

Martin Jänicke Policy as Innovation

The perspectives of innovation oriented environmental policy will be discussed. The boom of eco-efficient technologies will be described in the context of specific characteristics of environmental innovations: They are different from "normal" innovations, because they are e.g. a necessary condition of long-term economic growth. They have different market perspectives as well. Due to market failure they are policy-driven. Regarding the acceleration of climate change and the deterioration of the general environmental situation in many parts of the world the question is raised whether an acceleration of environmental or climate policy is possible. There may be options to use feedback mechanisms of both, the environmental policy and the eco-innovation cycle together with market support. Empirical cases will be discussed which show a new dynamic. This could be the basis of more ambitious policy approaches.