



GREEN INNOVATIONS FOR SUPPORTING SUSTAINABILITY

Dr. Sabina Akhtar

American University in the Emirates, Dubai, UAE

Sameena Chalkoo

Amity University, Dubai

ABSTRACT

Green Innovation is when in order to deliver products and technologies that improves people's lives and is kind to the environment. Philips wants to ensure the world to be healthier and more sustainable. In order to implement it, we have to keep thinking differently; pushing the boundaries of what is currently believed possible. (Our green products, 2019)

KEYWORDS: *Green Innovation, technologies, environment, Dutch flower*

INTRODUCTION

Green Innovation is when in order to deliver products and technologies that improves people's lives and is kind to the environment. Philips wants to ensure the world to be healthier and more sustainable. In order to implement it, we have to keep thinking differently; pushing the boundaries of what is currently believed possible. (Our green products, 2019)

What is Green Industry?

A single, simple definition of green industry is hard to find, but successfully greened industries do have some defining attributes:

- 1) Sustainably produced inputs.
- 2) Minimal use of virgin raw materials.
- 3) Production processes free from harmful toxins.
- 4) Reuse and recycling of solid waste streams.
- 5) Substantial reductions in emissions or effluents of harmful greenhouse gases and pollutants. (Gray, 2011)
- 6) Other
- 7) research explained that green innovation can improve the company's competitive advantage
- 8) [9]. Green product innovation will enable the company to achieve advantage including growth,
- 9) environmental sustainability and the betterness of life
- 10) Other
- 11) research explained that green innovation can improve the company's competitive advantage
- 12) [9]. Green product innovation will enable the company to achieve advantage including growth,
- 13) environmental sustainability and the betterness of life

14) Other

15) research explained that green innovation can improve the company's competitive advantage

16) [9]. Green product innovation will enable the company to achieve advantage including growth,

17) environmental sustainability and the betterness of life

Other research explained that green innovation can improve the company's competitive advantage [9]. Green product innovation will enable the company to achieve advantage including growth, environmental sustainability and the betterness of life Other researches have illustrated that green innovation is important to sustain sustainability because green product innovation enables the ensurity of advantages of growth, environmental sustainability and the betterness of life. Other research explained that green innovation can improve the company's competitive advantage [9]. Green product innovation will enable the company to achieve advantage including growth, environmental sustainability and the betterness of life There is a great advancement for sustainable products and technologies, the earth has reached a danger zone due to climate changes, and many businesses are stepping up to build a green future.

CURRENT PLANNING

The Green Building Initiative - (GBI) is an international effort towards creating sustainable, resource efficient buildings.



There is a ring that is invented by Roosegaarde's design which is made by smog. By wearing a smog free ring you are helping in the contribution of clean air. (Sustainability , 2019)

Groasis Waterboxx: Bringing Life to the Desert - was created by Dutch flower exporter, Pieter Hoff. It consists of an "intelligent bucket" made from recycled paper, which can germinate seeds, incubate saplings, and water plants. It requires 90% less water than traditional growing methods, and can be used in some of the most extreme climates on Earth.

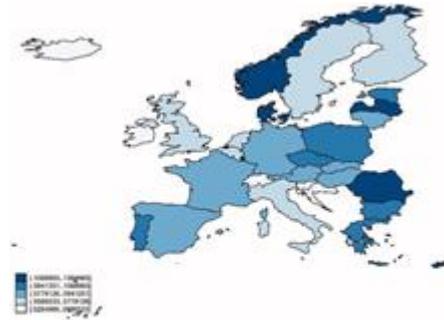


AirCarbon: A Sustainable Plastic for the Future - It's a verified carbon-negative material, meaning every step of its production and use is fully green and sustainable.



(Sustainability , 2019)

Figure 1. Share of green inventions over total inventions 2000–2010. Note: Country values of patenting activities are calculated using fractional counts. Patent families fractional counts take into account the presence of inventors located in different countries within the same patent family. The share of each inventor's country is used to calculate the fraction of the patent that is assigned to each country



Source: Own elaboration using REGPAT, PATSTAT.

The work is part of the 2018–2022 Department of Economics and Management (UNIFE) activities. The project is funded by the Italian budget law 2017 with reference to 'Dipartimenti di Eccellenza' funding. (Mazzanti, 2018)

Dubai has initiated a sustainable purpose in the UAE by making sure that green practice is kept in mind while new buildings are being constructed, they focus on the buildings while its being built and how they function right afterwards, the practice has led to sustainability considerations such as the usage of solar effective materials and green elements which include indigenous species of plants as eco-friendly elements.

Dubai includes many technological and architectural innovations to ensure energy without compromising on luxury such as rooftop solar panels, plenty of green spaces, and energy efficient appliances in residential and commercial units. (UAE Leads the Way in Sustainable Developments, 2019)

Dubai has seen a huge green transformation in a short amount of time, today it stands on the threshold of establishing as a global leader in the green arena and it has big future plans to live up to it. The RTA's director general, His Excellency Mattar Al Tayer said that the RTA has a widespread green economy strategy. There is a plan of transforming half of Dubai's taxis to hybrid vehicles by the year 2020. Dubai has a plan to have the smallest carbon footprint on the planet by the year 2050. (Dubai, 2019)

What does the future uphold if green innovations are taken seriously?-

The green innovation development ensures survival from global warming which is a huge threat to the earth at this point with how the lands heat up, it ensures the less usage of resources which can end up going extinct if they are continued to use the way it is, water is at risk of ending its amount due to how the usage is being exploited for basic human needs. The project plan has been a great start and each country should consider this solution or else the whole earth is doomed sooner or later, then human race and the entire earth will go out of existence which is what many are trying to avoid by fighting against the natural disasters that could take place if lack of comprehension and attention is given.

There are many eco-friendly projects going around the world as they are trying to innovate new ways of saving the earth, if all countries get together for this one main goal then many lands with people living in them can be saved. Dubai is among the ones leading in this aspect and they always have this program called the Green week where many industries and communities get together to discuss this severe problem which has to be addressed seriously if they want their land to be clean and without pollution which at this point is at a high rate of pollution.

If we look at Malaysia, due to demands of natural resources and environmental sustainability there has been new doors opened of opportunities of this country. They have structured a plan of green economy and it aims to reduce the ecological risks and help in addressing resource scarcities. It has been identified as one of the main key for development. Several initiatives support the eco-innovation strategies as well. Procurement provides another business opportunity for the green economy. (Tangau, 2018)



CONCLUSION

More research is needed as less has been devoted into the consideration of the relation between innovation drivers, green innovation and business performance in manufacturing. The study finds that innovation drivers trigger the green innovation towards firms and business performances. The research findings validate the influence innovation drivers have on green innovation with 61% variance. It has been found that the green process and green organizational practice innovation have a significant impact on business performance. (Tietz, 2011)

Green technology has become a hot topic lately as for example, a recent Google search as stated by the SBA has reached around 281 million web pages and that was only back in the year 2011, if you compare the measures with the current year then it has expanded by a huge number.

Stay Green and save the Earth. Don't allow destruction.

BIBLIOGRAPHY

1. *Dubai. (2019). Retrieved from visitdubai: <https://www.visitdubai.com/en/business-in-dubai/why-dubai/news-and-insights/dubai-on-the-cusp-of-global-green-leadership>*
2. *Our green products. (2019). Retrieved from Philips: <https://www.philips.com/a-w/about/sustainability/sustainable-planet/green-products-and-green-innovation.html>*
3. *Sustainability . (2019). Retrieved from Interesting Engineering : <https://interestingengineering.com/21-sustainability-innovations-and-initiatives-that-might-just-change-the-world>*
4. *UAE Leads the Way in Sustainable Developments. (2019). Retrieved from My Bayut: <https://www.bayut.com/mybayut/sustainable-developments-initiatives-uae/>*
5. *Gray, E. (2011, august 29). Encouraging Green Industry Innovation. Retrieved from World Resource Institute : <https://www.wri.org/blog/2011/08/encouraging-green-industry-innovation>*
6. *Mazzanti, M. (2018). Eco-innovation and sustainability: dynamic trends, geography and policies. Journal of Environmental Planning and Management , 1851-1860.*
7. *Tangau, M. (2018). United Nations Environment Programme. Retrieved from Our Planet: <https://web.unep.org/ourplanet/may-2016/articles/green-innovation>*
8. *Tietz, F. (2011). What is Green Innovation? A Quantitative LiteratureReview.*