

Do we need a new term,  
"greenovation"?



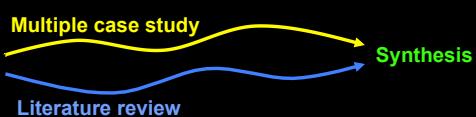
Purpose



understanding  
"green service innovation"



Methodology




Towards a model



**2 dimensions:**

- Service provision
- Resource integration




**Service provision:**


- Direct service
- Indirect service



**Innovation =**  
**“The carrying out**  
**of new combinations...”**  
(Schumpeter, 1934)

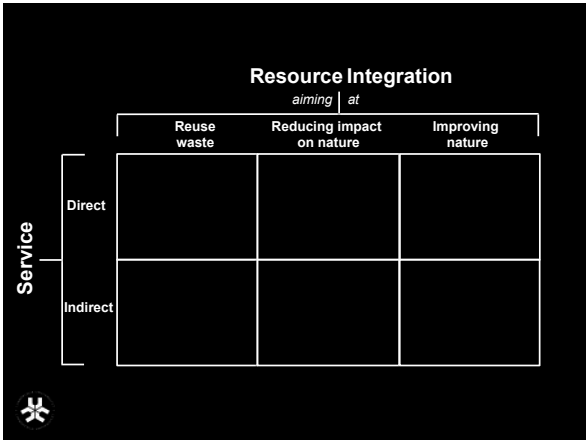


**”carrying out of new**  
**combinations” ≈ resource**  
**integration**

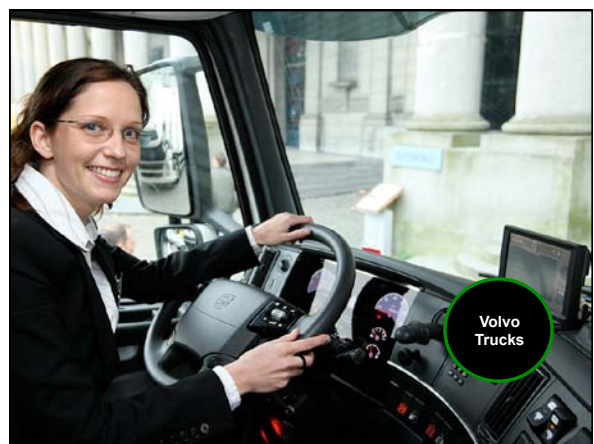
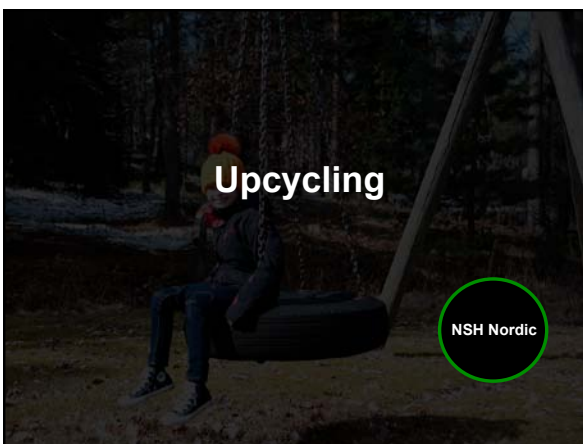
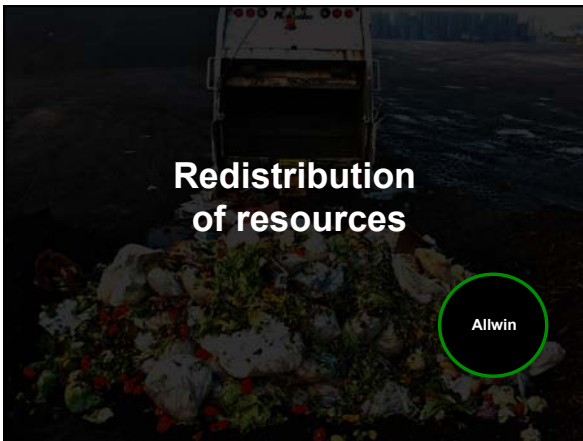


**“Green” resource integration:**

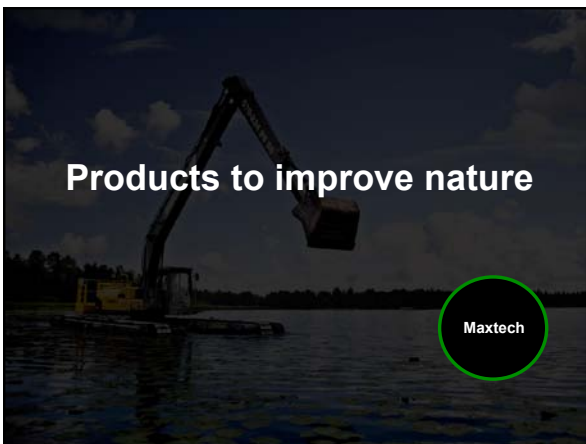
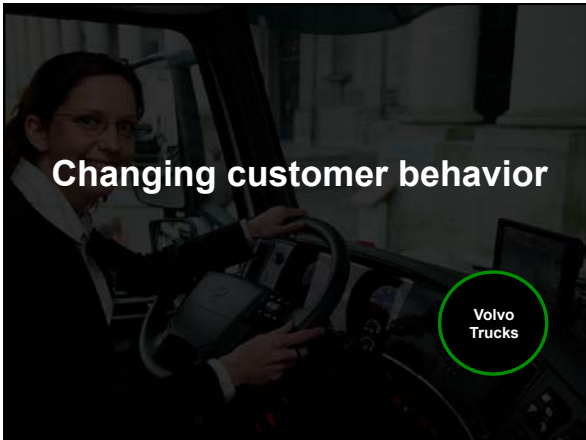
**Reuse waste      Reducing impact on nature      Improving nature**

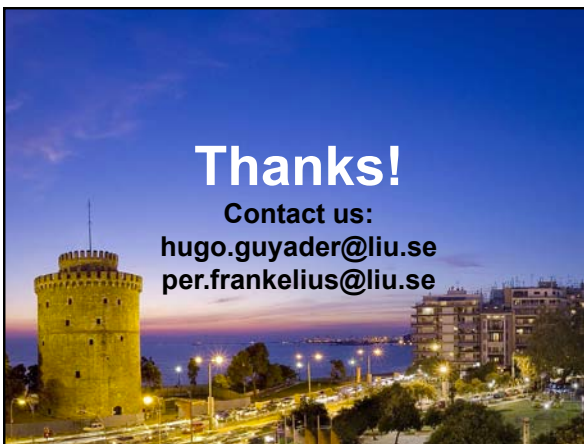
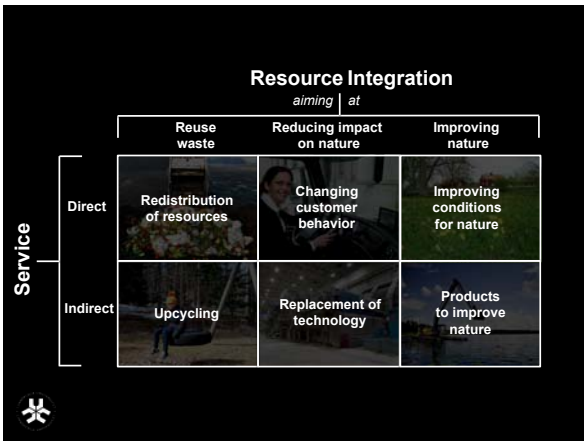
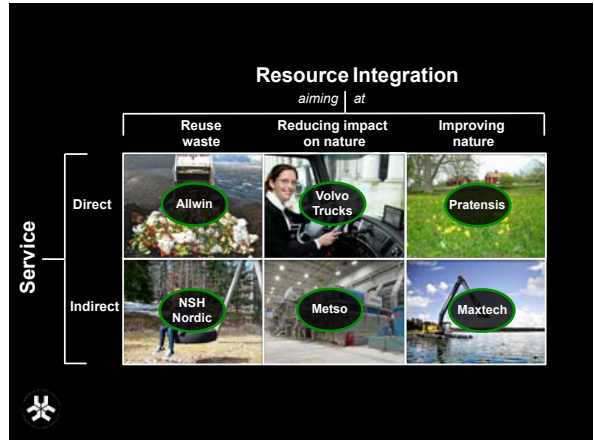
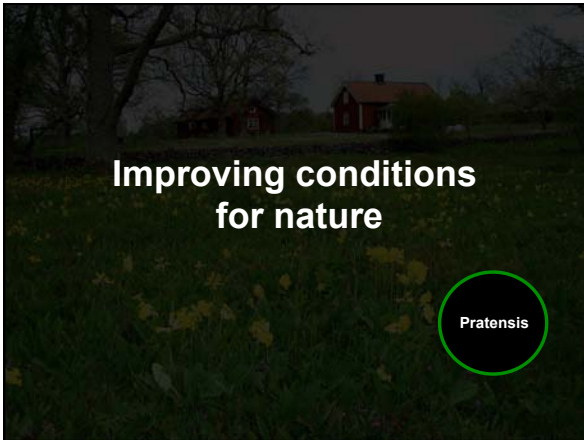



# Cases









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