



## INNOVATIVE APPROACH TO ENVIRONMENTAL IMPROVEMENT

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### ABSTARCT

The world is increasingly recognizing that environmental challenges such as climate change, environmental degradation, unsustainable consumption and production practices, resource scarcity have a significant impact on economies and the people. Economies are under increasing pressure to reduce human and ecological risk factors such as resource scarcity and price volatility. In addition, the environment stands as highly potent in providing solutions for accelerated socio-economic transformation to solve leading challenges of food insecurity, poverty, unemployment, food waste, migration and implementation of global commitments.

**Keywords:** Environment, Solutions, Transformation, Resource, Nature

### Introduction

There are numerous environmental challenges that impact society, economy and environment such as unsustainable consumption and production, environmental displacement, antimicrobial resistance, sand and dust storm, unsafe nanomaterials, poverty, energy insecurity, unemployment, migration, loss of biodiversity, pollution, natural disasters such as fires and floods among others. Some of these challenges are long standing but have not been paid attention to, such as land mismanagement and desertification causing sand and dust storms and displacement. Whilst some are persistent, others are emerging. Now is the time for national governments, the business sector and civil society to tackle these threats by adopting innovative approaches.

Innovative Solutions are a business unusual approaches and creative ways aimed at addressing social, economic and environment needs in a holistic mode to drive change. The logic behind innovative solutions embodies a paradigm shift to incentivize country led actions to accelerate socioeconomic transformation. Innovative Solutions, in this context, are neither invention nor restricted to





technology. Conventionally, inventions focus mostly on technological developments, but innovative solutions are facilitated by non-technological changes as well. Innovative Solutions are creative approaches that incorporate sustainability across the value chains in various sectors. Innovative Solutions for environmental challenges are modifications or creative solutions applied to ecosystem services, products, processes, market approaches and organizational structures which lead to enhanced sustainability, productivity and eco-benefits (ecological and economic). Innovative Solutions call for life-cycle thinking while incorporating all aspects of sustainability: economic, social and environmental and fostering partnerships across all value chains.

Innovative solutions increase productivity and profitability by identifying opportunities for improvement through material, water and energy efficiency, minimizing wastes, responsible consumption and production and shared risks and gains across value chains, thereby creating wealth and jobs. Innovative solutions require enabling conditions including enabling policy environment and markets however there are limitations to having them in place. This requires a concerted global policy to drive innovative solutions.

As stated above, addressing environmental challenges in an innovative manner requires change to life-cycle thinking, integrating sustainability and partnerships. UN Environment Programme has in the recent past supported innovative solutions to environmental challenges across the world. The following are some of the environmental challenges (focus areas) that can be addressed through innovative solutions:

- Pollution, including indoor air pollution
- Energy insecurity
- Food insecurity
- Loss of biodiversity
- Waste
- Unsustainable consumption and production
- Anti-microbial resistance
- Sand and dust storms
- Environmental degradation and displacement.

Economic systems are moving from the current linear models to circular economy. Circular economy calls for prioritizing regenerative resources (use of renewable, reusable, non-toxic), maximizing the lifetime of products, using waste as 5 resources, rethinking business models, designing for the future; all of which call for innovative solutions.





Environmental policy and law is changing public management. The very nature of environmental protection creates challenges which are particular to environmental as distinct from other legal fields. It changes purchase practices, the operation of public and private organisations, wastewater collection and treatment, the operation of hospital, land use planning, road maintenance, water supply and delivery, the operation of airports, daily consumption patterns, etc.

Just as environmental law is actively changing, environmental management is undergoing alteration. Environmental protection has to take account of complex inter-dependencies and inter-relationships between the environmental media (air, water, soil) and biodiversity: unless care is taken, action to protect one medium will adversely affect another. Climatic, seasonal and geographical variations in environmental conditions have to be borne in mind (an approach which may be sound in one part of the Community may not be sound in another). Constantly changing states of knowledge and scientific evidence have to be taken on board (often implying a need for significant and urgent innovations, adaptations and changes of approach). Because of the potentially very serious consequences of a lack of foresight, environmental law has to an important extent to be based, both in formulation and interpretation, on preventive and precautionary principles rather than on a curative approach. Because it touches everyone, it has to involve a comprehensive set of actors, from government, industry and enterprise to the general public, often implying a very difficult balancing exercise. Because it relates to general interests in which there is often not a proprietary stake (clean air and water, a healthy biodiversity), it has to envisage methods of ensuring its effectiveness other than those which are adequate in other fields of law.

Technological progress is and has always been ambivalent. But "Over the next three decades' computer power will grow astonishingly, by a factor of about a million. Computers will become so powerful, easy to use, and ubiquitous that they will change our lives utterly. In this era of amazing change, we will face a huge challenge of design:" how to make the digital revolution serve our needs. The computerisation of offices together with the development of the Internet and e-mail, the installation of more sophisticated satellites, and the installation of faster and cheaper data systems have made it possible for more information to be accessed and evaluated even more quickly and cheaply. This ongoing process of "computerisation" is changing the role and structure of public administrations as well as communication structures and behaviour patterns. The rapid flow of information will permeate organisations: more regulation, information and reporting requirements will be transported electronically. Satellites will assume more and more functions in monitoring and controlling





environmental pollution and environmental crime. Computer technologies and further digitalisation presage enormous progress in environmental forecasting, environmental reporting, data management, benchmarking, environmental information and communication.

What the studies show is that technology responses are not a simple response to a regulatory pressure. Apart from the regulatory stimulus, there were many other factors that exercised influence. This suggests that the stimulus-response model is too simple. For one thing it assumes that social innovation starts with regulation which is most often not the case. Regulation is not the be-all and end-all of social innovation. The knowledge for such innovations is usually available, regulations may provide the leverage or some extra stimulus for the exploitation. Regulation is but one of many stimuli. It may in fact not be needed for environmental innovation. Many technologies producing environmental benefits are adopted for normal business reasons of reducing costs and enhancing product quality. These options are referred to as eco-efficiency options.<sup>2</sup> But even for environmentally beneficial technologies that do not combine environmental gains with economic gains regulation may not be needed. In the case of an environmentally harmful product there will always be pressures to reduce the harm.

When using standards, it is important that the regulator gives industry enough time to develop solutions that are environmentally benign and meet important user requirements. Time may also be needed for finding out whether a solution is environmentally benign and does not pose other hazards. One way of dealing with the problem of compliance time is by giving firms innovation waivers that exempt them from regulations during a certain period. If innovation waivers are used, it is important that firms are given sufficiently long time allowances and that the eligibility criteria are clear. Another strategy is the setting of long-term standards that require the development of new technology.

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