

São Paulo - Brazil - May - 20th to 22nd - 2015



5th
INTERNATIONAL WORKSHOP
ADVANCES IN CLEANER PRODUCTION

“CLEANER PRODUCTION TOWARDS A SUSTAINABLE TRANSITION”

Developing and Diffusing New Technologies through Eco-value Propositions

Jeremy Hall

Beedie School of Business, Simon Fraser University – Canada

Editor-in-Chief of 'Journal of Engineering and Technology Management'

The presentation will investigate legitimization processes and organizations' strategies for developing and diffusing new technologies. Strategies that fail to consider legitimization processes, especially in controversial social environments, could result in costly delays or promising technology left sitting on the shelf. Conversely, socially beneficial attributes of a new technology may provide an 'eco-value proposition' that may act as compensation for what could otherwise be initially unviable commercially. Drawing on cases in transgenic technology for agriculture, forestry regulations, resins, carbon fibers and food additives, I provide a framework to help managers develop eco-value propositions for more efficient technology development and diffusion. Identifying key technological, commercial, organizational, and societal uncertainties during the early phases of the technology's development can help identify deficiencies as well as providing propositions how they might be overcome.

“CLEANER PRODUCTION TOWARDS A SUSTAINABLE TRANSITION”

São Paulo – Brazil – May 20th to 22nd - 2015