



Designing Innovation Policies to Promote the Sustainable Use of Resources. Does Eco-Innovation Still Matter?

Guest Editors:

Prof. Dr. João Carlos de Oliveira Matias

GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, 3810-193 Aveiro, Portugal

Dr. Joana Costa

Department of Economics, Management and Industrial Engineering and Tourism, University of Aveiro, 3810-193 Aveiro, Portugal

Deadline for manuscript submissions:

closed (31 March 2022)

Message from the Guest Editors

Dear Colleagues,

The volatility of the market conditions inside an ever-changing globalized world requires anticipation of demand shifts, resource constraints, and job market movements. Sustainable innovation is embedded in products, services, technologies, and even business models and organizational practices. Overconsumption, environmental depletion, and social inequality forced the shift to sustainable ecosystems. Political actions must force adjustments in the supply, as this is core towards responsible innovation and CSR. Preservation and development are compatible; still, policies have failed so far. Promoting ecosystems in which the co-creation and sustainability emerge inside the value chain, involving the user-community, will approach the SDGs. The link to eco-innovation is evident, given its environmentally friendly nature. Challenges put by the pandemic crisis require production, consumption, job market, and competitiveness to be reassessed while simultaneously tackling global environmental challenges.





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Prof. Dr. Damien Giurco

Institute for Sustainable Futures,
University of Technology Sydney,
P.O. Box 123 Broadway, NSW
2007, Australia

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Resources Editorial Office
MDPI, St. Alban-Anlage 66
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