



## Business Sustainability Management and Eco-Innovation

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### Message from the Guest Editors

A growing number of firms and organizations are currently integrating sustainability into their business management. Sustainability in business refers to effects on the environment and on society, and the goal of management is to have a positive impact on either of these areas. Stakeholders support organizations that do well by doing good. Since organizations receive increasing competitive pressure to do better, business sustainability management must be committed to a constant innovation process. This scenario leads us to the concept of eco-innovation as a core activity of organizations that wish to manage a sustainable business. Kemp and Pearson (2007, p.7) define eco-innovation as “the production, assimilation or exploitation of a product, production process, service or management or business method that is novel to the organization (developing or adopting it) and which results, throughout its life cycle, in a reduction of environmental risk, pollution and other negative impacts of resources use (including energy use) compared to relevant alternatives”. Eco-innovation is thus a process that can improve management of a sustainable business.





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## Message from the Editor-in-Chief

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