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Green business model innovation in the tourism and experience economy : Cases from Austria, Portugal, Denmark, Finland, Mexico, Norway, Sweden, Iceland, Russia and South Korea

Nordicinnovation.org, Petra Nilsson-Andersen, Jørn B. Andersen, mai 2012, 56 p.
This report presents the results of company workshop sessions with 28 companies from ten countries, providing insights into how they work strategically with green business model innovation, focusing on value creation and green innovation. Ten company cases are described in detail, including their green innovation efforts and management, and the application of business model innovation as a tool for green growth. Insights into tourism and experience industries are connected with the increasing need to make the transition from innovation to green innovation. The report also explores the national policy and macro-economic context in which the companies operate, particularly identifying drivers of and barriers to development of green products and services.

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