: 5 years

Link to the innovation's website

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Description

The Green Technology Accelerator has reversed the relationship between the business sector and administration, as the latter now takes proactive action every year to find companies who would be suitable for public support e.g. the GreenEvo team organises information and social media campaigns with press conferences, traditional media publishing, launching of website and Facebook profile.

After wide research on the green technologies market in Poland, the team contacts directly the most promising companies in the field (via email and phone calls). In order to create the most stimulating environment for the companies, the key element of the project is a contest. The companies willing to gain public support have to engage in a simple and free-of-charge application procedure that allows the Ministry to try and test thoroughly all technologies, which have to fulfil certain requirements.

All applications are verified by both ministerial and external experts. The best technologies are declared 'GreenEvo Winners'. This nomination entitles them to use the proposed public support including the GreenEvo brand. The public support does not consist of direct funding but it provides specific services (training, market analysis, trade missions, networking, matchmaking). The trade missions usually include fairs, profiled conferences, B2B and B2A meetings, and matchmaking sessions.

They allow the participating companies to present their offer in a simple manner, to get in contact with potential partners and to experience the reality of the foreign market. A dozen missions are organised every year. In order to get the best results in technology transfer, the project also strengthens the relationship between public institutions in charge of international economic affairs. Thus, it is easier to build bridges between partners from many different countries all over the world and get their interest in Polish technologies and know-how.

Why the innovation was developed

In 2008, after Poznan Strategic Programme on Technology Transfer had been adopted during the 14th United Nations Climate Change Conference (COP14), the Polish administration noticed a gap on the market; the lack of a programme addressed to SME, operating in the green technologies branch. The government decided to support their efforts and boost technology transfer worldwide.

Objectives

Develop staff capacity, Improve access, Improve effectiveness, Support economic growth

- Providing a tool to transfer Polish green technologies.
 - Supporting entrepreneurs in finding appropriate sources of co-financing for their projects.
 - Providing guidance in a complex maze of rules and regulations.
 - Providing education services in public support instruments.
 - Creating a platform for knowledge and experience exchange.
 - Connecting international business partners.
 - Creating a forum to discuss global issues.
 - Strengthening the GreenEvo brand as a symbol for governmental guarantee of high quality and financial credibility.
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Main beneficiaries

Businesses, Government bodies, Government staff

- The project is directed towards Polish small and medium size enterprises – green technology providers who participate in foreign missions, during which they share their know-how.
 - Developing countries who are the main destination for the foreign missions, benefitted from the know-how.
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Existing similar practices

Environmental Technology Verification Programme

In other countries' public administrations

European Union - European Commission

Environmental Technology Verification (ETV) is a new tool to help innovative environmental technologies reach the market. The problem at the moment is that many clever new ideas that can benefit environment and health are not taken up simply because they are new and untried.

Under ETV, claims about innovative environmental technologies can be verified – if the 'owner' of the technology so wishes – by qualified third parties called 'Verification Bodies'. The 'Statement of Verification' delivered at the end of the ETV process can be used as evidence that the claims made about the innovation are both credible and scientifically sound.

<http://ec.europa.eu/environment/etv/>

Results

Effectiveness

- Developing and supporting green technologies sector in Poland: 48 GreenEvo Winners selected in 4 editions (professional trainings and trade missions).
 - Developing technology transfer to 40 countries all over the world.
 - Increase in export value (Winners of the 1st and 2nd edition): 17.92%.
 - Average 1st and 2nd edition winners' international sales grew by 19.94%. 26.32% of winners significantly improved economic attractiveness of their technology.
 - 10.53% of winners significantly improved ecological usefulness of technology.
 - 32.5% of companies collaborated with other GreenEvo Winners and carried out joint projects.
 - 45% of the Winners launched new R&D projects.
 - 15% companies obtained national patent certificates.
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Evaluation

The project is evaluated annually via survey distributed among the users (percentage of the responses in 2013: 95%). The results are described in the G.1 section.

Development

Design

First thought out by Maciej Nowicki, Minister of the Environment (2007-2010), consulting with collaborators.

Testing

Research and market analyses (size of the green technology market, companies' needs, A2B cooperation, market barriers, expected outcome, etc.)

Implementation

Tools used:

- Trialling.
- Research.
- ICTs.
- Networking.
- Database-building.

Resources used:

- Staff:
 - Design and testing phase: 3 persons.
 - Currently, the GreenEvo team consists of 10 persons.
 - Budget: USD 1 million was needed to fully launch the project.
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Diffusion

- Networking:
 - Participation in national and international events in the field of green technologies and environmental protection (conferences, seminars, fairs, etc.).
 - Participation in international contests for best administrative practices ('World You Like', European Public Service Award – one of the 15 final nominees).
 - Organising meetings for representatives of foreign governments.
 - Trade missions.
 - Matchmaking sessions.
 - Fairs.
 - Conferences.
 - Seminars.
 - Administrative cooperation.
 - Market research and analyses.
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Challenges and solutions

- Developing a worldwide technology transfer.
 - Trust-building between business sector and administration.
Challenge: Mutual distrust caused by historical conditions.
 - Global branding of the project.
Challenge: Stereotypes about Poland.
 - Raising awareness among potential users – government quality guarantee.
 - Building a cooperation network.
Challenge: Lack of any platform for 'green companies'
 - Building a professional image.
 - Improving transparency.
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Partnerships

Universities

Academics and Research Bodies

Conducting joint research.

Ministries, embassies (and foreign units), chambers of commerce

Other Public Sector

The cooperation aimed at organising and facilitating trade missions and/or conferences and seminars, as well as matchmaking sessions (public administration units). As technology transfer would not be possible without proper networking and building mutual trust, such cooperation is the first and crucial point of the GreenEvo project.

Lessons Learned

Lessons Learned

- The cooperation between administration and business sector is not only possible, but also desirable and fruitful.
 - The goal set may be achieved only in a long term, if continuous effort is made.
 - Networking is a key point of building global partnership.
 - Know-how exchange may be an incentive to further development.
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Conditions for success

- Existence of basic R&D infrastructure.
- Development of public support instruments.
- Cooperation between different public entities.
- Access to the global market.
- Knowledge about the economic sector.
- Developing wise promotional strategy (including translation of materials such as movies, brochures, etc.).

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