

Table of Contents

Foreword.....	V
1. Innovation and Sustainable Development: Introduction	
Innovation and Sustainable Development - Lessons for Innovation Policies? Introduction and Overview <i>Uwe Kuntze, Frieder Meyer-Krahmer, Rainer Walz</i>	3
Can a Market Economy Produce Industrial Innovations that Lead to Environmental Sustainability? <i>Paul Ekins</i>	35
2. Guiding Principles for Sustainable Industrial Innovations	
Industrial Innovation Strategies - Towards an Environmentally Sustainable Industrial Economy <i>Frieder Meyer-Krahmer</i>	69
The Firm's Perspective of Industrial Innovation Strategies Towards an Environmentally Sustainable Industrial Economy <i>Jacqueline Cramer</i>	87
Business Strategies for a Sustainable Society <i>Walter R. Stahel</i>	99
Services Instead of Products: Experiences from Energy Markets - Examples from Sweden <i>Lars J. Nilsson</i>	115

3. Policy Issues: Requirements and Consequences

The Policy Concept Behind the Dutch National Environmental Policy Plans
Paul E. de Jongh..... 145

The Role of RTD Policy and the Adequate Policy Mix - Comprehensive
 Policy Approaches and Problems of Implementation
Erkki Ormala..... 173

4. Annex

Research and Technology Policies and Sustainable Development - the
 Situation in the USA, Japan, Sweden and The Netherlands
Uwe Kuntze..... 187

The Authors 203