

Abstracts

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**Towards Innovation-Driven Environmental Sustainability  
Hypotheses for case studies on pulp and paper and energy industries**

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**Abstract**

Despite many success stories in environmental management, development trajectories of technology, economy and ecology are still on conflicting paths. In order to change these trajectories, this paper argues for an innovation-driven approach. Many factors advocate integrated exploration of innovation and sustainable development. Global environmental problem solving, such as greenhouse gas mitigation, challenge our innovative capability. Global trade, markets and competitive environment emphasize the importance of global life cycle approach in production and consumption. Market trends, such as transformation to free markets in energy sector, may pace the sustainable innovations. Greening values of stakeholders may both create the ground for execution of behavioral social innovations as well as incentives to change company strategies and management voluntarily towards sustainable path.

In the future concrete case studies are needed in order to perceive mechanisms, causalities and appropriate policies for promoting innovation driven sustainable development. The present project is aimed at exploring such mechanisms and causalities in pulp and paper industries and in energy industries in Finland. This paper considers the background and arguments as well as elaborates tentative hypotheses, to be verified in these case studies, to be launched in the fall 1999.