

# İnovasyon Trendinde Çevresel Sürdürülebilirlik: Türkiye-AB Karşılaştırması

## Environmental Sustainability in Innovation Trend: Türkiye-EU Comparison

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### Abstract

In recent years, there have been critical developments all over the world. Besides the use of resources as if they will never end, the effects of the epidemic seen at the end of 2019 were not completely over yet; the war that started between Russia and Ukraine in 2022 caused many countries to be affected, especially in terms of energy, raw materials and food. To overcome these problems both the industrial strategies of the countries, as well as the investment and spending strategies have developed in different trends. The concept of innovation, especially in industrialized countries, was shaped primarily with the aim of "increasing profit margins". However, the crises faced by humanity and the awareness of our limited resources have made it necessary to adopt strategies that are sustainable and take into account the interests of all stakeholders of the society. In this study, OECD and Eurostat data were used on topics such as new products in the innovation process for EU countries and Türkiye, patents for sustainable economic policies, investments made in the field of environmental economy, technologies developed for the environment. The average of EU member country data was taken using time series and compared with Türkiye data. The strengths and weaknesses of Türkiye's innovation trend have been identified. If we want to leave a more livable world for our future generations, we should pay more attention to our valuable but limited values such as green, environment and resources, and stick to our sustainability strategies and plans.