



Ground breaking technology that can benefit the environment often struggles to get recognition and success simply because it is new and has no independent confirmation of its performance.

The EU's Environmental Technology Verification (ETV) programme can provide a world recognised route for eco-innovators to get that independent recognition.

John Holden, ETV Programme Manager at BRE Global says "We are one of the newest bodies to be appointed by the EU under the EU ETV Pilot Programme, and are looking to talk to companies with commercially relevant innovations. Our programme offers a step by step, risk managed, approach for the performance verification of cutting edge environmental technology that may otherwise struggle to differentiate itself in a highly competitive and crowded market. We may also be able to provide financial support to qualifying SMEs"

"We will provide an independent assessment and validation of the manufacturer's claims for the performance and environmental benefits of their technology. What's more we can provide access to wider expertise in the BRE Group, one of the world's leading research and technology centres for the built environment, energy, materials, waste and resources."

An important benefit of the ETV process is provided in the form of a Statement of Verification which facilitates direct and objective comparison between different technologies reducing the risk to purchasers and investors of new technologies. ETV results may also be used to prove compliance with any relevant legislation, to underpin a bid in public tendering, to convince investors or customers of the reliability of performance claims and to avoid having to repeat demonstrations for different users.

For more information, go to www.bre.co.uk/etv or e-mail to register your interest at etv@bre.co.uk