

What is Eco-innovation?

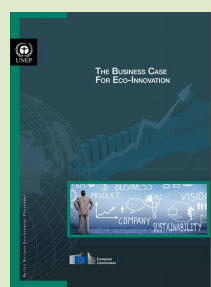
www.unep.ecoinnovation.org

Eco-innovation is the development and application of a business model, shaped by 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. It entails a coordinated set of modifications or novel solutions to products (goods / services), processes, market approach and organizational structure which leads to a company's enhanced performance and competitiveness.



Eco-innovation Manual

The Eco-innovation Manual and three supplements on chemical, agri-food and metal present the core eco-innovation process and guide the users through 54 activities to support Services Providers with its implementation.



Business Case for Eco-Innovation

This publication gives an overview of growing market trends and compelling examples from companies. Considerable business benefits include: increased market access, value creation and business growth along with increased technical capacity and productivity.

They are available in [Arabic](#), [English](#) and [French](#).



- Strategic approach for sustainability along company's value chain.
- Systemic innovation based on holistic life-cycle approach throughout a company's operations.
- Influencing and involving stakeholders along the entire value chain.
- Positive sustainability impacts and increased competitiveness.

Business opportunities through eco-innovation

In synergy with the EU-funded SwitchMed project, UNEP aims to engage SMEs in an eco-innovation process by facilitating policy and technical conditions that enable systemic innovation and by complementing local expertise through capacity building activities. Several SwitchMed countries, in particular, Egypt and Jordan where a project on eco-innovation has been implemented have included eco-innovation in their Sustainable Consumption and Production National Action Plans.

A series of tools, cases studies, and templates have been elaborated and are available in Arabic, English, French, Portuguese, Russian and Spanish. Their aim is to assist private sector actors in strengthening their engagement in promoting the transition to Sustainable Consumption and Production practices and a more resource efficient green economy.

These outputs provide information and guidance to countries in the Mediterranean for the development and implementation of Sustainable Consumption and Production National Action Plans on key enabling conditions: willingness and readiness of the business sectors, value chain, market, national and regional policy frameworks, extent of Research & Development capacity within the country and the business community.

Key Features:



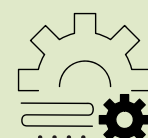
10
countries



9
Tools



6
Languages



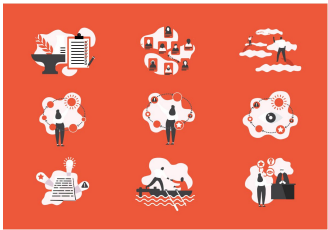
3
Sectors



54
Activities

The Eco-Innovation Implementation Process

There are six main phases in the eco-innovation implementation process:



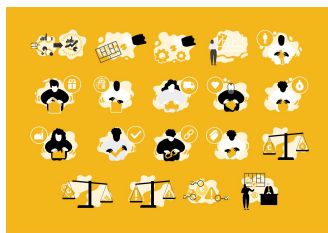
1. Prepare

Prepare to engage a company and its value chain and build the potential company's interest in the rewards available from eco-innovation



2. Set Strategy

Places eco-innovation at the core of the company's business strategy to ensure progress towards a sustainable future from knowledge of the company's strengths, weaknesses, opportunities



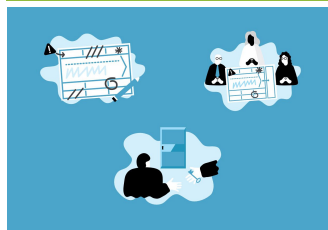
3. Set Business Model

Defining a new business model to deliver the business strategy



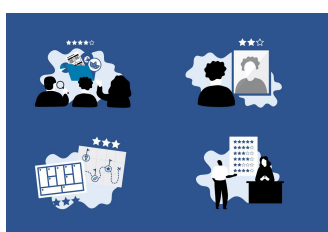
4. Build Roadmap

Defining a new business model to deliver the business strategy



5. Implement

Implementing the first project for eco-innovation that will help to realise the new business strategy and business model



6. Review

Review the performance of the first project for eco-innovation and update your plans for the future