

Environmental Technology Development Assessment Program (ETDAP)



Background

Companies attempting to develop and commercialize new technologies face numerous challenges. One of these challenges is that potential technology clients demand clear proof of environmental performance before they are willing to invest in these technologies. The clients are not typically disposed to taking significant risks in untried technologies because the consequences of poor performance can be of major concern.

This means that the company developing a technology must have a good understanding of the market niche it is seeking to penetrate. The company must understand the precise technological specifications required to respond to the market demand. The company must organize its development and demonstration work in a manner which provides for “built-in” proof of performance, or a way of facilitating the eventual validation of the performance.

In a typical year, ETV Canada receives numerous inquiries from technology developers. Of these, on average six companies per year have the environmental performance claims of their technologies successfully verified with certificates awarded. There are several reasons that the remaining companies do not enter or complete the ETV process, most of which could be corrected with appropriate support and advice. The limiting factors include:

- An inadequate understanding of the market demand for their technologies, and an inability to define the critical performance advantages that will motivate potential purchasers;
- Insufficient data of adequate scientific and statistical quality, with the appropriate chain of custody generated by or overseen by a qualified third-party independent technical organization.

To help address these challenges and to assist the successful commercialization of technologies, ETV Canada has established the Environmental Technology Development Assessment Program (ETDAP). ETDAP provides clients with a review of the market application of a particular technology and detailed advice on the required technical performance data needed to support quantifiable environmental performance claims. In this way, the program promotes more efficient commercialization of new technologies and augments the supply of innovative environmental solutions.

The effectiveness of this approach has been demonstrated through an ETV Canada ETDAP Ontario Pilot Project supported by NRC/IRAP. From April to December 2002

thirteen companies successfully completed the program, and in a second round, from July 2003 to March 2004, eight companies successfully completed the program.

ETDAP Service Delivery

ETDAP provides a market review and technical assessment of the technology. Analysis within these two fundamental areas enables the technology company to assess the direction of its research and development, thereby helping the company innovate more efficiently and effectively. The approach taken in analyzing each of these two areas is as follows:

1. **Market Review and Application** - The performance requirements to meet existing or anticipated regulations and any industry standards are determined. If no existing regulatory regime is in place, client expectations for performance are determined. Alternatively, an assessment of competitive technology performance may be made using another acceptable method.
2. **Technology Assessment** - The critical, quantitative performance characteristics needed for technology commercialization success are identified, and the performance of the proponent is assessed. Appropriate verifiable environmental performance criteria are determined with the technology proponent.

ETV Canada provides the proponent with a report on the candidate technology incorporating the market review and technical assessment, as well as an estimate of the cost and time required to achieve ETV Canada verification.

ETDAP Cost

The cost for an ETDAP report is \$5000 - \$7000 per technology.

This amount does NOT include the formal verification application fee of \$1000 should the technology company decide to proceed with environmental performance verification under the ETV Canada Program.

For more information:

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