'Smart' Clean Tech: New Priorities for EU Business Innovation

Wednesday 19 November, 2014

Without smart factories Europe will lose more manufacturing jobs; without clean tech it will produce more waste; and without improving customer experience its companies will lose clients. These are the key messages from a new business innovation report, co-authored by UNU-MERIT's Dr. René Wintjes.

'Smart factories', 'clean technologies' and better 'customer experience' are three priorities in a new and more sustainable approach to business innovation. Unlike traditional market transactions, these priority areas focus less on passive short-term selling and more on the co-creation of value.

Based on a third batch of 12 case studies, presented by the EU's Business Innovation Observatory, these findings show that a future with more jobs, less waste and more satisfied customers is possible.

According to this report, many solutions already exist but certain trends should be ramped up. Economically, this could lead to improved productivity, market / sector growth, and increased revenues. Socially, this could lead to more jobs, material and energy savings, and increased customer satisfaction.

The business models of companies driving the three trends -- and the good policy practices identified -- are based on 'learning by using' and 'learning by interacting'. Still, a common policy challenge is how to ensure education and training keep pace with innovation? Or more specifically, how to promote interactive learning between those who offer solutions and those who need and apply these solutions?

For answers to these questions, see the full report at:
http://www.merit.unu.edu/eu-business-innovation-observatory-new-trend-report/

Media:

Related Sectors:

Business & Finance :: Government ::

Related Keywords:

Business :: Innovation :: Eu :: European Union :: Factories :: Clean Tech :: Technology :: Economy :: Education :: Training :: Manufacturing :: Customer Service ::

Scan Me:

Company Contact:

United Nations University - MERIT

T. +31 43 388 44 00
E. info@merit.unu.edu
W. https://www.merit.unu.edu/

Additional Contact(s):
Howard Hudson, Head of Communications
hudson@merit.unu.edu
+31 43 388 44 30

View Online

Additional Assets:
Summary: EU Business Innovation Observatory Trend Report 3
http://www.merit.unu.edu/eu-business-innovation-observatory-new-trend-report/

Newsroom: Visit our Newsroom for all the latest stories:
https://www.unu-merit.pressat.co.uk