

EEA/Norway Grants - The concept of Green Industry Innovation

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Objectives of the EEA and Norway Grants

- Contributing to reducing economic and social disparities in the European Economic Area
- Strengthening relations between Norway, Iceland, Liechtenstein and the beneficiary countries
- 2014-2021: 2.8 billion EUR to programmes in 15 countries
- Approx. 400 million EUR to Business Programmes



Business Programmes - The contribution of EEA/Norway Grants

- All of the business programmes have a green profile
- Most of them a specific component on «Green Industry Innovation»
- The result framework is complementary to other programmes, to some extent even overlapping.

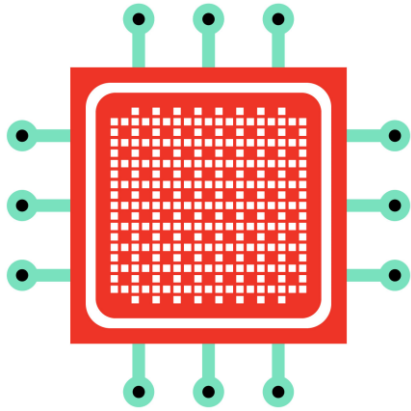


Business development - Sustainability

- **Value creation:** Initiatives that brings value to the enterprise and its customers
- **Building a better society based on three dimensions of sustainability:**
 - **Economic** sustainability: Increase in turnover and operational profit
 - **Environmental** sustainability: greening/reduse/re-use/refurbish/repair
 - **Social** sustainability: Job creation and social responsibility



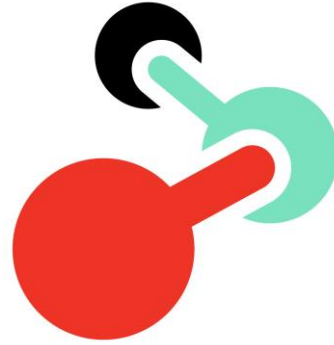
Drivers for a sustainable society



New technology



Business models



Social innovation



Effective resource use



Realisation of business opportunities of greening of the European economy

GOOD FOR BUSINESS AND GOOD FOR THE ENVIRONMENT!

Types of «green» projects supported by EEA/Norway Grants

Projects aiming at improvement of the environmental performance of enterprises;

- Innovation
- Greening of new or existing enterprises
- Entrepreneurship



Green versus greening

Environmental friendly technologies include technologies which are less environmental harmful than the technology in use today, encompassing technologies and processes to manage pollution (e.g. air/water/soil pollution control, waste management) and to use resources more efficiently.

Green products and services are goods and services having less of an impact of the environment (less polluting and less resource-intensive) or less impact on human health than traditional equivalents and which are economically viable.





Iceland
Liechtenstein
Norway grants

Norway
grants

