



Sustainable Innovation Management

STRATEGIC INTEGRATION OF SUSTAINABILITY, INNOVATION AND VALUE CREATION IN ORGANIZATIONS AND STARTUPS

KEY WORDS

MANAGEMENT,
STRATEGY,
SUSTAINABILITY

DESCRIPTION

Methodological development aimed at supporting organizations, startups and projects in the systematic integration of sustainability into innovation processes. The approach combines innovation management, sustainability and circular economy tools to design, assess and scale initiatives aligned with environmental, social and economic criteria

POTENTIAL BENEFITS OR IMPACTS

Improved strategic decision-making with a sustainability focus
Reduction of environmental and reputational risks
Increased social and economic value of innovation projects
Strengthened organizational capabilities in sustainable innovation

TECHNOLOGY MATURITY LEVEL (TRL)

TRL 2: formulation of the technological concept

AREA OF APPLICATION

Sustainable Innovation

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