



Seven basic strategies for redesigning the support system

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The SHiFT research team

Seven basic strategies for redesigning the support system



- **Put eco-innovators at the centre of support efforts**

Select specifically eco-innovators for support activities and/or design support activities that fit the specific needs of eco-innovators

- **Easy entry and sign posting for eco-innovators**

eco-innovators and provide clear guidance to available support offerings

- **Encourage experimentation**

Support systems specifically designed to support eco-innovators is limited, therefore experimentation with innovative support activities and designs should be encouraged

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- **Dynamic tailoring of support activities**

Eco-innovators are not a homogeneous group and therefore support activities for eco-innovators have to be tailored dynamically to the specific needs of specific groups and contexts

- **Mainstreaming sustainability in the support system**

Sustainability aspects and requirements are not just an issue for the specific group of sustainable entrepreneurs and therefore sustainability has to be integrated broadly

- **Specialisation**

Mainstreaming sustainability should be combined or supplemented by support activities that are specifically targeted at and designed for sustainable entrepreneurs and eco-Innovators

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- **Assessment and monitoring of effectiveness**

Support activities are not an end in itself, and should contribute to specific goals and this requires assessment and monitoring tools that help to benchmark existing support systems, measure impacts and outcomes of support activities and provide data and information for policy makers and decision makers of the support system



Thanks for your attention!



Borderstep Institute for
Innovation and Sustainability

