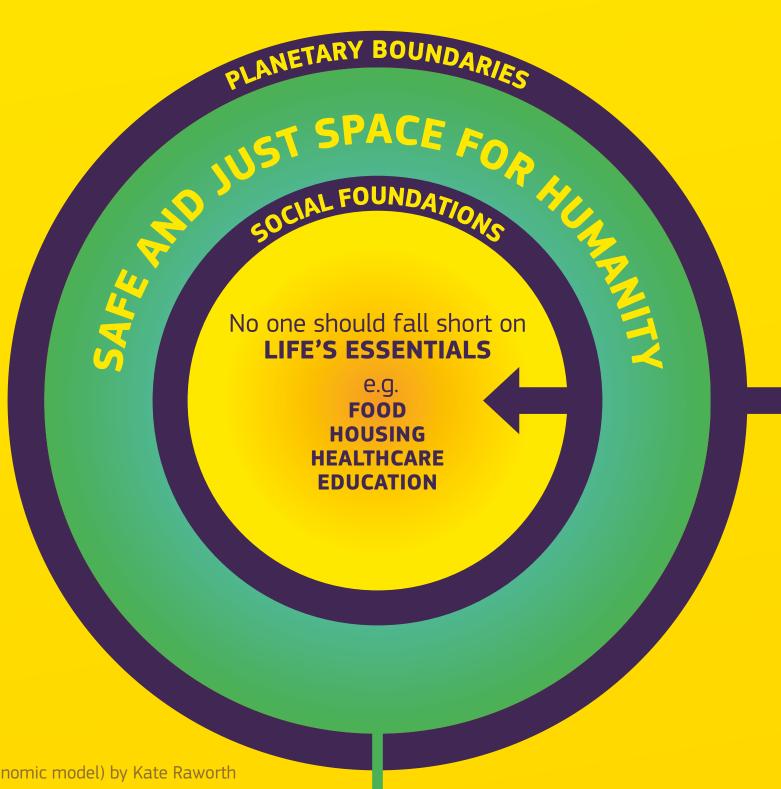


# **TOWARDS A SUSTAINABLE** AND COMPETITIVE EUROPE

**#SRIPreport** 

We cannot overshoot **EARTH'S LIFE-SUPPORT SYSTEMS** e.g. STABLE CLIMATE, FERTILE SOILS, **CLEAN AIR, BIODIVERSITY** 



\*Doughnut (economic model) by Kate Raworth

**COMPETITIVE SUSTAINABILITY** 

**SUSTAINABLE COMPETITIVENESS** 

#### **RESEARCH & INNOVATION**

contribute to a greener, sustainable future.



## **CO-CREATION**

working and acting together for a better society



#### **DIFFUSION**

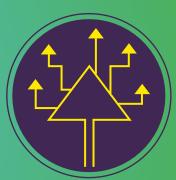
sharing knowledge between people and territories



### **UPTAKE**

turning research into sustainable solutions with social and economic value





**DIRECTIONALITY** directing R&I,

so it can show us the way



**TRANSFORMATION** transforming the way we

consume and produce



The FUTURE we want!



**ENVIRONMENTAL** 

Find out how Europe can lead in SUSTAINABLE GROWTH



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