



Eco-Innovation for a Green Economy: The SHiFT Project

What is SHiFT?

SHiFT – part of the EU programme ECO-INNOVERA – is a unique research project, which stands for “**S**upport Systems for Sustainable **E**ntrepreneur**ship** and **T**ransformation”.

Why SHiFT?

Eco-innovation and the Green Economy are at the top of the EU agenda. Effective support for start-ups and MSMEs (micro, small and medium-sized enterprises) that are seeking to expand their position or to launch eco-innovation in the marketplace is, however, still not widespread. In order to stimulate and support the creation of eco-innovation, support systems for entrepreneurship need a paradigm shift.

Public and private support system

Actors	Universities	Incubators	Business development organizations	Design service providers	Financial institutions	Other actors
Approaches	Business platform	Business plan competitions	Cluster initiatives	Design for sustainability	Public funding	

Boosting the development and implementation of eco-innovation

Key actors: Entrepreneurs, start-ups & MSMEs



Sector context: emerging, growing, mature industries

Environmentally beneficial



Economically feasible

No conflict with social sustainability

Figure 1: Actors and approaches of the support systems

What is SHIFT investigating?

SHIFT is investigating the impact of different actors of the entrepreneurial support systems at different stages in the life cycle for eco-product and eco-service development (eco-innovation). SHIFT is seeking to identify existing deficits and gaps as well as recommend changes, strategies and policy development for more effective support of entrepreneurs, start-ups and MSMEs developing innovative green products and services.

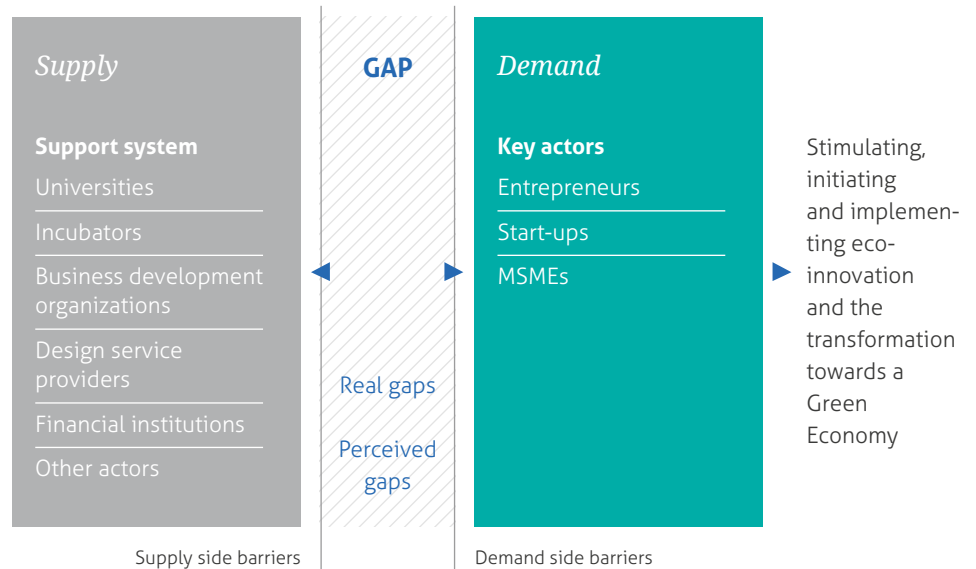


Figure 2: Support systems: Real and perceived gaps

What is the goal of SHIFT?

The main goal of SHIFT is to enable universities, incubators, business development organisations, financial institutions, design service providers and other relevant actors and intermediaries to support sustainable entrepreneurship more effectively.

How do we SHIFT?

On the basis of a sound theoretical foundation, thorough empirical analysis of the status quo in the project countries – Finland, Germany and Sweden – and the identification of best practice world-wide, a range of concrete and realistic recommendations will be developed for policy makers and actors of the support systems.

Who is behind SHIFT?

SHIFT is a collaborative project between forward-looking academic institutions in three EU countries that place a high priority on realising sustainability:

- Borderstep Institute for Innovation & Sustainability in Berlin, Germany – SHIFT coordinator
- Linköping University, Centre for Innovation and Entrepreneurship and the Department of Management and Engineering, in Linköping, Sweden
- Aalto University, NODUS Sustainable Design Research Group, School of Arts, Design and Architecture (Aalto ARTS) in Helsinki, Finland

Find SHIFT online at www.shift-project.eu

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