



Innovation Strategy for an Environmentally – Friendly Society

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Platform

- Policy framework
- Institutional framework
- Legislative framework

Innovationsteps

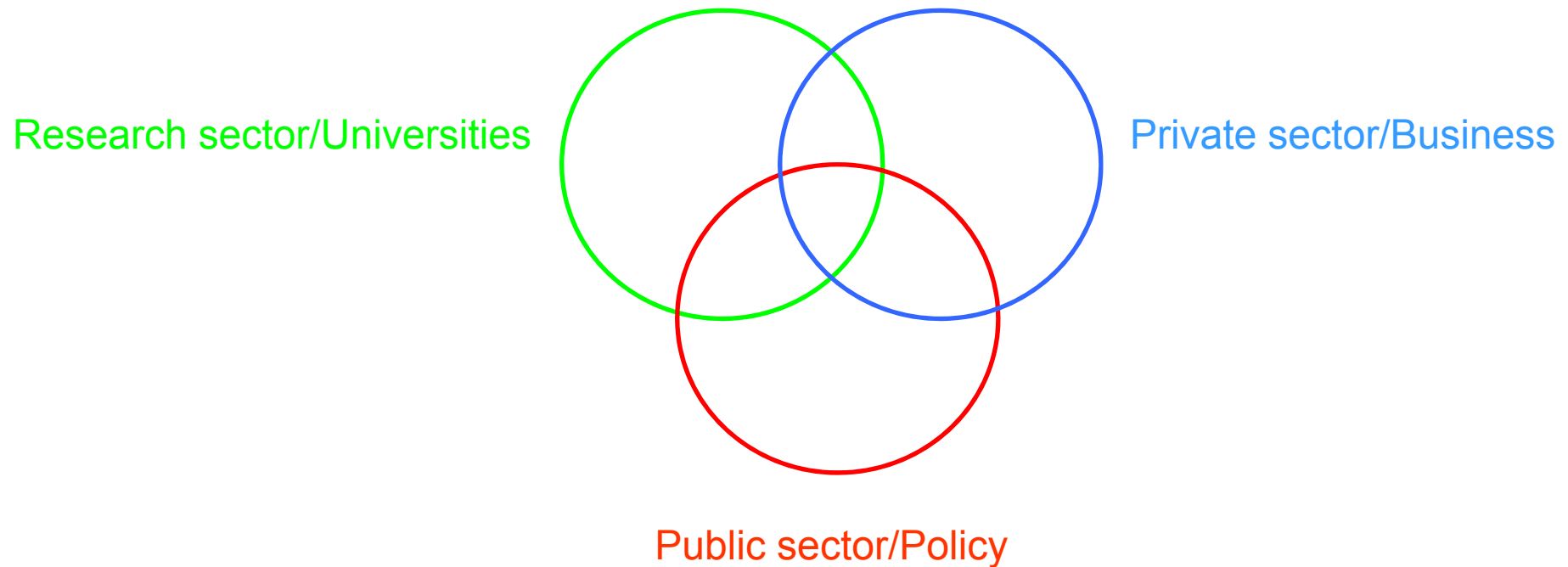
1. Use existing best available technology.
2. Use existing technology in another context
3. Develop new technology

Driving forces

- Holistic and a system approach
- Environmental policy/objectives
- Legislation
- Economic instruments – pricing, make it cheaper to be environment friendly
- Green procurement; Environmental Management Scheme, Certification, Standards
- Competition
- Demand of natural resources
- Public awareness
- Cooperation/interaction; research sector – private sector – public sector

Tripel Helix

”Cluster engine” for innovation based on close cooperation/interaction



Challenges for the future

- Decoupling economic growth from environmental pressure
- Sustainable use of natural resources
- "Traditional pollutants" – tackled by cleaning, closed systems, recycling, substitution etc. – need full attention also in the future
- Emission of greenhouse gases – much more challenging
 - A horizontal issue – covering more or less all societal activities – a system approach is absolutely necessary
 - Closely related to economic growth – necessary that solutions must be based on decoupling
 - One sided focus on mitigation create problems in other areas (f.ex. production of biofuels)