



Boosting of Eco-Innovations – Policy Steps Promoting Green Economy

Riina Antikainen, Teppo Hujala, Per Mickwitz, Jyri Seppälä, Venla Virkamäki, Maija Leppänen, Teppo Hujala, Maria Riala, Tuomas Nummelin, Leena Paavilainen, Hilkkka Vihinen, Sirpa Kurppa, Laura Kittilä & Sirpa Thessler, The Finnish Environment Institute (SYKE), Finland

ABSTRACT

Green economy is considered to have significant worldwide potential, which is currently evident particularly in the rapid growth of cleantech demand. Transition to green economy is a long-term process. Along with gradual shifting, the transition requires notable leaps in technology and social practices. Therefore, a wide variety of eco-innovations is needed. The future success stories will be more material- and energy-efficient than their competitors. Eco-innovations require purposeful creative activity and investments on innovators' operational environment. In order to the process be effective, both bottom-up initiatives and top-down policy processes need to aim to the same direction supporting one another. In this presentation, we will take a closer look at forerunner eco-innovation examples in Finland representing e.g. cleantech industries, industrial symbiosis and public-private partnerships (PPP), and analyse the assets that enabled and hastened those. Based on existing case studies and other publicly available documentary, the success factors behind the case innovations were listed, synthesized and finally clustered in economic, social, communicative, and functional assets. As a summary, the role of central, regional and local government appeared essential. Those actors are facilitators in creating the preconditions for green growth enhancing eco-innovations. These results suggest that at least to some extent, eco-innovations may be cultivated, and thus, we will propose six policy steps by which Finland can support eco-innovations and the path to green economy. The steps include decision-makers' commitment, fostering green production and consumption, developing piloting environments, cutting out wasteful systems, and enhancing learning and networking activities.

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