

## WWWforEurope Lecture Series

# Coherent Innovation and Industrial Policy Favouring Socio-Ecological Transition

**Reinhilde Veugelers**

September 24th, 2014, 13:15 – 15:00  
WIFO, Quellenstraße 51-55, 1100 Wien  
Lecture Hall, 3<sup>rd</sup> Floor



*„The ‘green growth’ debate is taking place in an oversimplified setting, largely disregarding the innovation factor. Technologies to mitigate climate change are being treated as given, or as emerging spontaneously, ignoring the fact that the portfolio of technologies available tomorrow depends on what is done today. This can easily lead to a misguided preference, either for subsidising the use of relatively inefficient technologies or for postponing action to later in the hope that new technologies will become available which will reduce the cost of fighting climate change. But the radical new emissions-free ‘backstop technologies’ we will need are not yet available, or else still far from the market. To foster their emergence the ‘green innovation machine’ must be turned on.”*

**Reinhilde Veugelers** is a full professor in the department of management, strategy and innovation, KU Leuven, Belgium, a Senior Fellow at Bruegel and CEPR Research Fellow. She has profound experience as a policy advisor gained in the European Commission Bureau of European Policy Analysis, the ERC Scientific Council and as a member of the Innovation for Growth (i4g) Expert Group supporting the European Commission.

Commentary by Andreas Reinstaller

Senior Researcher at the Austrian Institute of Economic Research

**WWWforEurope – Welfare, Wealth and Work for Europe** is a four year research project within the 7th Framework Programme funded by the European Commission. It is coordinated by WIFO and brings together researchers from 34 scientific institutions in 12 European countries with interdisciplinary expertise from economics and ecology to history, demography, political science and gender research. The vision of the project is that Europe should become a role model for a new growth and development strategy which actively incorporates social and environmental goals as well as high employment, gender equality and cultural diversity in an ambitious, forward looking way.