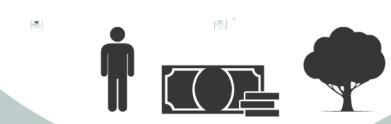




introduction Thecasesolutions.com

What is innovation and sustainability?

Definition: Innovation is creating clean technology, the green economy, and clean commerce.







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- The international Chamber of Commerce (ICC) representing global business defines green economy as "an economy in which economic growth and environmental responsibility work together in a mutually reinforcing fashion while supporting progress on social development.



- Economic development needs to address the challenges of poverty, environmental justice, and resource scarcity and can do so with sustainability innovation.

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- Innovation requires the efforts and foresight of individuals and communities to create a more equitable and prosperous global economy.

Biomimicry

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Is the imitation of the models, systems, and elements of nature for the purpose of solving complex human problems.



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- Cleantech is any product or services that improves operational performance, productivity, or efficiency while, reducing coasts, inputs, energy consumption, waste or environmental pollution.
- Includes recycling, renewable energy (wind power, solar power, biomass, hydropower, biofuels, etc.), information technology, green transportation, electric motors, green chemistry, lighting, Greywater, and many other appliances that are now more energy efficient.



Commerce





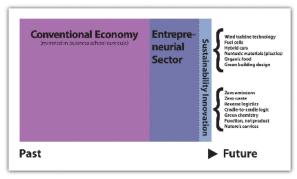




At the organizational level, the term sustainability innovation applies to product/service and process design as well as company strategy.

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