

Measuring Eco-innovation: Existing Methods for Macro-level Analysis (Eco-Innovation in Industry: Enabling Green Growth)

Quantitative measurement can be very important for understanding the complex and diverse nature of eco-innovation. This chapter reviews existing methods for measuring eco-innovation at the macro level and analyses their strengths and weaknesses. Because capturing overall patterns of eco-innovation raises significant challenges, it is important to apply different analytical methods, possibly combined, and view information from various sources (generic data and specially designed surveys), taking careful account of the context of the data.

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