

# Sustainability Linked to Innovations - Creating New Approaches through Innovations

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Sustainability, CO<sub>2</sub> neutrality is fundamental for the mid and long-term future of humankind. However, triggered by policy makers it generates different level of challenges for different industries. Manufacturing companies in the field of chemical industry are about to define and create roadmaps how to convert their production to fulfil upcoming legal directives to keep their competitiveness.

Adoption is different depending what kind of technological possibilities and limitations are available, and the ripe of the technology is there for the processes.

Glass industry is a good and feasible example to introduce industry specific challenges and how it is being addressed via redesigning, improving the innovation process itself.

Top management has realized that in order to increase the chance of successful design and execution is worth to invest into improving the overall innovation capability of the organization.

Therefore, a program has been carried out, implemented which is addressing to understand the current innovation capability of the organization and identify areas of improvement to address - among others - sustainability related topics as well.

The following article will address the process how this innovation management improvement has been carried out.

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