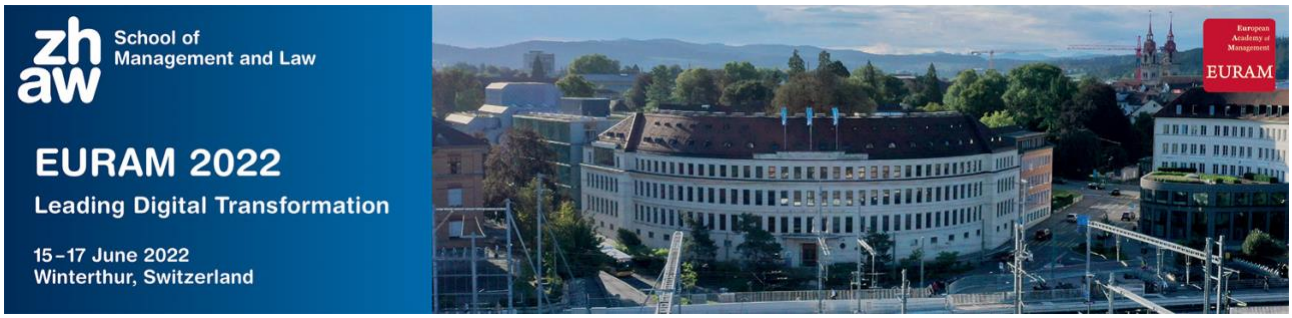

SIG 06 - INNO - Innovation

We invite you to submit your research to explore the theme of

Leading the Digital Transformation for the EURAM 22nd Conference.

We look forward to receiving your submissions.

ST06_10 - Innovation for Circularity, Green Technologies and Sustainability

Proponents:
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Short description:
Innovation researchers and practitioners are increasingly interested in reframing ecological and societal challenges as opportunities for innovation. In this track we explore recent advances towards the broader field of sustainability-oriented innovation as well as the subthemes of circular and green technology innovation. We are keen to understand these innovation directions on the levels of products, product-service systems, and business models and are particularly interested in a better understanding of the innovation processes, related ecosystems, and entrepreneurial activities underlying these innovation outcomes. Last but not least, we are interested in how organisational practices link into, if not impact broader sustainability transitions.

Long description:
Businesses today face increasing uncertainty due to ecological and societal challenges. Innovation researchers and practitioners are increasingly interested in reframing these challenges as opportunities for innovation. One important dimension of sustainability-oriented innovation is the product life-cycle and its closure, as also addressed in the circular economy. Moreover, sustainability and circularity often require innovation in related technologies. Against this background, we are interested in fundamental advances towards sustainability, circular, and green tech innovation processes (in the reminder simply “SOI”) on the levels of products, product-service systems, and business models – whether pursued by incumbents or new ventures. This includes, but is not limited to, the following themes:

- How do individual firms – embedded in their innovation ecosystems – explore radical technology and product innovations and how does this contribute to sustainability transformations of industries and societies?
- Incumbent firms frequently are locked into a specific, path-dependent trajectory. How do small and medium-sized entrepreneurial firms and start-ups develop and establish radical SOI? How to break path dependency and create new paths?
- SOIs are often driven by collaboration. How does managing and closing product life-cycles open up the innovation process? Which partners to engage with and how?
- How can product-service systems be developed to overcome the environmental problems of existing product life-cycles and the related pressure of ever-increasing sales volumes (e.g. closed loop chains; repair services; sharing)?
- Often sustainability is constrained due to firms’ business models – hence, how can firms transition into more sustainable business models?

- Diffusion is one of innovation's constituting characteristics. How to overcome commercialisation barriers when scaling-up SOIs from niche to mass market? Moreover, how do organisational-level SOI practices link into broader sustainability transitions?
- As successful commercialisation and broader diffusion of SOI also depends on – or is restricted by – intellectual property rights (IPR) and licensing models, which open or closed IPR strategies help advance SOI for the firm and society more broadly? What is the role of IP and licensing in scaling and diffusion processes?
- How can the Internet of Things (IoT) and smart products contribute and enable SOI?
- How to assess, measure and benchmark sustainability impact of innovations in different phases of the innovation process.

Innovation theories targeting the individual, organisational, business model, and network/ecosystem-levels – and particularly those covering multiple levels – can be helpful for analysing innovation processes. We are open to all methodological approaches including conceptual works.
For latest updates, please join us on RG: https://www.researchgate.net/project/EURAM-Conference-Annual-Track-on-Innovation-for-Circularity-Greentech-and-Sustainability

Keywords:
Sustainability-oriented innovation and entrepreneurship
Circular Innovation and Design
Green technology
Business models for Sustainability
Innovation processes
Product-Service Systems

UN Sustainable Development Goals (SDG):
Goal 1: No poverty, Goal 2: Zero hunger, Goal 3: Good health and well-being for people, Goal 5: Gender equality, Goal 6: Clean water and sanitation, Goal 7: Affordable and clean energy, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 14: Life below water, Goal 15: Life on land, Goal 17: Partnerships for the goals

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