



## Seminar: 'Eco-Innovation: Policy Perspectives'

Presented by: CASS, Cardiff University

Location: Committee Room 1, Glamorgan Building, Cardiff University, King Edward VII Avenue, Cardiff, Wales, UK

Date: March 17, 2011

### Seminar Background:

Debate on aspects of economics of the environment, which had hitherto produced only limited attention in innovation and entrepreneurship research into e.g. global warming; changes in energy consumption; and other such trends, was given substantial impetus by the DIME network. DIME stands for the study and diffusion of state of the art knowledge on Industrial Dynamics, and whilst the core of the network's concerns has been related to industrial dynamics, innovation and entrepreneurship, this seminar is part of a series that has been concerned with 'Eco-Innovation and Entrepreneurship'.

We define 'Eco- Innovation' as:

- the new technologies developed to mitigate environmental damage from waste and resource over-exploitation,
- innovations to moderate human contributions to climate change
- and innovations that manage the transition from fossil fuel to renewable energy

We also continue to mean by 'Eco Entrepreneurship' those private or public actions that act as vehicles for policies or practices to introduce Eco-Innovation.

Previous DIME sponsored workshops have disseminated research largely on the *supply-side* drivers of the present emergent 'green paradigm'. However, it has become clear that business has increasingly to innovate in response to *customer demand* and this seminar aims to provide a balance by examining the interaction of *supply* and *demand* side aspects of green innovation and entrepreneurship.

The seminar series has already produced workshops that discuss the governance dimension of smart public procurement, e.g. municipalities commissioning district heating schemes; cities moving from 'placeless food-scape' food in school and care home canteens to local, fresh, seasonal food that also boosts nearby rural, farming economies. This seminar focuses on international comparisons of agri-food, renewable energy, electric vehicles and eco-city initiatives.

## Time Table

9.00 - 9.30:	Registration and Coffee	
9.30 - 9.45:	Welcome and Orientation	Professor Phil Cooke
9.45 - 10.20:	Eco-Innovation through the Power of Purchase	Professor Kevin Morgan
10.20 – 11.05:	Concerted actions: installing collective entrepreneurship. Danish experiences.	Jesper Lindgaard Christensen; Aalborg University, Denmark
	Stimulating emerging sustainable energy technologies through policy learning – a comparative study of the Danish wind energy and solar cells	Birgitte Gregersen Aalborg University, Denmark
11.05 - 11.35:	Wales Eco innovation	Carla De Laurentis
11.35 - 12.05:	Eco-cities in China: Dream or Reality?	Fangzhu Zhang
12.05 - 12.40:	'Sustainable place-making?' : Assessing the bio-economy and eco-economy in agri food and regional spatial development and policy'	Professor Terry Marsden
12.40 - 1.15:	Eco Innovation: A Complexity Perspective	Professor Phil Cooke
1.15 - 1.30:	Discussion and Close	
1.30:	Lunch and informal discussions	

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