

# Transformation of Innovation with Social Value to Goods through Economic Incentives

- Most important task for the government
- Comprehensive mechanisms needed

Education and enlightenment

Taxation system

ex. Carbon tax

Award, reward system

NPO promotion, volunteer support

Link to CSR

Donation system

“citizens who can donate 2% of salary”

Regulation, proactive regulation

ex.(1970) Muskie Law, Calif.