



*13th European Forum
on Eco-innovation*

Best practices and policy instruments supporting the internationalisation of eco-innovative SMEs

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Accelerating Eco-innovation policies

Project goals:

- ➔ To understand the role and dynamics of public policies in eco-innovation
- ➔ To promote and jointly implement better eco-innovation policies and instruments
- ➔ To reinforce the European eco-innovation community





Accelerating Eco-innovation policies

- **Contributes to the European level eco-innovation policy by:**
 - **identifying and analysing** promising eco-innovation practices and instruments
 - **launching pilot implementation actions** in the partnering countries
 - **developing recommendations** for the implementation of better eco-innovation policies and instruments





Accelerating Eco-Innovation policies

Better eco-innovation policy instruments

Preliminary analysis
of the current
policies and
instruments

Feasibility studies &
implementation pilots

Recommendations for
the implementation of
eco-innovation policies
and instruments

In-depth analysis of the current policies and
instruments

Eco-innovation policy development





Prioritary areas:

- **Green public procurement** as powerful demand-side instrument
- **Waste management & recycling** as a sector with a very high CO2 footprint and high potential for business creation
- **Internationalisation** as means to increase productivity by enlarging markets for eco-innovators



Main difficulties that prevent eco-innovative Smes' move towards new markets stem from the **lack of scale** and lack of **critical mass** and are **most visible on the levels of:**

Financial Resources

SME's lack the capital and have added difficulty in accessing funding to support their internationalisation strategies

Qualified Human Capital

the implementation of an internationalisation strategy requires a lot of time from companies, which comes at the loss of focus on day to day activities;

Market Intelligence

SME's lack the means to effectively identify sources, analyze information and prepare market data, as well as to identify and screen potential clients.;

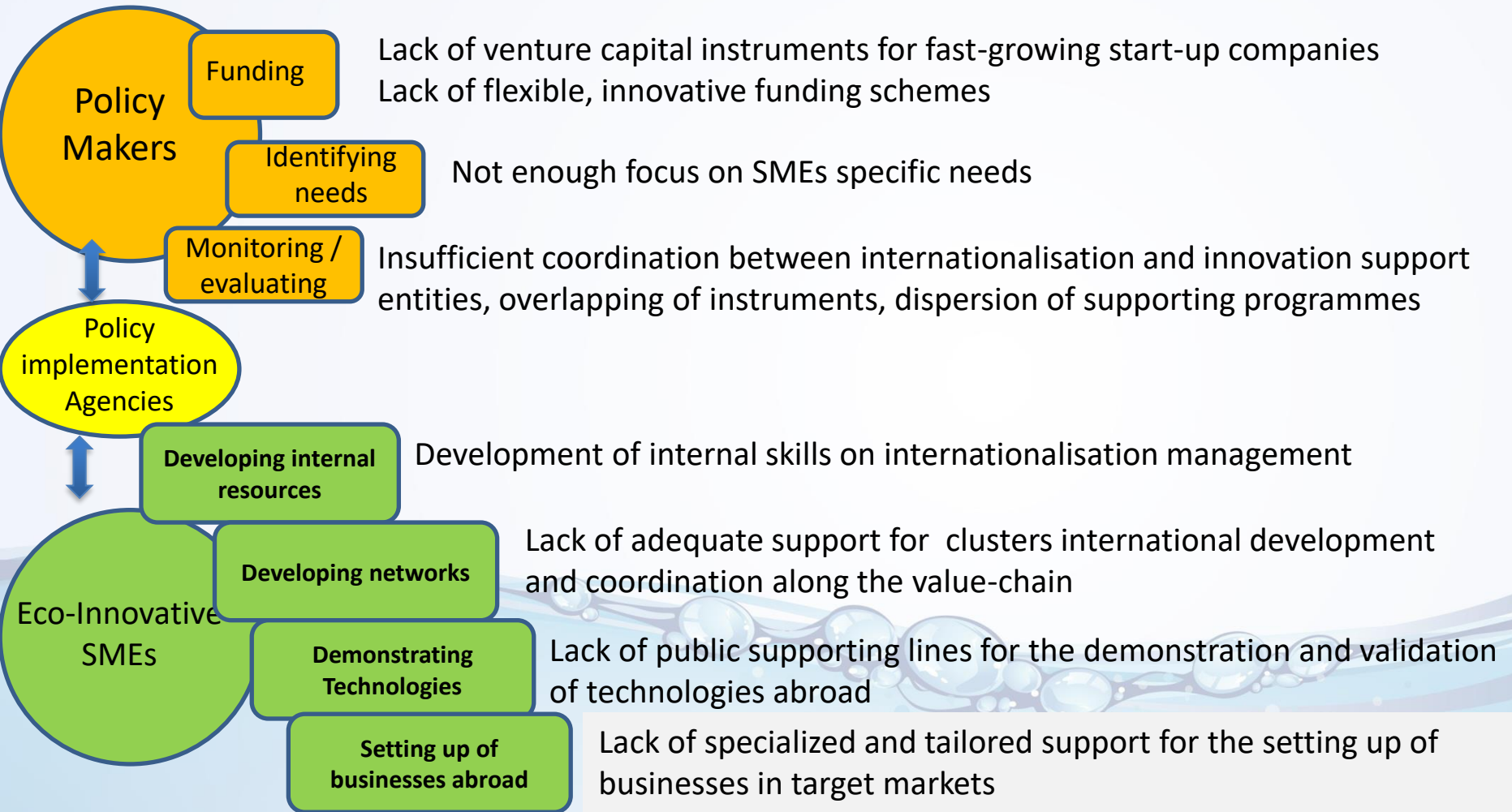
Networking

SME's have low cooperation levels, have difficulties in creating their own international networking and generating effective business leads

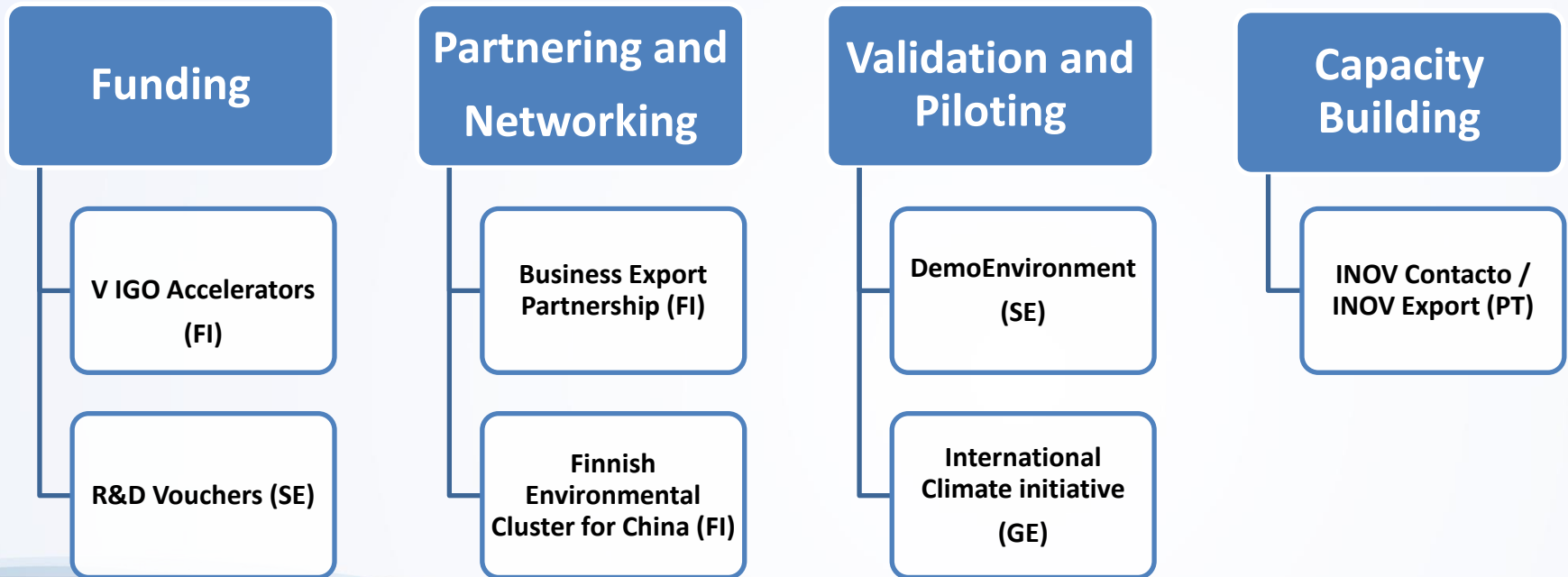
WP6: Internationalisation framework



Main gaps and bottlenecks in the internationalisation Support system.....



Best practices and policy instruments for filling the gaps and overcoming bottlenecks.....



ECOPOL's Recommendations

Creating scale and critical mass for SMEs

- Support for Exports Partner Groups in eco-innovation
- Support for the internationalisation and coordination of eco-innovation clusters

Improving eco-innovative SMEs' assistance in target markets

- Need for the establishment of local broker/facilitator infrastructures and business incubation services
- Support for technology demonstration and validation

Raising SMEs' skills in internationalisation processes:

- Need for programs supporting SMEs qualification and capacity building in international marketing and networking

Creating innovative and flexible funding instruments

- Need for the implementation of vouchers' schemes to access internationalisation expertise, possibly with co-funding from structural funds.
- Need for flexible, risk capital instruments to leverage and speed start-up companies' growth and internationalisation



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Thank you!

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