

THE ROLE OF CREATIVITY FACTOR IN ENVIRONMENTAL INNOVATION COMPETITIVENESS IMPROVEMENT

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The creative element becomes increasingly important for development of national economy in current conditions of toughening social and economic regional differentiation and lack of financial, industrial and material resources. Due to the strengthening of global processes and the corresponding transformation of economic systems, the innovative concept of social development requires understanding of creativity as the driving force of the post-industrial economy. Current situation is that the priority of modernization of national economies goes to the development of eco-innovation. Environmental innovations are designed to safely reorganize and modernize the economy in order to implement the concept of sustainable development.

Creative development in itself and manifestation of this development in innovation is a sign of effective creative potential. Despite the fact that economists were the first who associated the idea of art (creativity) with the idea of innovative technologies implementation, the idea of "creativity" and has not received economic feasibility.

However, its definition in economics can be formulated as a dynamic process leading to the creation of technological innovation, innovation in business, marketing, and is closely related to obtaining competitive advantage in the economy. In this case, we add that in the field of environmental policy, this phenomenon takes the form of a dynamic process based on the scientific work with the aim to develop new mechanisms to address environmental and economic issues and includes the ability to generate original ideas and new ways to achieve eco-efficiency.

There is no unique definition of the "creative economy". It is a subjective concept that has been shaped throughout this decade. The UNCTAD definition of "creative economy" is that it is an evolving concept based on creative assets potentially generating economic growth and development.

- It can foster income generation, job creation and export earnings while promoting social inclusion, cultural diversity and human development.
- It embraces economic, cultural and social aspects interacting with technology, intellectual property and tourism objectives.
- It is a set of knowledge-based economic activities with a development dimension and cross-cutting linkages at macro and micro levels to the overall economy.
- It is a feasible development option calling for innovative, multidisciplinary policy responses and interministerial action.

In our view, these features should be supplemented with the possibility of the creative economy to be a factor in increasing the competitiveness of environmental innovation (Figure 1).

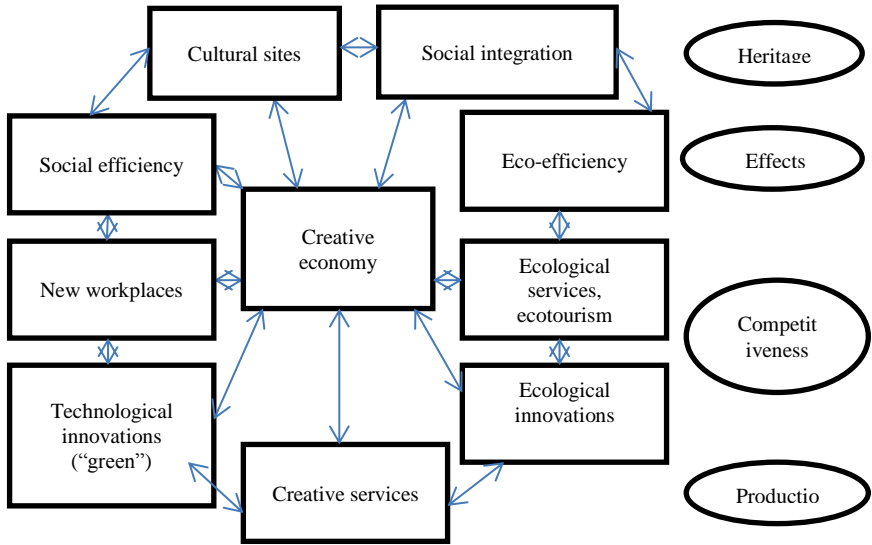


Figure 1. The classification of creative economy features

The idea of "creative economy" has been applied to the economy of the cities which led to the concept of the "creative city". This term describes the urban complex in which creative activity is an essential part of the economy. Such cities are usually built on a powerful social and cultural infrastructure. There is a large concentration of "creative" professions, as they are attractive for investment because of their cultural development.

The concept of "creative city" in the late 1980s was introduced by the British scientist Charles Landry and since then the idea has become a global movement that embodies a new paradigm of urban planning, including the environment in mind.

In these cities the production of environmental engineering and technology, which are one of the most profitable, is highly developed. The European Union today has the largest contribution to a global market of innovative environmentally oriented technology, and its capacity is estimated at 550 billion euros. European market of environmental innovations consists of investment goods (54 billion euros) and services (129 billion euros), including non-profit services. Market sector of management of the effective usage of resources holds 56 billion euros and the

current turnover of alternative renewable energy resources and associated equipment is 5 billion euro per year.

In such a way, creativity is an important factor in the development of individual innovative products, as well as entire cities. Creativity manifests itself in attracting highly skilled, flexible use of labor, creativity and daring scientific ideas. Not only the generation and application of innovative ideas can be creative, but also the creation of opportunities for their appearance by stimulating the development of human potential.

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