

LEAD ERA Call 2010 topics

The 6 Lead Markets:

eHealth - *ICT solutions for patients, medical services and payment institutions*

Main areas: telemedicine / homecare and clinical information systems in the primary healthcare sector. It includes personalized health systems and homecare for independent living.

Protective textiles - *Technical textiles for intelligent personal protective clothing and equipment*

Clothing and other textile-based systems accessories whose main function is to protect the user. These high-tech products are used under very different circumstances such as by professionals and emergency services operating in hazardous environments or dangerous situations. It includes protective textiles for non professional activities (sports..).

Sustainable construction - *An integrated life-cycle-oriented approach*

Sustainable solutions in residential and non-residential buildings as well as in infrastructure constructions are included in this market area. It involves for example efficient heating installations, in-door air quality systems, issues related to elderly persons' independence and new measurement systems of energy consumption and parameters linked to the building's life-cycle. It includes too new methods and products to enhance adaptability of constructions to substantial technological changes, like moving from passive to positive house concept or integration of photovoltaics systems, for example.

Recycling - *A key towards moving to sustainable patterns of consumption and production*

Recycling plays an underpinning role by reducing waste, by reducing consumption of natural resources and contributing to greater energy efficiency. In this broad and diverse area, a lead market potential may also be seen in electrical and electronic waste and the waste from the end-of-life vehicles.

Bio-based products - *Innovative use of renewable raw materials*

Industrial and consumer products based on renewable, biological raw materials such as plants and trees constitute the focal point of the lead market on biobased products. It also includes non-food new bio-based products and materials such as bio-plastics, bio-lubricants, surfactants, enzymes and pharmaceuticals. Generally there is a strong interest to find out where bio-based products can substitute products based on other raw materials. It excludes food, traditional paper and wood products, but also biomass as an energy source.

Renewable energies - *Towards renewable energy consumption*

Renewable energy is energy produced by regenerative energy sources like wind, solar, biomass, biodegradable waste or feedstock, geothermal, wave, tidal, aerothermal, hydropower, hydrogen and fuels cells.