

# "Environment, Innovation and Sustainable Development: Towards a new technoeconomic paradigm?"

CHANIA (Crete, Greece) October 6-10 2010

Call for Papers

Twenty years after the Brundtland report, the concept of sustainable development is still considered as innovative, even if it is subject to many criticisms. To be sustainable, development must integrate three dimensions: economic, social and environmental. The accomplishment of these three dimensions calls for radical technical and socio-economic innovations.

The climatic preservation and the environmental issue require their transformation into individual and collective "needs". Economic forces and populations, starting with the rich countries, have to recognize that. During the very strong growth of the post-war period, there was an acceleration of the cumulative set of environmentally destructive mechanisms that occurred simultaneously with mass production and consumption. But since these mechanisms have been associated with an important rise in the standard of living, governments, companies, and various associations have tacitly remained silent on ecological questions. Today, the seriousness of the situation is becoming known. Now the modification of the technoeconomic paradigm requires cooperative action by all economic and social actors. Sensitizing, and before all the education of the producers and the consumers, is necessary to facilitate the reorientation of economic activities and the creation of new spaces of valorization of productive resources. Collapse of the viability of the "fordist" model (the undifferentiated production and mass consumption), teaches us the strict relationship between public education, aspirations, and the launching of innovative process that must be reconfigured within the paradigm linking technology to economy, and ultimately to social regulation.

The debates on sustainable development have largely dealt with energy and with industrial sectors. Innovation must now be considered as a requirement of environment protection and sustainable development. Alternative forms of production, consumption and organization in agriculture, services and industry have remained in the background of the debate. It is surprising if one considers their weight in the added value of developed countries and the problems of sustainability faced by some of them, notably in the transport and communication services, new environmental friendly products, energy consumption, etc.

Merchant and non merchant services for example are at the centre of a myriad of technical, social and organizational changes. For these changing sectors, sustainable development is a set of constraints as well as of opportunities. The content of technological, social or organizational innovation must be better understood and subject to analysis.

Communication proposals should take account of the problematic of environment and innovation, with three main dimensions: economic development and innovation, the management of innovation and applied research, and engineering. They should relate to the fields of economics, management, law, engineering, or be interdisciplinary. The proposals should be academic but they may also present practical experiences, in enterprises and other institutions. The following list of themes is not restrictive and a proposal of sessions is possible (with four to five communications each).



## Suggested themes

### I. Political economy and sustainable development

#### I.A. Techno-economic paradigms in history, innovation and social change

#### I.B. Environment, new technologies and innovation

#### I.C. Sustainable development: world wide experiences

### II. Management of innovation and sustainable development

#### II.A. Enterprise management and new technology development

#### II.B. Enterprise strategy and sustainable development

#### II.C. Public research, commercialization of knowledge and innovative capacity

### III. Sectoral approaches (*non restrictive list*)

- *Transportation*

- *Energy*

- *Health*

- *Agribusiness*

- *etc.*

## Communication proposals

Communication proposals of two pages should include an abstract explaining the problematic, the method used and a bibliography. Proposals must be sent with the completed enclosed "communication proposal form" (by email).

Sessions may also be proposed: a session includes four communication proposals. Please indicate the title of the session and include the four or five communication proposals germane to your proposal.

## Send communication proposals to:

Conference Secretariat: **Mrs Vozinaki Irini**

ceisd2010.conference@enveng.tuc.gr

## Calendar

- Deadline for sending communication proposals: **March 1, 2010**
- Decision of the scientific committee: **May 1, 2010**
- Deadline for final papers: **September 10, 2010.**

## Invited Speakers:

**Eftichis Bitsakis**, Em. Prof. of the University of Ioannina (GR), Honorary Prof. of the Technical University of Crete (GR), member of the New York Academy of Sciences and partner of the Center for the Philosophy and History of Sciences (Boston Univ.).

**Carlota Perez** (Research Associate, CFAP/CERF, Judge Business School, Cambridge University, UK, Professor of Technology and Development, Technological University of Tallinn, Estonia, Honorary Research Fellow, SPRU, University of Sussex, UK)

**Theodosios P. Tassios**, Em. Prof. of the National Tech. University of Athens, member of the Academy of Sciences of Torino (IT) has served as expert and consultant of U. Nations Organisations and of the European Union, as well as President of international scientific Organisations. He is honorary President of the Hellenic Society of Philosophy, and President of the Society for the Study of Ancient Greek Technology.

## Publication of acts

A selection of papers will be published in

Journal of Innovation Economics (<http://www.cairn.info/revue-journal-of-innovation-economics.htm>)

A book will also be submitted to an international editor.



## "Environment, Innovation and Sustainable Development: Towards a new technoeconomic paradigm?"

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Forum *The Spirit of Innovation IV*  
 International Conference

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<http://www.ceisd2010.enverg.tuc.gr>

Organized by:



Technical University of Crete, Greece  
 (Department of Sciences  
 -Applied Socioeconomic Research Lab -  
 Department of Environmental Engineering)



Research Network  
 on Innovation



Research unit on Industry  
 and Innovation  
 (University of Littoral France)