

Eco-Innovation

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Structure

- Experience
- Observations
- Strategic research issues
- Research topics

Experience

- 'Sustainable innovation' international conference (2010 – 15th year)
- Feasibility studies (2006-7)
 - Eco-innovation lab
 - Eco-innovation network
- Network for eco-innovation (eco-i net)
- Current projects (eco-innovation & SMEs)
 - ECOMIND
 - SUSCIN
 - DIBS

Observations (1)

- New & evolving agenda: no eco-innovation 101!
- Definitions
 - Sustainable innovation v eco-innovation (social innovation)
 - Fussler & James (1996)
 - Products > Generic
 - Low carbon technology (shorthand)
- Stakeholders
 - {Some} business & academia (early)
 - {Some more} policy-makers, business & academia, NGOs (now)
- Studies (emphasis?)

Observations (2)

- Keyword (EC, OECD, etc)
- Eco-innovation or environmental technology?
- Low > growing interest (policy)
- Economic stimulus
- Green growth (UNEP, OECD, WEF)
- National programmes e.g. Korea, China
- Global, national & regional competitiveness
- Eco-innovation, entrepreneurship & jobs
- 'The machine': invention, innovation & diffusion
- Networks

Observations (3)

- Design of 'eco-innovation pipelines'
- Uncoordinated systems
- Macro (government) v micro (company)
- Radical & incremental
- Target audiences & communication e.g. economists, product developers, entrepreneurs, etc
- Organisational issues
- 'Old wine in new bottles'
- Reactive ('end of pipe') v proactive (new & existing technologies, increased efficiency, greater uptake)

Strategic research issues (1)

- Multiple-players
 - EC: DG ENV, DG RTD, DG REG, CACI, etc
 - OECD
 - Member states e.g. DEFRA
- High level EC strategic coordination group?
- Broad or narrow(er) focus e.g. invention > innovation > diffusion (NOT.....)
- Horizontal v vertical (e.g. sectors)
- Radical & incremental
- Macro (policy) & micro (practice)

Strategic research issues (2)

- 'The machine': invention > innovation > diffusion
- Commercialisation & diffusion
- Technology & social science (demonstrations)
- SMEs
 - Accessing
 - Enabling
- 'The tightrope' e.g. Sustainable Dance Club
- Measurement & metrics (invention > innovation > diffusion)

Research topics (1)

- Smarter *enabling* public policy
- ‘What if’ scenarios....inhibitors & enablers
- Design of ‘eco-innovation pipelines’
- Role of networks (new & existing)
- Technology & social science (demonstrations)
- ‘The tightrope’
- Measurement & metrics (invention > innovation > diffusion)

Research topics (2)

- Organisational design
- Triangle of eco-innovation
 - 'The machine': invention > innovation > diffusion
 - Entrepreneurship
 - Job creation
- Education, training and skills
 - Business
 - Technical

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