

WP2, A2, Setting expertise requirements for ECOLABNET

What is required by a partner in ECOLABNET?

The needed requirements for an expertise area.

Partner CUT	Expertise Eco-innovation Environmental Assessment, Assessment of Eco-innovation Business Potential
	Content requirements
Academic	<ul style="list-style-type: none"> - Understand the implication of an eco-innovation on environmental requirements and on sustainable development - A strong professional profile - Be capable of determining tangible and intangible assets of the implemented eco-innovative solutions, on the supply and demand side
Societal	<ul style="list-style-type: none"> - Must have an understanding of how eco-innovations bring value to society in the preservation of resources and reducing the negative impact on the natural environment - Must understand how eco-innovations contribute to the improvement of health of the society - Must understand the need to increase still low pro-environmental awareness of the society
Business	<ul style="list-style-type: none"> - Be capable of understanding business limitations and business developments (uncertain or too long return from eco-innovations) - Be capable of identifying financing sources of eco-innovative activity - Be capable of determining, measuring and understanding growth determinants of the willingness to purchase the eco-innovative solutions on the demand side/final customer - Be capable of identifying the relations between the diffusion of eco-innovations and Corporate Social Responsibility - Be capable of determining the codification methods and knowledge transfer channels in the scope of eco-innovative solutions dedicated in the ECOLABNET network
Needed infrastructures	<ul style="list-style-type: none"> - Must have the right tools to carry out the necessary eco-innovation environmental assessment - Must have access to the DCT infrastructure of ECOLABNET