

# FINANCING ECO INNOVATION

*Brought to You by Chamber of Eco Commerce*



The Chamber of Eco Commerce will host a series of **Resource Efficiency Forums** that will bring together new technology experts, leaders, and learners. These forums will bring face-to-face investors, innovators, and business and policy leaders, to discover new and alternatives to the conventional solutions, discuss partner projects, and exchange success stories.

The Resource Efficiency Forum will **bring together key players in business, academia, finance, and policy**. It will present business cases on **sustainable material management, encourage innovation through cross fertilization between disciplines and sectors, identify and prioritize the key issues** that need to be addressed. The Forum will propose priority areas for future action on material security and resource efficiency and play a key part in financing Resource Efficiency.

In a world where the population is expected to exceed 9 billion by 2050, and where there is increasing international competition for resources of all kinds, **a major market opportunity exists for the development of products and services that make better use of natural resources**. We embrace the concept of green growth, recognizing that we need to find ways to enhance economic growth at the same time as reducing our dependency on resources which are being used unsustainably. To do this, we must **support environmental innovation**, paving the way for **sustainable solutions and new business models** to become embedded in modern entrepreneurship and become part of the consumer culture.

The issues of material security and sustainable material management have grown in prominence recently. We focus on '**Sustainable Material Management**' and the focus of Eco Innovation shifting towards a dematerialization of the economy. A sustainable resource management will establish an economy which **uses finite and renewable resources efficiently and responsibly, recycles strategically important materials and develops alternatives to the consumption of scarce resources or materials which cause high environmental impacts during extraction, use and disposal**. The forum will cover key issues such as:

- **Financing** Resource Efficiency;
- The **market and legal frameworks** necessary to support a resource efficient economy;
- **Eco Innovations that address material security** - substitution, minimization of material use, closing loops, etc. and reduce environmental impacts;
- **Success stories, case studies and practical experiences** from companies that have recognized the commercial opportunity presented by resource efficiency;
- The role of **green procurement** in the public and private sector to promote resource efficiency.

**For more information contact CEC global:** [info@ChamberofEcoCommerce.com](mailto:info@ChamberofEcoCommerce.com)