

# **ECO-INNOVATION TURNS THE MARKET**

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[Cimas](#) presents us the concept of eco-innovation, a process that is increasingly present in our society and companies, based on the design, development and exploitation of sustainable and environmentally responsible services and products.

Eco-innovation not only aims to transform the production models of our products, it also seeks to alter consumer consumption patterns, making ecological alternatives to conventional ones more interesting, both from an operational and economic point of view.

In addition, as we can read on the Cimas page itself, eco-innovation also serves to increase the competitive capacity of a company through:

- Reduction of pollution control and waste management costs
- Creation of new markets or new market segments.
- Cost reduction thanks to the optimization of resources.
- Improvement of the image and relationship with employees, customers, suppliers and

authorities.

- There is a lower risk of non-compliance with environmental regulations.

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