P12 - Digital Innovation and Environmental Sustainability: the intersection between Emerging Technologies and Open Innovation

5. INNOVATION for SUSTAINABILITY

Giuseppe Lanfranchi[1] (giuseppe.lanfranchi@studenti.unime.it)
Antonio Crupi[1] (crupi.antonio@unime.it), Alessandra Costa[1] (alessandra.costa@unime.it), Fabrizio Cesaroni[1] (fabrizio.cesaroni@unime.it)
[1] University of Messina

Track summary: In recent decades, technological innovation, especially in the realms of Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR), has profoundly impacted the business landscape and broader society. These technologies present unparalleled opportunities to advance environmental sustainability and achieve ESG objectives. However, many organizations, particularly SMEs, grapple with harnessing these technologies due to barriers such as skill deficits and comprehension challenges.

This track aims to delve into how organizations can overcome these hurdles through the adoption of Open Innovation (OI) models. Furthermore, it will critically examine the role of digital technologies and open innovation in either fostering or hindering the development and implementation of green transition. A particular emphasis will be placed on the pivotal role innovation intermediaries can play in facilitating this process, assisting firms in navigating the complexities of global networks, technological knowledge sharing, and knowledge-based service provision to champion environmental sustainability.

Objectives of the Track:

- Explore the role of emerging technologies in advancing environmental sustainability.
- Analyze the challenges and opportunities associated with harnessing these technologies, with a special focus on SMEs.
- Investigate the influence of Open Innovation models in promoting sustainable technological advancements.
- Discuss the crucial role of innovation intermediaries in bridging the gap between technology, policy, and sustainability.