

## Work Package 4 - Economic incentives and recommendations for funding framework

### Analytical report for market and stakeholder analysis (4.1.3 – 4.1.8)

**Output description 4.1.3 -4.1.8:** “The market and relevant stakeholders in the field of eco-innovation with particular focus on resource-efficiency actions will be identified and analyzed. The results of the analysis will be resumed within a synthesis report (4.3.1).”

The analytical report (4.1.3 – 4.1.8; approx. 5 pages) is the summary of the country-specific findings of the market and stakeholder analysis, based on desk research and expert interviews. One report per country will be provided.

This report is the basis for the output 4.3.1 “Institutional barriers and drives for financing eco-innovation”. Moreover it will provide information for 4.3.2 “Barriers and drivers for financing eco-innovation on enterprise level”.

#### **Output 4.3.1 Institutional barriers and drivers for financing eco-innovation**

*Institutional barriers and drivers for financial incentive, supportive measures and loan schemes will be identified and analyzed in the participating countries. The results of the analysis will be drawn up in a synthesis report. The synthesis report will be provided by Fraunhofer MOEZ. The necessary condition for the synthesis report is that the analytical reports 4.1.3 – 4.1.8 have a comparable structure.*

#### **Output 4.3.2 Barriers and drivers for financing eco-innovation on enterprise level**

*Based on the results of a survey (3.1.8), addressed to enterprises that made eco-innovation investments, barriers and drivers for running supportive measures or loan schemes will be analyzed for the enterprises perspective. The results of the analysis will be drawn up in a synthesis report. The synthesis report will be provided by Fraunhofer MOEZ. The necessary condition for the synthesis report is that the analytical reports 4.1.3 – 4.1.8 have a comparable structure.*

### Structure of the analytical report “Market and Stakeholder Analysis” (4.1.3-4.1.8)

1. General overview of relevant public organizations that finance eco-innovation and introduction of the financing instruments (short description of the organizations and instruments)

*Questions for the assessment:*

→ Are the available public financing instruments sufficient with regard to the political goals (e.g. National action plan or Roadmap for a resource-efficient Europe)? → List of the most relevant national policies, strategies and action plans which foster eco-innovation and the responsible organizations for policy formulation and provision of support mechanisms

→ What are the main obstacles to receive public funds and subsidies for investments in eco-innovation? What are possible improvements which would lead to easier access to public funds?

→ Are there any best practice examples for public financing instruments?

1.1 Please highlight the perspective of financial actors concerning public financing instruments.

1.2 Please highlight the enterprise perspective concerning public financing instruments (based the output 3.1.8 Transnational survey among SMEs).

2. General overview of the relevant private financing institutions and the offered instruments and services for financing eco-innovations (short description of institutions and instruments)

*Questions for the assessment:*

→ What are the main barriers to obtain private capital for eco-innovation investments?

→ Are there any best practice examples for private financing instruments and services?

2.1 Please highlight the perspective of financial actors concerning private financing instruments.

2.2 Please highlight the enterprise perspective concerning private financing instruments (based the output 3.1.8 Transnational survey among SMEs).

3. Are there any further innovative financing instruments offered for financing eco-innovations (short description and assessment of instruments with regards to appropriateness and accessibility)?

→ Are there any best practice examples for innovative financing instruments and services?

3.1 Please highlight the perspective of financial actors concerning "innovative" financing instruments.

3.2 Please highlight the enterprise perspective concerning "innovative" financing instruments (based the output 3.1.8 Transnational survey among SMEs)

4. SWOT-analysis (based on your preliminary findings, summarized in the excel table)

→ Strengths => What can be seen in our context as strengths in your country, e.g. existing best practice examples, networks?)

→ Weaknesses => What are in our context weaknesses in your country (e.g. lack of information and private investors)?

→ Opportunities => What can be seen in our context as opportunities in your country (e.g. excellent universities and applied research institutes, politics and national action plans)?

→ Threats => What are in our context threats in your country (e.g. risk aversion of banks and investors, national policy and regulations)?