



Techno-Economic Study on the Potential of European Industrial Companies regarding Europe's Green Deal

4th GLORIA Workshop - "Capturing the progress of industrial innovation efforts towards competitive sustainability ?"
27 April 2021 – Dr. Els Van de Velde

1. Context: Role of main corporate R&D investors

Main corporate R&D investors play a pivotal role in achieving the goals of the European Green Deal

They

- have **huge indirect market and innovation power**
- control **supply and distribution chains**
- help **smaller firms grow** and internationalise
- invest and participate **in start-ups**
- provide **work experience** for future entrepreneurs
- develop **technologies leading to spin-off firms**
- **collaborate with universities** and public research institutions

2. Project overview: Major goals

1. **Identifying key industries** which are working towards the goals proposed in the European Green Deal for the project
2. **Assessing the role of corporate actors in GINs** in terms of efficiency, productivity, and employment
 - a. by separating economic from technological actors as well as
 - b. separating technology producers from users
3. **Identifying barriers** to the development of European GINs in green tech industries
4. **Proposing a policy toolbox** for strengthening European R&D&I and their capabilities in developing technologies which cater to the European Green Deal

3. Consolidation of the case studies

1. Network characteristics

1. Most GINs addressed, are focused on Europe
2. The networks' geographical scope is variable and seems to a certain degree correlated with the number of actors involved
3. The networks' composition is diverse
4. Reasons for being organized in a R&D&I network:
 1. Access to relevant knowledge / skill set / (international) markets
 2. Engagement with stakeholders and form partnerships
 3. Reduction of risks by spreading efforts
 4. Scaling up of technologies
 5. Increase interception and synergies between specific areas towards a wider re-search area
 6. Developing new ideas through exchange and benefit from diverse skill sets

4. Example of a GIN from the case studies

Graphical illustration of a GIN

BBI JU GIN:

- Location of BBI JU projects
- Partners
- Demonstration plants
- Flagship plants



5. Insights from the case studies

1. Relationship to European GINs are very valuable
 1. Being organized in a GIN is a strategic benefit regarding the spread and reduction of risks, while also providing access to key networks and policy making
 2. R&D&I relationships are often built on trust
2. Companies appreciate the clear policy signal given by establishing the European Green Deal as they can orient their business profile towards the targets set
 1. Energy companies now diversify their portfolio to become broad energy companies e.g., deploy activities on batteries and alternative biomass subjects, hydrogen, etc.
 2. Materials companies innovate to make their products more recyclable and think about end of life
 3. Mobility companies centre innovation on decarbonisation and electrification of road transport, where companies are also looking at decarbonising their own production as a part of the overall solution
 4. Important cross-cutting topics for energy, materials and mobility remain batteries and hydrogen

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