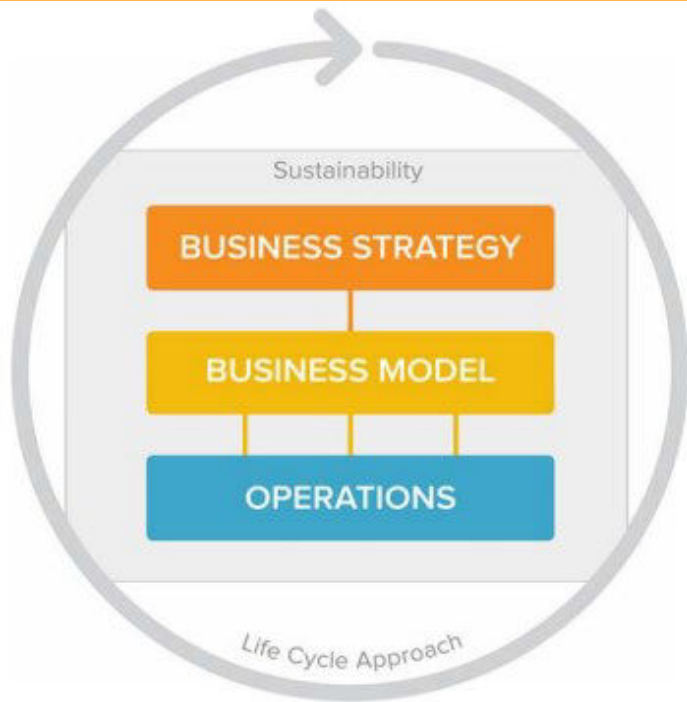


# ECO-INNOVATION

*“Eco-innovation is the development and application of a business model, shaped by a new business strategy that incorporates sustainability throughout all business operations based on life cycle thinking and in cooperation with partners across the value chain. It entails a coordinated set of modifications or novel solutions to products (goods/services), processes, market approach and organizational structure which leads to company’s enhanced performance and competitiveness”.*

## Conceptual Model of Eco-Innovation



## Model of Eco-Innovation Implementation Process



## Eco-Innovation leads to



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