# The barriers and drivers of ecoinnovation in the supply chain. Case study analysis

Blanka Tundys[1]
[1] University of Szczecin, Department of Logistics, Szczecin, Poland

***Abstract*—Changes, are occurring in the global economy and the pressure associated with the introduction of the principles of sustainable development, lead to the situation of seeking new supply chain management solutions, that provide to a more efficient and environment-conscious, development. Solutions of this type can be aided by the introduction to the economy - eco-innovations. Their relationship with the green supply chain is necessary and can be effectively support for the development of this concept. Knowing the eco-innovation measurement system, can be assessed both level of implementation of the modern concept of the individual units, applying them as one part of the green supply chain measurement. The innovation can become one of the most important elements of the construction of green supply chains, provided that the role and the benefits will bring it in a presented right way for businesses. The environmental aspects of the supply chain plays an increasingly important role, and awareness of the necessity of their implementation supports the competitiveness of the chain, at the same time positively contributing to the satisfy increasingly demanding of the customers. This article presents a way of measuring innovation, and its most important indicators on the example of selected European countries. The article will also be presented barriers and drivers of eco-innovation in the supply chain, based on the selected case studies, in actually functioning businesses, that have implemented the eco-innovation. The aim of the paper is to identify the measuring of the eco-innovation system and systematization of knowledge about the barriers which may faced with the enterprises and supply chains, on the way of implementation of the eco-innovations. On the other hand, an interesting element will be an indication of drivers, which should be incentive to implement of such solutions. Practical examples will show what benefits bring the new implemented solutions. Development evaluating system of eco-innovations, identifying the elements of its composition and the itself measurement can contribute to a better supply chain management. Depending on the perspective adopted (micro, mezo, macro) should be developed and implemented measures, which are implemented, relate and applied to each element of the supply chain. These measures can also be used for evaluation of greening the supply chain. Considerations accompanied by the following thesis: development of a system of eco-innovation metrics can support the implementation "green ideas" into the supply chain. The indication that a catalogue of identified barriers and drivers can help to encourage companies to implement the Eco-innovation, and the used indicators of measure favour to assess of competitiveness at both the macro- and microeconomic level. Existing measures should be used and implement on a surface of individual companies, chains and in the broadest sense in different economies. The paper include a theoretical considerations and literature review, analysis of statistical data, and case studies. The end part of paper include conclusions and recommendations.**

***Key words*—case study, eco-innovation, green supply chain.**

AUTHORS

**Blanka Tundys** is an assistant professor at the University of Szczecin, Faculty of management and Economics of Services, Department of Logistics, Szczecin, Poland, ul. Cukrowa 8, 71-004 Szczecin (blanka.tundys@usz.edu.pl)