

# Chapter 14

## Eco-Innovation and Sustainable Business Practices in the Textile Industry

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### **ABSTRACT**

*Eco-innovation and sustainable business practices have emerged as a sustainable approach to address the growing environmental and economic challenges associated with traditional business practices of production and consumption. Appropriate sustainable practices will provide a better standard of environmental quality, a sufficient standard of living for all people, and a greener future by reducing greenhouse gas emissions (GHG) and innovating green business models. This study seeks to enhance the current prospects for the advancement of eco-innovation within the textile industry. Drawing from a wide range of scholarly literature and case studies, this paper synthesizes the current state of knowledge surrounding eco-innovation and sustainable business practices and offers insights for future research and practical applications. This review paper aims to provide a comprehensive overview of eco-innovation, drivers, key sustainable business practices, challenges, and barriers to eco-innovation.*

DOI: 10.4018/979-8-3693-8437-4.ch014

# 1. INTRODUCTION

The ongoing degradation of ecosystems and subsequent initiatives for sustainable development have improved the circumstances in business operational models in recent years. The significance of environmentally sustainable innovation approaches for sustainable development has received considerable attention from both practitioners and researchers. Sustainable development, as defined by the Brundtland Commission, “Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Keeble, 1988). This notion underscores economic development, environmental conservation, and social welfare equilibrium. Sustainable development is categorized into economic, social, and ecological goals (Abbate et al., 2024). It includes advancing principles and behaviors that align with the company’s standards. This involves educating and informing stakeholders about the notion of sustainable development and efficiently using natural resources while avoiding environmental harm and maximizing human well-being (Moser, 2015). The most crucial goal in sustainable development is increasing the ability to adapt and resilience (Ali et al., 2020). Businesses, governmental agencies, academics, civil society groups, and international entities have consistently developed initiatives to implement sustainable practices in manufacturing (Cegarra-Navarro et al., 2025). Although other ways have been presented, Eco-innovation has lately emerged as a feasible option that could bring the required change if executed effectively. Eco-innovation refers to creating, developing, and implementing novel or enhanced processes and services that positively affect the environment. Eco-innovation technologies help firms doing business in countries jump ahead of old technologies with efficient environment-friendly designs. This notion has recently gained more attention from governments, industries, enterprises, and civil society groups to tackle the environmental concerns confronting our world.

Sustainability and sustainable business practices are closely interconnected in the contemporary global context. Organizations are increasingly prioritizing sustainable practices due to rising public demand for methods and operations that are environmentally friendly, sustainable, and socially responsible. Therefore, firms are becoming more driven to adopt sustainable practices while aligning with traditional business priorities such as sales or costs. Companies prioritize sustainability in every spectrum, so sustainability practices are highly compromised in the textile and apparel (T&A) industry. It is recognized as the world’s second most polluting industry, behind the oil industry. This industry adversely impacted all three components of sustainability. Presently, textile manufacturing generates 1.2 billion tons of greenhouse gas emissions. All adverse effects originate from the supply chain management (SCM) manufacturing processes. However, in the later phases of SCM,

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