



# PACKALL

PackAlliance:  
European alliance for innovation training  
& collaboration towards future packaging

## Linking **Academy** to **Industry**.

**Training program module no.2: New materials and biomaterials**

**Topic: Economic assessment and the value of bioplastic materials**

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## How an eco-innovation can work for a company?

Eco-innovation is a **new business approach** which **promotes sustainability** throughout the **entire life cycle of a product**, while also **boosting a company's performance** and **competitiveness**. It can help small- and medium-sized enterprises (SMEs) access new and expanding markets, **increase productivity, attract new investment** into the business, **increase profitability across the value chain**, and help SMEs **stay ahead of regulations and standards** – notably those related to the environment.

A light blue thought bubble with a white outline and three smaller bubbles leading to it from the bottom left. Inside the bubble, the text "Sounds like a GOOD PLAN ;-)" is written in a green, sans-serif font.

Sounds like a  
**GOOD PLAN ;-)**

[/Eco-innovation | UNEP - UN Environment Programme /](#)

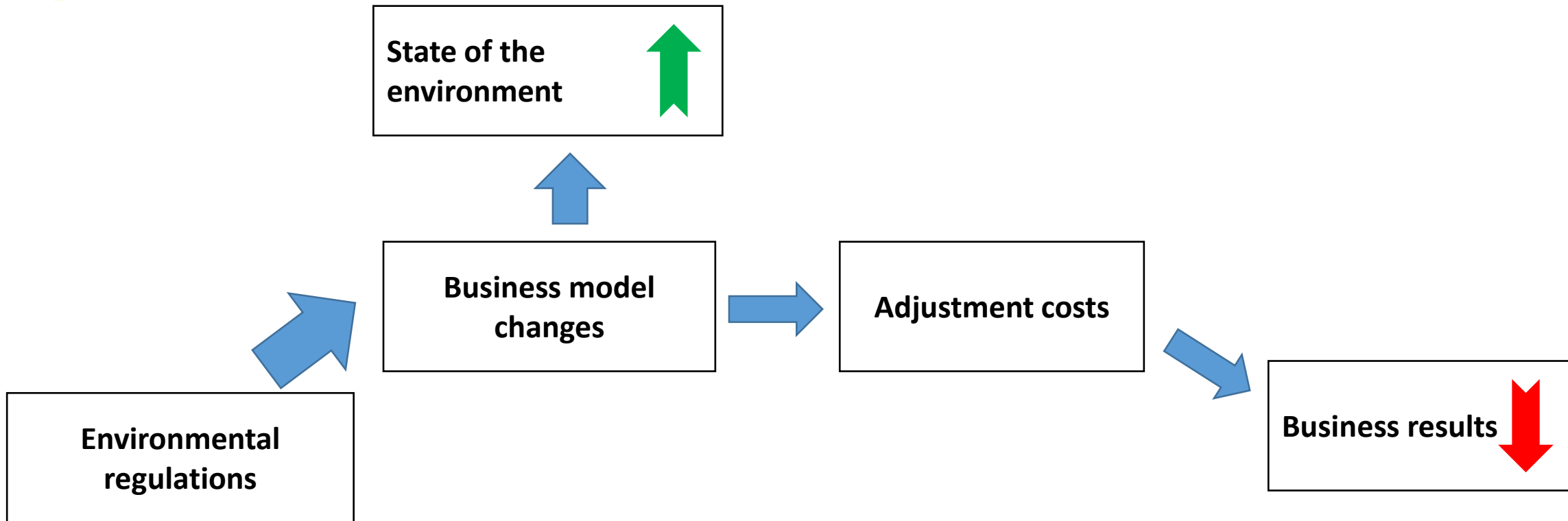
# Maybe environment related regulations are weakening competitiveness?





**Or maybe all the 'green business' talking is simply a PR stunt?**





# Business

**Green** and **Competitive**



Michael Porter and Class van der Linde  
**Porter Hypothesis**

“Properly designed environmental standards can **trigger innovations** that **lower the total cost of a product** or **improve its value**. Such innovations allow companies to use a range of inputs more productively – from raw materials to energy to labor – thus offsetting the costs of improving environmental impact and ending the stalemate. Ultimately, this enhanced resource productivity makes companies more competitive, not less.”

M. E. Porter, C. Linde, 1995. „Green and competitive: ending the stalemate”. *Harvard Business Review* 73 (5): 120–134.

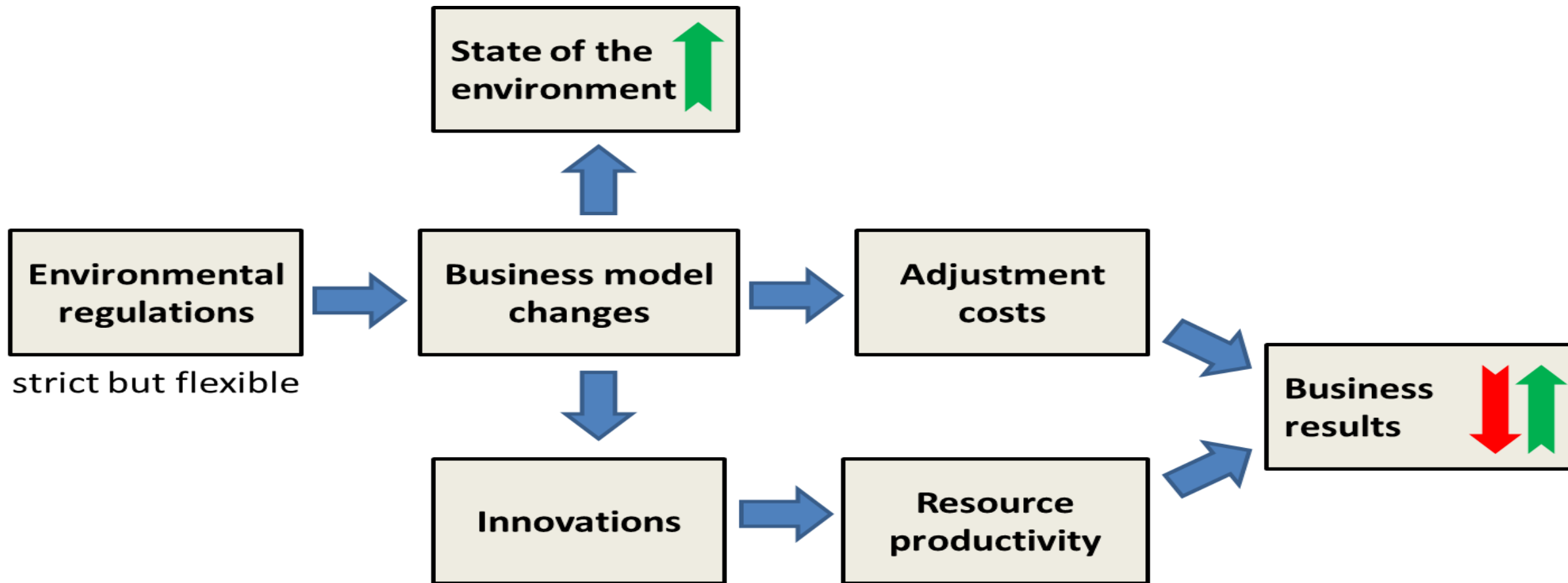






**3M company was forced to comply with new regulations to reduce solvent emissions by 90 per cent. They found a way to avoid the use of solvents altogether.**

They gained an early-mover advantage in product development over competitors, many of whom switched significantly later. They also shortened its time to market.



„Successful environmentalists, regulatory agencies and companies will reject old trade-offs and build on the underlying economic logic that links the environment, resource productivity, innovation and competitiveness.”

M. E. Porter i C. van der Linde. 1995. „Green and competitive: ending the stalemate”.  
*Harvard Business Review* 73 (5): 120–134.



**Environment**

**Regulations**



**Business**



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