

Eco—i Manual

Eco-innovation
implementation process



European
Commission |

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About the UN Environment Economy Division

The UN Environment Economy Division helps governments, local authorities and decision-makers in business and industry to develop and implement policies and practices focusing on sustainable development.

The Division works to promote:

- sustainable consumption and production,
- the efficient use of renewable energy,
- adequate management of chemicals,
- the integration of environmental costs in development policies.

The Office of the Director, located in Paris, coordinates activities through:

- The International Environmental Technology Centre - IETC (Osaka, Shiga), which implements integrated waste, water and disaster management programmes, focusing in particular on Asia.
- Production and Consumption (Paris), which promotes sustainable consumption and production patterns as a contribution to human development through global markets.
- Chemicals (Geneva), which catalyzes global actions to bring about the sound management of chemicals and the improvement of chemical safety worldwide.
- Energy (Paris), which fosters energy and transport policies for sustainable development and encourages investment in renewable energy and energy efficiency.
- OzonAction (Paris), which supports the phase-out of ozone depleting substances in developing countries and countries with economies in transition to ensure implementation of the Montreal Protocol.

- Economics and Trade (Geneva), which helps countries to integrate environmental considerations into economic and trade policies, and works with the finance sector to incorporate sustainable development policies.

UN Environment Economy Division activities focus on raising awareness, improving the transfer of knowledge and information, fostering technological cooperation and partnerships, and implementing international conventions and agreements.

For more information see www.unep.org

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Table of contents

ECO-INNOVATION ACTIVITY LIST	7
ABOUT THIS MANUAL	10
WHY ECO-INNOVATION	15
PHASE 1 - PREPARE	23
PHASE 2 - SET STRATEGY	95
PHASE 3 - SET BUSINESS MODEL	195
PHASE 4 - BUILD ROADMAP	303
PHASE 5 - IMPLEMENT	327
PHASE 6 - REVIEW	350
GLOSSARY OF KEY TERMS	372
GENERAL REFERENCES AND RESOURCES	374
LIST OF FIGURES AND TABLES	376

Eco-innovation activity list

PREPARE

Identify the right market for the eco-innovation services

Evaluate potential markets
PR.1

Build the right team to deliver the service

Build the right internal team
PR.2

Build the right external partnerships
PR.3

Understand the value chain sustainability hotspots, opportunities and threats

Identify sustainability hotspots across the value chain
PR.4

Identify the general opportunities and threats across the value chain
PR.5

Develop a concept for a more sustainable value chain

Develop a value chain vision
PR.6

Engage potential clients

Develop a value chain pitch
PR.7

Plan and implement engagement activities
PR.8

Gain approval from senior management to proceed

Pitch the benefits of eco-innovation to the CEO
PR.9

SET STRATEGY

Get ready for the Preliminary Assessment

Plan my data gathering strategy
ST.1

Understand the current business strategy

Interview the CEO
ST.2

Understand the current business model

Capture the current business model
ST.3

Understand the current operational performance

Do a Walk-Through Audit
ST.4

Do a workshop/ interviews with staff
ST.5

Update the sustainability hotspots
ST.6

Analyse the information I have gathered

Do a SWOT analysis
ST.7

Define the company vision and strategic goals of the new business strategy

Develop a vision for the company
ST.8

Define the strategic goals
ST.9

Eco-innovation activity list

SET BUSINESS MODEL

Define the products, markets and selling points of the new business strategy

Generate ideas for new products, markets and selling points

ST.10

Evaluate ideas for new markets, products and selling points

ST.11

Select which ideas

Get senior management approval for the new business strategy

Do an individual/group review of the business strategy proposal

ST.13

Pitch the new business strategy to the CEO

ST.14

Consider key management issues

Understand in more detail the performance of the company through an In-Depth Assessment

Update the data gathering strategy

BM.1

Gather additional data on the business model

BM.2

Gather additional data on operational performance

BM.3

Generating ideas at the individual building block level

Generate ideas for the customer segments block

BM.5

Generate marketing ideas for the value proposition block

BM.6

Generate technical ideas for the value proposition block

BM.7

Generate ideas for the revenue streams block

BM.10

Generate ideas for the key resources block

BM.11

Generate ideas for the key activities block

BM.12

Generate ideas for the key

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