

A scenic view of a mountain valley with a river and a traditional wooden structure. The text is overlaid on this image.

# The Integration of Social and Technological Innovation as a pre-Condition of Sustainable Development.

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# «Pushed» Technologies?



# Sustainable?

Technological  
pushes alone do  
not guarantee  
long-term growth

All  
technologies, all  
industries have  
a shelf-life.





# Creative Adaptations I



# Creative Adaptations II



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# Creative adaptations III





# Exchange is the Precondition for Innovation I



# Exchange is a Pre-Condition for Innovation II





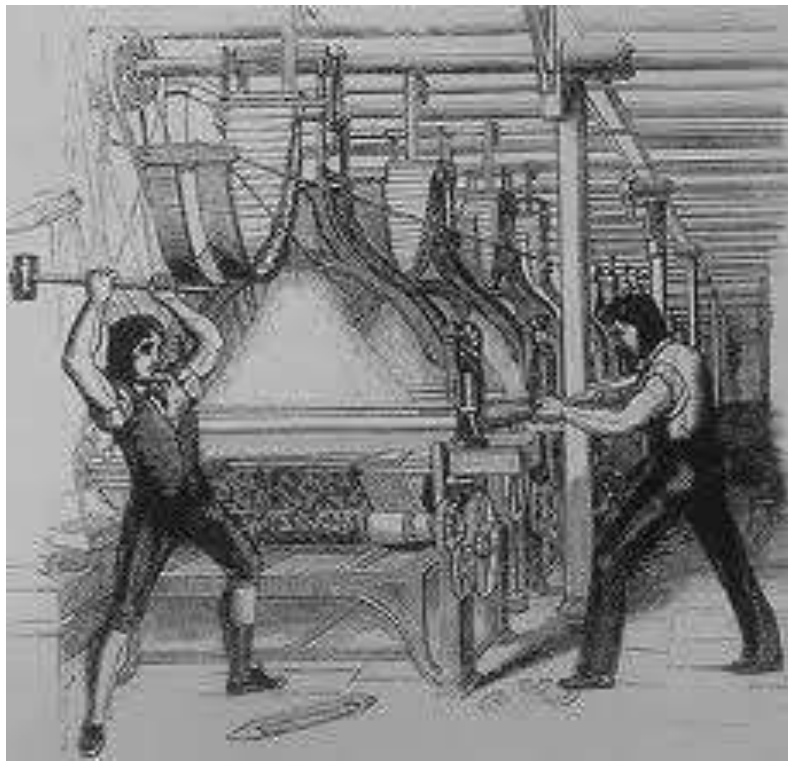
# When Technology Fails...

We usually provide one of the following explanation:

*A) It did not fit with market demand (in short, market is the only judge)*

*B) It is too innovative (in short, technology is right, consumers are wrong)*

# Development Needs Technological Innovation



## ***But not only....***

- Oversupply;
- Increasing Concentration;
- Diminishing Returns;
- Lack of institutional mechanisms for protecting long term growth;





# Technological and Social Innovation

*Social innovation is about new ideas that work to address pressing unmet needs. We simply describe it as innovations that are both social in their ends and in their means. Social innovations are new ideas (products, services and models) that simultaneously meet social needs (more effectively than alternatives) and create new social relationships or collaborations.*

# Some Pieces of the Puzzle...

A dark green rectangular box containing white text that reads: "WHAT WOULD YOU ATTEMPT TO DO IF YOU KNEW YOU COULD NOT FAIL?"

- Importance of local knowledge;
- Competencies are not given – they are acquired;
- Innovation is a process not a position;
- Public, state, structures have a role to play