

Eco-Innovation

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University for the Creative Arts (UCA)**

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 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 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)

Key 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)

Key topics (2)

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

Eco-Innovation and Design Services www.cfsd.org.uk/sids

RAISE
AWARENESS

DIBS (Design and Innovation for Business Sustainability)

Free interactive briefings on sustainable innovation and design to eligible companies, agencies or social enterprises in the SEEDA region.

DIBS has been funded by South East England Development Agency (SEEDA) and European Regional Development Fund (ERDF) as part of the South East ERDF Competitiveness Programme 2007–2013.



DEVELOP
IDEAS

GreenThinks!© through SUSCIN (Sustainable Supply Chains through Innovation)

An open ideas process using creative techniques to develop new business
Questionnaire → Analysis → GreenThink! © session → Report

"incredibly valuable" [CEO], *"great way to get the benefit of several keen minds"* [MD] *"extremely useful"* [Director]

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SUPPORT &
ADVICE

EcoMind (Environmental Market and Innovation Development)

Free sustainable product innovation research & consultancy for eligible companies – translate ideas into business benefits



The Environmental Market and Innovation Development (EcoMind) project 2008-2011 funded by the INTERREG IV A 2 Seas Programme.



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