

## Applying Eco-innovation: Examples from Three Sectors (Eco-Innovation in Industry: Enabling Green Growth)

To better represent the contexts and processes that lead to ecoinnovation, this chapter presents some illustrative examples of various eco-innovative solutions from three sectors: automotive and transport, iron and steel, and electronics. The primary focus of current ecoinnovation efforts in these sectors tends to be technological advances in the form of product and process modifications or redesigns. However, some actors have started to explore more systemic eco-innovation through new business models and alternative modes of provision. Changes in organisational or institutional arrangements have acted as key drivers of technological development.

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[energy](#) [3]

[technological development](#) [4]

[environmental challenges](#) [5]

[energy efficiency](#) [6]

[green innovation](#) [7]

[energy consumption](#) [8]

[climate change](#) [9]

[green growth](#) [10]

[energy use](#) [11]

[global warming](#) [12]

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[3] <https://www.innovationpolicyplatform.org/topic/energy>

[4] <https://www.innovationpolicyplatform.org/topic/technological-development>

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[6] <https://www.innovationpolicyplatform.org/topic/energy-efficiency>

[7] <https://www.innovationpolicyplatform.org/topic/green-innovation>

[8] <https://www.innovationpolicyplatform.org/topic/energy-consumption>

[9] <https://www.innovationpolicyplatform.org/topic/climate-change>

[10] <https://www.innovationpolicyplatform.org/topic/green-growth>

[11] <https://www.innovationpolicyplatform.org/topic/energy-use>

[12] <https://www.innovationpolicyplatform.org/topic/global-warming>

[13] <http://dx.doi.org/10.1787/9789264077225-en>