

Overcoming the barriers of using innovating technologies

“Early mistakes are profitable”

Laurent Bakker



Barriers

Innovative technologies are associated with:

- Lack of confidence in effectiveness (no guarantee)
- Unclear understanding of the application (no clear objective portfolio)
- Low acceptance from regulators and authorities (no proven technology and prescriptive protocols)
- Low acceptance from public citizen (residual contamination, no digging)
- Bad experiences in the past
- High financial risks (time, impact on real estate value)

Conclusion:

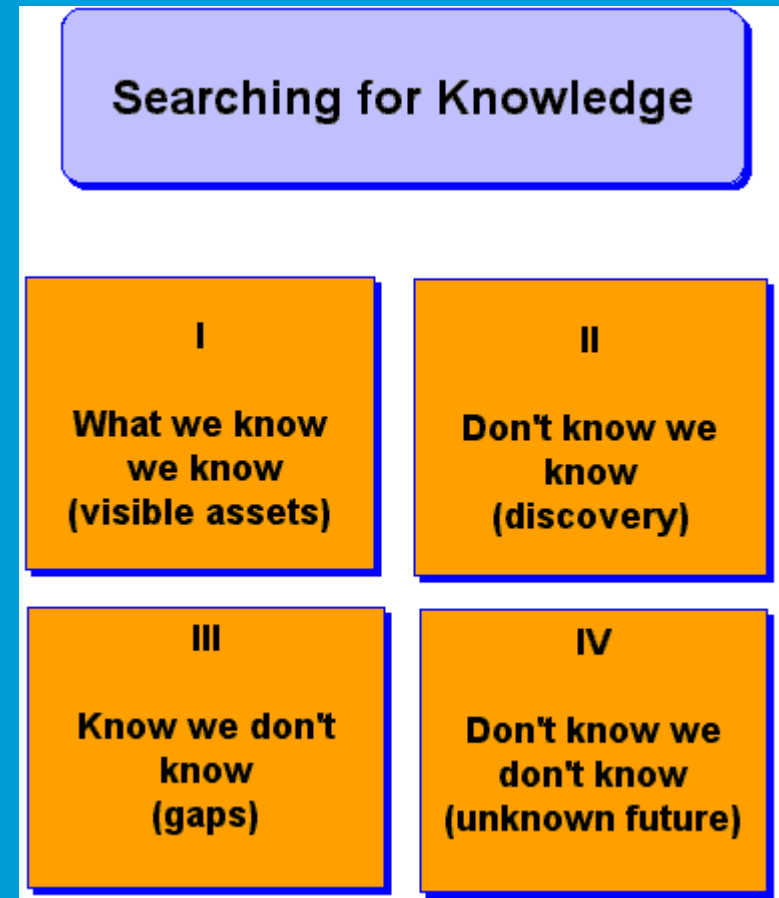
Lack of communication and exchanging information/experiences



How to enlarge the acceptance: we all should search for knowledge!

- Share more information, to enlarge the visible assets for everyone
- Discover what others know and turn it into profit together
- Find the gaps and find ways to fill this gaps
- Look at the future, what should we know?

NICOLE but also initiatives like EURODEMO can play a big role in the search for or dissemination of knowledge



Source: Johari window

How to improve the implementation of innovating technologies?

- *Organize* innovation (important are mechanisms like funding SKB, JR, etc. and verification programs like ETV)
- *Structure* the implementation (step-by-step)
- *Integration* with existing technologies (recombinant innovation)
- *Communicate!*

Remember the two golden rules:

- Early mistakes are profitable and
- the shortest way is not always the quickest (and cheapest)



Presentations

1. How to communicate with the authorities?

- *Defining the right remedial approach, from an industrial perspective*
(Markus Ackermann, Dupont)
- *It takes two or more to tango!*
(Lucia Buvé, Umicore and Victor Dries, OVAM)

2. Demonstration of comparable/competitive techniques

- *Eurodemo: If you always do what you did, you will always get what you got* (David Edwards, CLAIRE UK)

