



Proactive Eco-Innovation and Firm Financial Performance

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Message from the Guest Editors

Eco-innovation incorporates sustainability throughout all business operations based on life cycle thinking and in cooperation with partners across the value chain. Eco-innovation entails a coordinated set of modifications or novel solutions to products, processes, market approach and organizational structure, which leads to a company's enhanced performance and competitiveness. This approach can help enterprises access new and expanding markets, increase productivity, attract new investment into the business, increase profitability across the value chain, and help them stay ahead of regulations and standards, the ultimate goal being to maintain our Earth environment at the same time, as in the latest paragraph in the UN research on sustainable development in March 2021. Therefore, behind ecological innovation is environmental climate change and energy issues that are actively discussed and solved all over the world, and we all know that industrial development must be related to energy, and energy use also affects the environment to varying degrees.





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