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INCITE (the European **IN**novation **C**entre for **I**ndustrial **T**ransformation and **E**missions) will be launched on 21 June 2024.

The Centre will be based in Seville, Spain, at the heart of the EU's Joint Research Centre and is a key element of the revised **Industrial Emissions Directive** for promoting innovation, which has just been adopted by the **European Council**. The Industrial Emissions Directive aims to attain a high standard of protecting human health and the environment holistically by reducing harmful industrial emissions across the EU.

The centre will accelerate the implementation of clean industrial technologies while fostering a closed-loop and competitive European industry.

INCITE is a unique initiative which will select technologies ready to be used at industrial scale, are cost-effective and have clear environmental benefits, by constantly surveying the industrial

innovation landscape. The innovations will be then incorporated into **the Sevilla Process** for the development of environmental norms. Therefore, the Innovation Centre for Industrial Transformation and Emissions will be a crucial enabler of energy efficiency, circular economy, depollution and decarbonisation in the European Process Industry.

The launch event of INCITE will be a unique opportunity for innovators, industry, Member States and the investment community to get together and shape INCITE to become one of the engines supporting European industry's competitiveness and green transition.

Check out the agenda of the INCITE event **here**.

Register to take part in the launch event on Friday 21 June 2024 in Seville (Spain) **here**.