

## **When innovation and regulation go hand in hand**

### **The Catch-22 of green technology**

Companies bringing innovative environmental technologies to the market often find themselves in a 'Catch 22'-situation where, even though they offer a product or service superior to existing solutions, the uptake is slower than would be expected because there are no existing standards or approvals that can document the process and prove its benefits – and they do not exist precisely because the approach is new and innovative. This is the dilemma of a market maker in environmental technology.

### **A regulatory solution**

Inspired by similar initiatives in other regions of the world, the European Commission launched the EU Environmental Technology Verification-programme (ETV) in 2013. The programme uses third-party verification to prove the performance of innovative environmental technologies that establishes if the product or service delivers what it promises to. In addition, the technology also has to be eco-efficient and deliver one or more environmental advantages and as such either save energy, clean water or release fewer emissions.

### **Re-Match: a verified environmental technology**

In 2016, the patented recycling process for sports surfaces developed and marketed by Re-Match underwent a thorough validation and verification process and was accredited with the EU ETV certificate – stating that Re-Match offers a proven and consistent process for recycling worn-out turf with documented eco-efficiency. The verification process complies with the EU-ETV General Verification Protocol and with the ISO Standard 14034 on Environmental Management.

The ETV has provided important credibility to the innovative approach presented by Re-Match to municipalities, sports clubs, contractors and specifiers who are all becoming increasingly aware of the significant environmental challenges presented by the most used methods for disposing of worn-out turf.

In addition to having the EU ETV, Re-Match issues an End-of-Life certificate to the owner of the recycled pitch, confirming the actual volume of waste received, the amount of waste processed, and the actual amount of end products generated from the waste. This provides further important documentation of the output of the recycling process of each specific pitch processed by Re-Match.

### **What does this mean for customers?**

The ETV certificate is documentation that the Re-Match technology in fact does what it claims; turning waste into clean, separated end products – and that it is eco-efficient and contributes to growth within green economy. This means that decision makers using or considering new environmental technologies can get peace of mind with regards to the environmental impact of the disposal of their worn-out turf, when they choose to have their pitches handled by a company with an ETV certificate.