



## **SIG 06 - INNO - Innovation**

We invite you to submit your research to explore the theme of

### **MANAGING WITH PURPOSE**

for the EURAM 25<sup>th</sup> Conference.

We look forward to receiving your submissions

## **ST06\_05 - Innovation for Sustainability, Circularity and Green-tech**

### **Proponents:**

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### **Short description:**

Innovation researchers and practitioners are increasingly interested in reframing ecological and societal challenges as opportunities for innovation. In this track we explore recent advances towards the broader field of sustainability-oriented innovation and its subthemes of circular and green-tech innovation. We are keen to understand these innovation directions on the levels of products, product-service systems, and business models and are particularly interested in a better understanding of the innovation processes, related ecosystems, and entrepreneurial activities underlying these innovation outcomes. Last but not least, we are interested in how organisational practices link into system-level sustainability transitions in the society.

### **Long description:**

Businesses today face increasing uncertainty due to ecological and societal challenges. Innovation researchers and practitioners are increasingly interested in reframing these challenges as opportunities for innovation. Sustainability-oriented innovation (SOI) is an umbrella term covering technological and non-technological innovations. SOI has also covered innovations addressing the product life-cycle in a circular economy. Against this background, we are interested in innovation processes for sustainability, circularity, and green-tech on the levels of products, product-service systems, and business models – by both incumbents or new ventures. This includes, but is not limited to, the following themes:

- How do individual firms – embedded in their innovation ecosystems – explore radical innovations and how does this contribute to sustainability transformations of industries and societies?
- Incumbent firms frequently are locked into path-dependent trajectories. How do small and medium-sized entrepreneurial firms and start-ups develop and establish radical SOI? How to create new paths?
- SOIs are often driven by collaboration. How does managing and closing product life-cycles open up the innovation process? Which partners to engage with and how?
- How can product-service systems and related service business models be developed to overcome the environmental problems of existing product life-cycles?

### **AUTHORS GUIDELINES**

<https://conferences.euram.academy/2025conference/authors-guidelines-for-full-papers/>

- Often sustainability is constrained due to firms' business models – hence, how can firms transition into more sustainable business models?
- Diffusion is one of innovation's constituting characteristics. How to overcome commercialisation barriers when scaling-up SOIs from niche to mass market? Moreover, how do organisational-level SOI practices link into broader sustainability transitions?
- As successful commercialisation and broader diffusion of SOI also depends on – or is restricted by – intellectual property rights (IPR) and licensing models, which open or closed IPR strategies help advance SOI for the firm and society more broadly? What is the role of IP and licensing in scaling and diffusion processes?
- How can digitalisation, the Internet of Things (IoT), and smart products enable SOI?
- How to assess, measure and benchmark sustainability impact of innovations in different phases of the innovation process.

Innovation theories targeting the level of individuals, organisations, networks/ecosystems, socio-technical regimes – and particularly those covering multiple levels – can be helpful for analysing innovation processes and related practices. We value the diversity of methodological approaches. For latest updates, please join us on RG: <https://www.researchgate.net/project/EURAM-Conference-Annual-Track-on-Innovation-for-Sustainability-Circularity-Green-tech>

#### Keywords:

- Sustainability-oriented innovation and entrepreneurship
- Sustainable business models and ecosystems
- Innovation process and transition management
- Circular innovation and design
- Green technology and sustainable energy innovation
- Product-Service Systems innovation

#### UN Sustainable Development Goals (SDG):

Goal 1: No poverty; Goal 2: Zero hunger; Goal 3: Good health and well-being for people; Goal 5: Gender equality; Goal 6: Clean water and sanitation; Goal 7: Affordable and clean energy; Goal 8: Decent work and economic growth; Goal 9: Industry, Innovation, and Infrastructure; Goal 11: Sustainable cities and communities; Goal 12: Responsible consumption and production; Goal 13: Climate action; Goal 14: Life below water; Goal 15: Life on land; Goal 17: Partnerships for the goals

#### Publication Outlet:

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