

Innovations, Investments, and Sustainable Development of Ecological Technologies

Tarassenko Valeriia*

Fudan University, Shanghai 201300, China

*Corresponding author: valerat1227@gmail.com

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Abstract: Anthropogenic impact leads to a significant deterioration of the Earth's ecology, negatively affecting demographic potential and public health. Hence, innovative ecological technologies are necessary to improve this situation. The article explores the development of such technologies in digital ecosystems, highlighting the challenges of their implementation and the problems associated with environmental issues. The author emphasizes the importance of government intervention, creating a favorable environment for investments, and the necessity of collaboration among various stakeholders. This article examined the prospects of integrating environmentally friendly technologies into digital ecosystems and proposed practical approaches to address environmental issues. The scholarly contribution lies in analyzing the connections between digital technologies and ecological sustainability, as well as providing practical recommendations to overcome challenges in this field.

Keywords: Digital ecosystem; Ecological technologies; Innovations; Investments; Sustainable development; Challenges; Government intervention; Collaboration; Economic benefits

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1. Introduction

In the face of the escalating anthropogenic impact leading to a significant deterioration of the Earth's ecology and exerting adverse effects on demographic potential and public health, the development and implementation of innovative environmental technologies have become an urgent task^[1]. This article aims to analyze this process, focusing on digital ecosystems, where challenges in implementing such technologies are identified and issues related to environmental challenges are addressed.

Special attention is given to the importance of government intervention and the creation of a favorable environment for investments, as well as the necessity of active collaboration among various stakeholders. The main objective of this article is to explore the prospects of integrating environmentally friendly technologies into digital ecosystems and provide practical approaches to overcoming emerging environmental challenges^[2]. The author's scholarly contribution lies in the detailed analysis of the interconnections between digital technologies and ecological sustainability, along with offering specific recommendations for effectively addressing

challenges in this field.

2. Development of environmental technologies

A digital ecosystem is a complex of interconnected information technology resources that bring together suppliers, customers, and other stakeholders into a unified whole. Market leaders actively foster digital ecosystems that span across various industries^[3]. These ecosystems provide the opportunity to manage both new and outdated technologies, contribute to process automation, and ensure the consistent development of businesses^[4].

The organic growth of the ecosystem requires careful management, with a key aspect being the clear definition and control of all relationships. The development of a digital ecosystem map for visualizing the interaction of digital tools is an integral element. This map also documents data transmission processes, identifies automated and manual processes, and highlights disconnected systems, their responsible users, and supporting personnel^[5].

The implementation of digital ecosystems is associated with various challenges, encompassing technical, legal, and business aspects. Issues related to orchestration, service provision, monetization, as well as effective interaction with customers, and data management have become significant challenges for digital ecosystems. Technical challenges encompass difficulties in integrating various digital tools and platforms, ensuring their compatibility, and facilitating their effective operation within the entire ecosystem. Orchestrating this complex technology requires a high degree of coordination and management.

Legal aspects also play a pivotal role in the successful implementation of digital ecosystems. Issues related to the legal aspects of service provision, data protection, and compliance with laws demand attention and the development of corresponding strategies^[6]. From a business perspective, challenges involve proper monetization of services, the development of effective customer interaction strategies, and data management within the ecosystem. These aspects, also known as CCM (Customer Communication Management) and CDM (Customer Data Management) respectively, become some of the most intricate tasks in creating and supporting digital ecosystems.

Tools for effectively managing the ecosystem can be classified into several key categories, providing diverse means for various aspects of its operation as shown in **Table 1**.

Table 1. Tools for managing the ecosystem and its application

Categories	Application
Project management tools	Utilization of Agile software development tools that provide flexibility and speed in achieving set goals. Task management software ensures the structured and efficient execution of project tasks. Issue tracking systems enable prompt response to emerging problems and deficiencies.
Research applications	Storage and visualization of data to facilitate convenient access and analysis of information. Resource libraries and archives ensure the organization and storage of valuable information.
Interaction tools	Email marketing for effective interaction with the target audience. Donor management tools to support charitable and financial relationships. Customer Relationship Management (CRM) software for optimizing customer interactions.
Security tools	Security measures, including antivirus software, data security monitoring systems, and access management tools, ensure the protection of digital assets and the confidentiality of information.
Public platforms	Websites, mobile applications, and social media channels provide accessibility and attractiveness to a wide audience.
Collaboration tools	Utilizing email, file sharing, instant messaging, and video conferencing for efficient communication and collaboration.

Table 1 (Continued)

continued	Application
Knowledge management platforms	Intranets and wikis provide centralized resources for knowledge and experience exchange within the ecosystem.
Analytical tools	Data analytics tools for collecting, analyzing, and visualizing information, enabling informed strategic decision-making based on data.
Artificial intelligence integration	Implementing artificial intelligence to automate routine tasks, predict trends, and enhance the overall efficiency of the ecosystem.
Learning and Development	Training and development platforms for employees, fostering skill enhancement and adaptation to new technologies and changes in the ecosystem.
Environmental sustainability	Tools and strategies aimed at improving the environmental sustainability of the ecosystem, including energy-efficient technologies and methods to reduce environmental impact.
Monitoring and Evaluation	Monitoring and evaluating systems for ecosystem performance, identifying bottlenecks, optimizing processes, and achieving better outcomes.

3. Innovative technologies for addressing environmental issues

Despite the widespread adoption of environmentally friendly technologies in natural resource management, the negative impacts of human activities on the environment persist ^[7]. This leads to a deterioration in the quality of life and living conditions for the citizens. Each year, millions of tons of waste containing toxic substances are discharged into the atmosphere, water bodies, and soil, resulting in various diseases, including allergies and oncological conditions. The main problems in the field of ecology include the environmental impact caused by intensive development of economic, transportation, and industrial infrastructure; impact of outdated industries that do not meet modern environmental standards; soil pollution from production and consumption waste, as well as inadequate utilization of these waste materials as secondary resources.

The problems in ecology are caused by the imperfections in the environmental regulatory system, the inefficiency of the managerial and control functions of the government, and the lack of effective incentives for the implementation of modern, clean, and environmentally friendly technologies ^[8]. In the modern era, we can mitigate the impact on the natural environment by applying technologies that are environmentally friendly and resource-efficient. To create such technologies, it is important to introduce environmental innovations ^[9]. Environmental innovations encompass new products, advanced technologies, innovative methods of organizing production, and social programs that facilitate the interaction between economic development and environmental conservation ^[10]. They aim to move society in a direction consistent with the principles of sustainable development.

The application of environmental innovations provides an opportunity not only to support economic growth but also to simultaneously ensure environmental sustainability ^[11]. These innovations create a balance between the needs of modern society and the responsible use of natural resources ^[12]. The implementation of environmental innovations has become an integral part of achieving sustainable development, where environmental care is integrated into the processes of economic and social development.

Eco-innovations must be implemented through fundamental changes in various areas of activity, precisely on environmental innovations that approach technological and ecological production in the post-industrial era. In the field of environmental innovations, we highlighted several key aspects as listed in **Table 2**.

Table 2. Key aspects of environmental innovations

Waste-free and resource-efficient technologies in production	The development of technologies that minimize waste are environmentally friendly, and resource-efficient is essential. An important aspect here is the financial affordability of these technologies for enterprises, enabling them to successfully implement them while ensuring economic efficiency.
Economical, resource-saving consumption model	The formation of a consumption model that not only efficiently utilizes resources but is also applicable to households. This includes understanding and supporting resource savings at the individual level.
Economic incentives for enterprise modernization	Supporting and incentivizing enterprises to modernize using energy-efficient and environmentally friendly technologies through various economic mechanisms.
Enhanced accountability for violations	Developing measures to strengthen accountability for enterprises that do not comply with legislation and violate established rules to ensure compliance with norms and incentivize rule adherence in the field of ecology.
Development of renewable energy	A focus on creating and implementing technologies related to renewable energy, such as solar and wind installations, to reduce dependence on traditional sources of energy.
Creating green zones and natural corridors	Integrating natural elements into the urban environment, establishing parks, green areas, and corridors to preserve nature and create environmentally sustainable urban areas.
Ecological certification and standards	Developing and implementing standards and certifications that validate the environmental activities of businesses and products, contributing to the formation of an environmentally responsible market.
Support for ecology-focused startups and research	Investing in innovative research and startups that develop environmentally efficient solutions and technologies.

4. Investing in environmental technologies

Investments play a crucial role in implementing and sustaining environmental projects ^[13]. Today, environmental investing involves not only avoiding companies with environmental issues but also analyzing their environmental sustainability. Evaluating investment risks is necessary for investors to confidently allocate funds to environmental programs and technologies ^[1].

An example of incentivizing environmental investments is the measures taken by the city of San Francisco in California. Tax incentives are provided for businesses investing in sustainable energy sources or implementing green technologies in manufacturing processes. Subsidies are also offered for companies transitioning to electric transportation or adopting energy-saving practices. These measures contribute not only to reducing the carbon footprint but also create favorable conditions for the development of environmentally responsible businesses. Another example can be found in the city of Copenhagen, Denmark, where businesses receive tax preferences for utilizing renewable energy sources and implementing efficient waste disposal technologies. Projects creating public areas with electric vehicle charging facilities are actively supported, along with subsidizing environmentally friendly transportation solutions for enterprises.

The implementation of clean technologies provides companies with the opportunity to reduce the negative impact on the environment associated with production processes while simultaneously improving their efficiency and productivity. When companies actively reduce energy and material consumption, they not only contribute to lowering their ecological footprint but also enhance the company's value, benefiting their shareholders.

Real-life examples of such successes include Tesla, a company that revolutionized the automotive industry by producing electric vehicles using clean technologies. This not only reduced emissions of pollutants but also created high-quality automobiles, leading to an increase in the company's value and attracting investments. Siemens is another leader in the adoption of clean technologies. They develop and implement advanced

solutions in energy conservation, transportation efficiency, and industrial production. This allows the company to reduce carbon emissions and create more sustainable technological solutions. Vestas, a leading wind energy company, is also an example of clean technology in renewable energy production. They specialize in creating wind turbines and other solutions to reduce dependence on traditional energy sources.

5. Investment challenges

Difficulties in implementing environmental innovations arise from the need to ensure environmental improvement without reducing production volume. This balance is critical as environmental innovations must align with the principles of achieving economic profitability. Overcoming this contradiction requires the implementation of economic mechanisms that incentivize enterprises to carry out environmental innovations.

It is important to note that the creation and implementation of environmental innovations require significant investments. International practices have suggested the widespread use of leasing for environmental equipment and technologies as a key form of environmental financing. Leasing helps reduce initial costs, provides access to new technologies, and allows for accelerated depreciation of environmental capital by incorporating costs into production, thereby optimizing taxation. An effective strategy for implementing environmental innovations should consider not only their impact on the environment but also their sustainability and competitiveness in the market.

6. Challenges and prospects

There are evident challenges in investing in environmental projects. The difficulty in implementing environmental technologies lies not only in their technical complexity but also in attracting investments. Investors often demand proof of the effectiveness and sustainability of environmental projects, requiring additional efforts in analysis and assessment. Legislative alignment should also be considered. Differences in legislation regulating environmental issues has become an additional barrier. Norms and standards across different countries may complicate the implementation of unified approaches to environmental technologies. Another significant aspect is cost optimization. For businesses, the cost of implementing environmental innovations can be high, necessitating cost optimization and the search for effective strategies for the rational use of allocated funds.

7. Conclusion

Despite the challenges associated with implementing environmentally friendly technologies in digital ecosystems, the primary objective remains to effectively combine profit extraction with the rational use of natural resources. Government intervention plays a key role in shaping market conditions conducive to the economic viability of environmentally oriented innovations. The application of such technologies in business operations will contribute to preserving ecosystem stability and ensuring a more favorable environmental state.

The development of environmentally friendly technologies in digital ecosystems provides unique opportunities for sustainable corporate development. However, existing challenges, such as investment difficulties, legislative coordination, and the need for cost optimization, require a comprehensive approach and collaboration between enterprises, government bodies, and investors. It is crucial to create a favorable environment for investing in environmental technologies, leading to improved business practices, environmental protection, and sustainable economic growth. These efforts contribute to the formation of a more responsible

and sustainable business approach, ultimately fostering not only economic prosperity but also the preservation of ecological balance worldwide.

Disclosure statement

The author declares no conflict of interest.

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