

## Promoting Eco-innovation: Government Strategies and Policy Initiatives in Ten OECD Countries (Eco-Innovation in Industry: Enabling Green Growth)

Closer integration of innovation and environmental policies would help achieve ambitious environmental and socio-economic goals simultaneously and benefit from new market opportunities in the growing eco-industry. This chapter reviews existing national strategies and overarching initiatives related to eco-innovation in ten OECD countries (Canada, Denmark, France, Germany, Greece, Japan, Sweden, Turkey, the United Kingdom and the United States) based on responses to a questionnaire survey. The strategies and initiatives are diverse in focus and character and include both supply-side and demand-side measures. A more comprehensive understanding of the interaction between supply and demand will be necessary to create successful policy mixes for promoting ecoinnovation in the future.

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