



## Greening SMEs in the Eastern Partnership (EaP) countries – a regional event

# What is eco-innovation? What is its relevance for SMEs in global crises?

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29 June 2021

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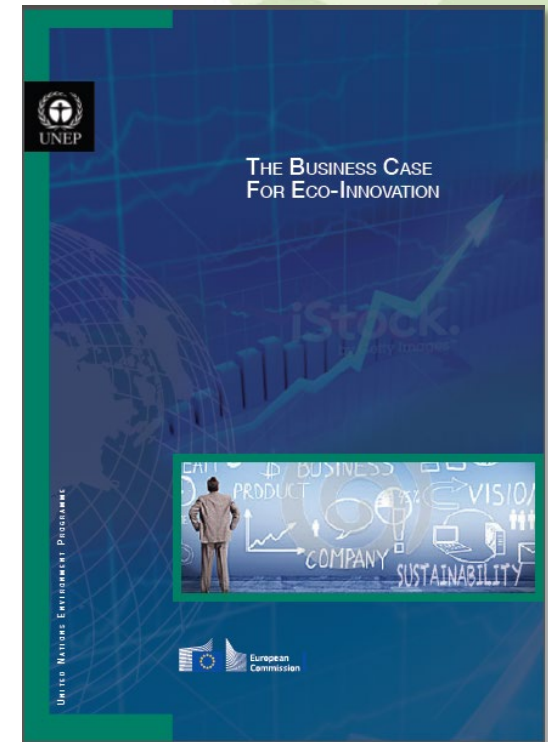


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## The Eco-Innovation Approach

- Essential **tool for a more resource-efficient economy** (reducing inputs, recovering materials, minimising waste, extending product/service life cycle)
- **Strategic business approach** to promote sustainable practices throughout a company's value chain – thereby **operating at the level of a company strategy**
- Promotes **systemic innovation** based on **holistic life-cycle analysis** and involving **stakeholders along the entire value chain**
- Boosting companies **develop and scale up sustainable solutions**, contributing to overall **market competitiveness**
- For policy makers: Contribute to sustainability/development goals; overcome resource constraints and environmental degradation; create new jobs and contribute to overall economic development
- <http://unep.ecoinnovation.org/>



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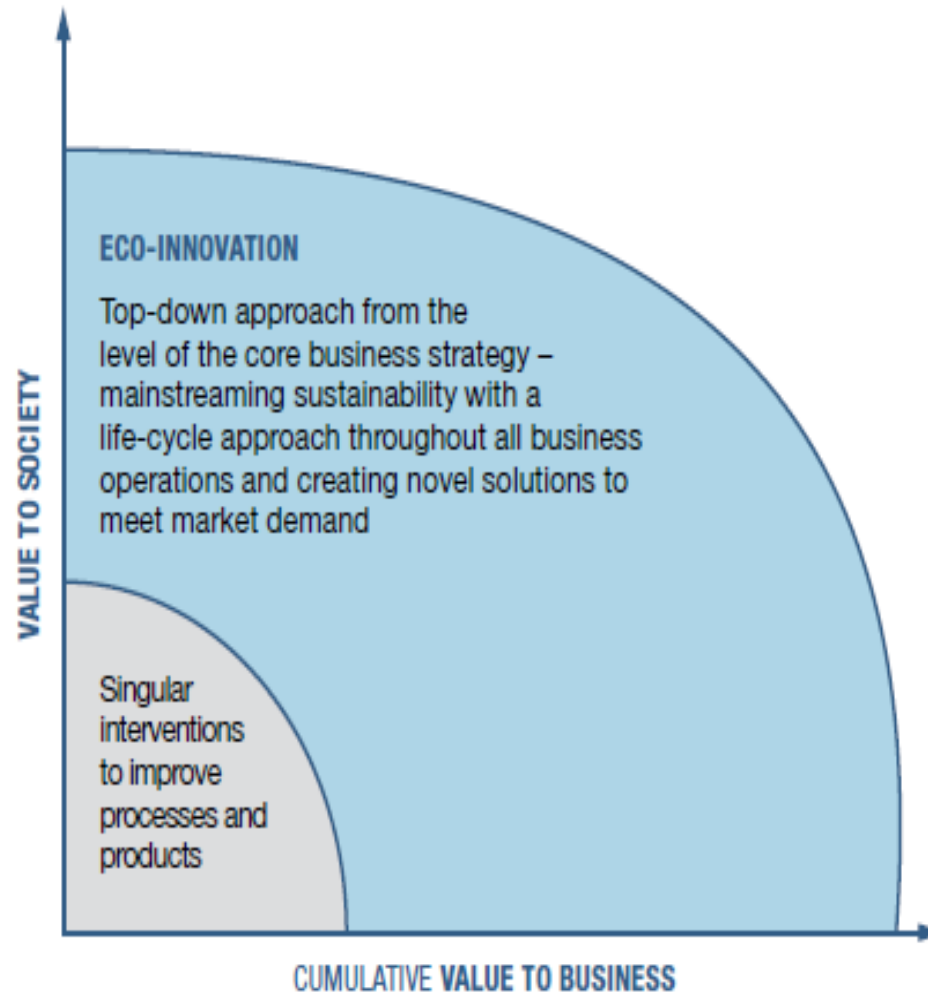


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# EU4Environment

Armenia, Azerbaijan, Belarus, Georgia, Republic of Moldova, Ukraine



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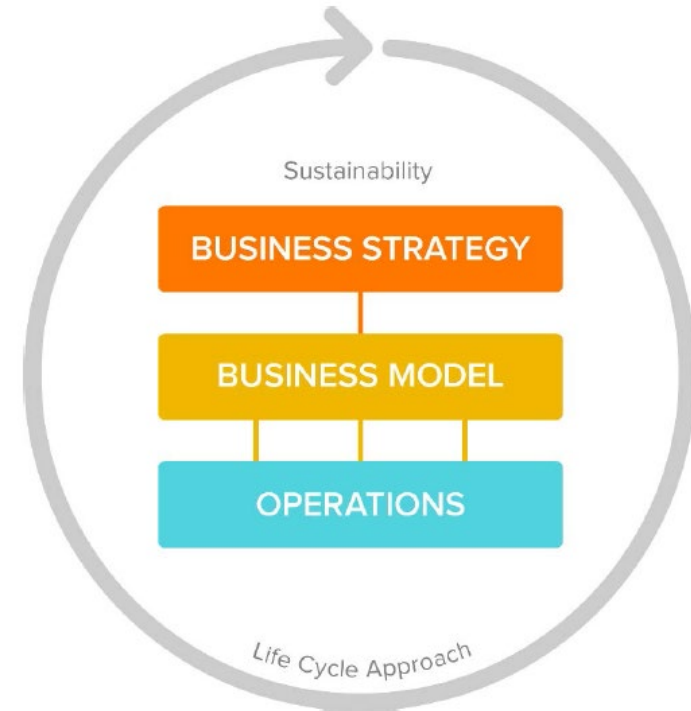


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## The Eco-Innovation Approach: What?

- A **new business strategy** that incorporates **sustainability** throughout all business operations
- Based on **life cycle thinking** and in cooperation with partners across the **value chain**
- Coordinated set of **modifications or novel solutions** to products (goods / services), processes, market approach and organizational structure
- **Enhanced** performance and competitiveness



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## The Eco-Innovation Approach: Why?

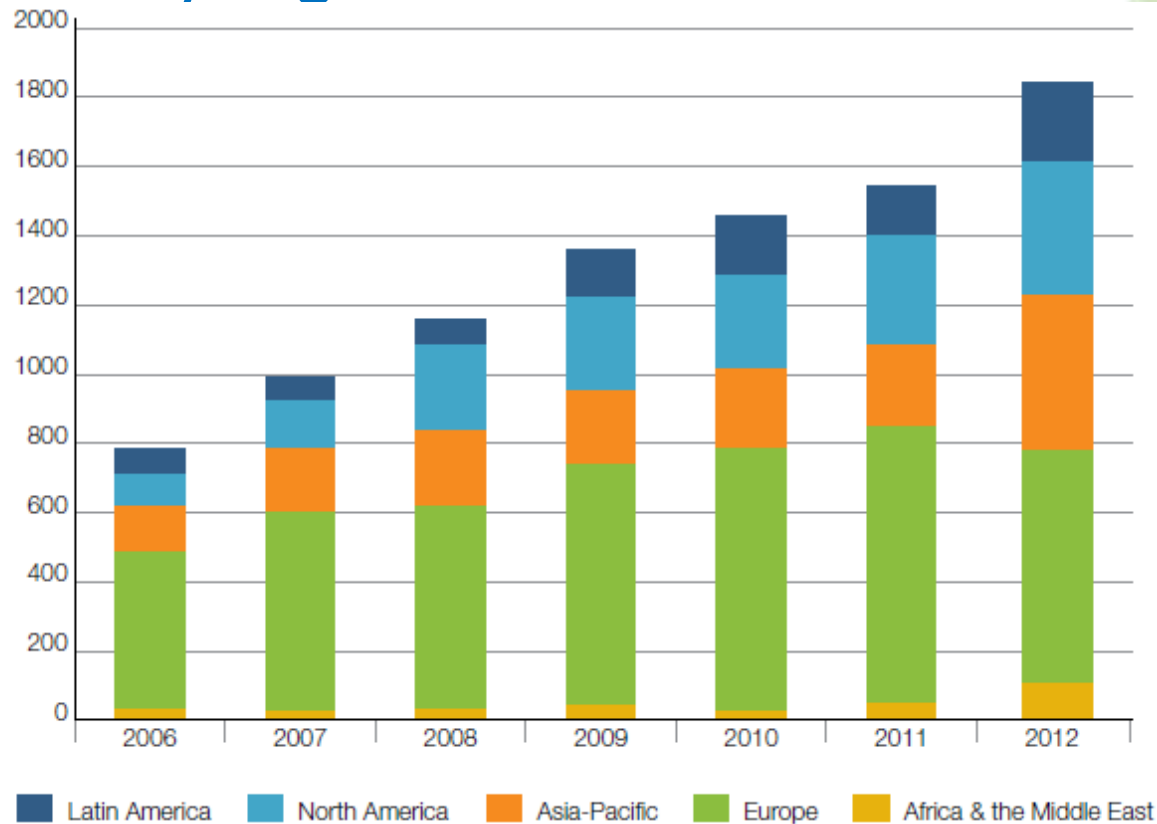
- Access to **new and expanding** markets
- Increased **profitability** along the value chain
- **Staying ahead** of standards and regulations
- Attracting **investments**
- Increased **productivity and technical capacity**



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## Growth in New Environmental, Health and Safety Regulations from 2006 to 2012



Latin America North America Asia-Pacific Europe Africa & the Middle East

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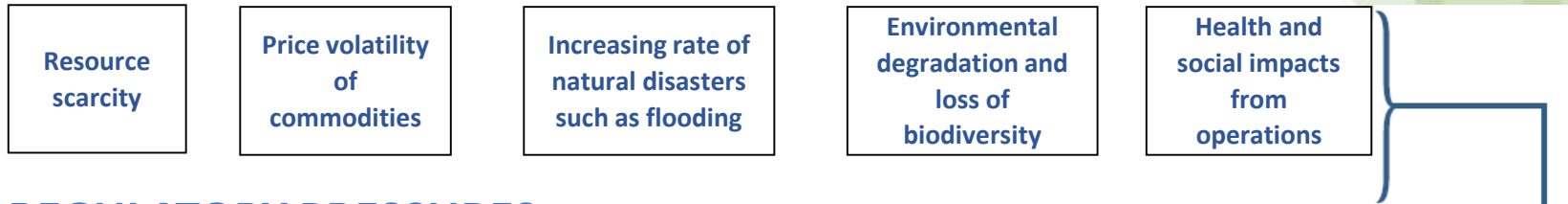
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# Increasing Pressures on Business are Creating Favourable Conditions for Eco-Innovation

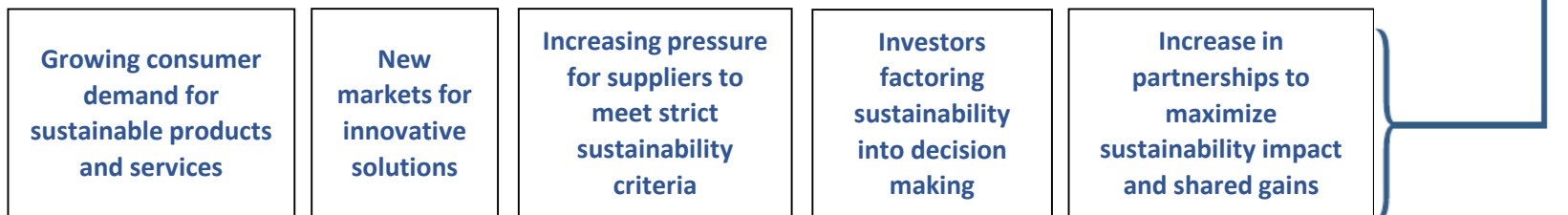
## RISK FACTORS



## REGULATORY PRESSURES



## CHANGING MARKETS



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# The Eco-Innovation Approach: How?



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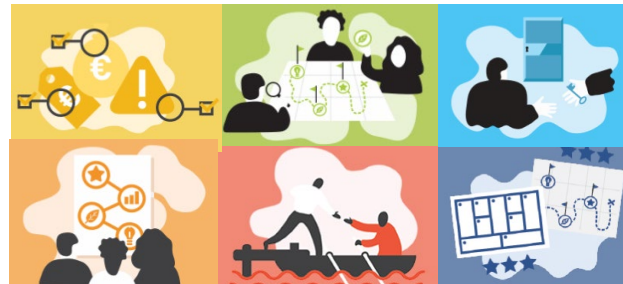
# Building Resilience Post COVID-19 Through Eco-Innovation

**Lower production costs** through optimized processes

**Joint sustainable solutions & shared gains**

**Less dependency on import supply & access to diversified market/ consumer segments**

**Technical capacity, stronger skills base and employee engagement**



**Earlier awareness of risks** through strong relationships helps adapt

**Risk preparedness** (climate change, resource scarcity)

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# Thank you!

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