



# **Green marketing and territorial marketing**

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## **International survey on eco-innovation parks: *Learnings from experiences on the spatial dimension of eco-innovation***

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During the last two decades, many regions and countries have developed eco-innovation strategies to foster economic development while reducing environmental impacts. However, no standard or norm exist so far to measure their success at the scale of the industrial park. In this study, the expression “eco-innovation park” encompasses sustainable industrial, combined and urban projects at the park or district scale.

The European Area Network on Eco-innovation (ERA-Net Eco-Innovera) focuses on instruments to foster eco-innovations in the economy and society. This specific research project intends to learn from experiences on the spatial dimension of eco-innovation in 16 European and 9 non-European countries.

Industry-driven, state-driven or combined initiatives are assessed and compared in relation to the political, environmental, sociological, economical and legal framework. Minimal criteria and indicators that characterize and define an eco-innovation park are discussed. For instance, parks applying a single green technology or a collection of companies producing environmental technologies are not considered. The study focuses on identifying combinations of several environmental measures, business models or integrated developments leading to both economic and environmental gains.

Success factors are analyzed for 168 detailed parks, including economic added value, policy and regulation frameworks, financial incentives, organizational and institutional setups, cooperation with science and technology institutions, geographical factors, diversity of businesses and clear designation of the park as an eco-innovation or an eco-industrial park.

The case studies highlight a set of positive impacts and feedbacks from eco-innovation parks. Currently, very few parks involve all dimensions of eco-innovation to foster eco-industrial development. The study centralizes lessons learned from best practices in 27 countries with the objective to advise park operators and stakeholders on how to design and manage the industrial park of the XXI century.