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INNOVATIVE SOLUTIONS CREATES ENVIRONMENTAL ADVANTAGES

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Abstract

This paper is a study about the symbiosis between the environmental aspects – innovation and competitive character of an industrial organization in our modern and sophisticated world. In actually global market and in conditions of world sever recession, for any organization or economic sector, the chance for surviving and development is given by adopting an innovative culture. This work contains case studies about the necessary steps for developing an innovative organization, a debating about the management of the end of life of industrial products. Is also proposed an example of good practice about the symbiosis between industry, environment and competitively. The proposed model is typically for tools manufacturing technologies, especially for machine manufacturing but is easy to apply in all industrial sectors. A conclusion becomes an axiom - in many cases the old products; technologies or services offer us the best solutions for the future products and technologies.

Key words: competitive; environmental; industry; innovative; symbiosis

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