

# **Business Eco-innovation promoting plan in Aragon**

*Development and implementation of initiatives based on eco-efficient innovation for optimal utilization of energy resources in the Aragonese companies.*

With the Aragon's Government leadership and promotion, and the active participation of the main economic, business, social and scientific sectors of the Aragonese society, the eco-innovative products and processes generation is encouraged to improve efficiency in use of resources among the Aragonese enterprises. Convergence between production and research areas and the public administration initiatives is promoted.

## **AIMS**

- A. Promotion of Eco-innovation actions in Aragon - concerning the Spanish Innovation Strategy E21 - and its application in our Region.
- B. A proposal for specific Eco-innovation actions in companies, promoting and spreading out successful cases registered in Aragon, and giving support to those companies which have more potential for the implementation of Eco-innovation process and products solutions.
- C. Making and starting up a Promotion Plan regarding Eco-innovation actions, energy and resources efficiency. This plan will encourage the eco-efficient innovation in Aragon, taking care of the environment and social welfare, beginning from the optimization of resources use and available know-how.

## **PROJECT PHASES**

1. Eco-innovation's potential in Aragon research.
2. Active support to business involved in Eco-innovation projects.
3. Implementation of Eco-innovation evaluation and monitoring systems.

## **PROJECT APPROACH AND ACTIVITIES**

- Best practices and paradigmatic cases detection, showing opportunities for replicability in other enterprises.
- Key barriers analysis for Eco-innovation achievement. Give support to detect and overcome them.
- Best potential enterprises dissemination and promotion.
- A wide consulting process to the main social agents, public administrations, companies and research centres, in order to involve stakeholders in active participation.

## **FURTHER INFORMATION**

Should you like to participate or have interest in becoming an "eco-innovator" business in Aragon, please, send your application through our webpage: <http://ecoinnovacion.fcirce.es>