**Appendix 1. Description and summary statistics of the variables introduced in the models which estimate the determinants of the probability of being an environmental technological innovator in 2010.**

|  | Definition | **Mean** **(Standard deviation)** |
| --- | --- | --- |
| ENV10 | Firm implements an innovation which allows it to reduce its CO2 ‘footprint’ (total CO2 production), or which allows it to reduce material use per unit of output, or to reduce its energy use per unit of output in 2008-2010. | 0.2780748663(0.4486506845) |
| Innov\_tech10 | Firm implements a product or a process innovation in 2008-2010 | 0.5481283422(0.4983449548) |
| predit\_env08 | Firm implements a technological innovation which allows it to reduce its CO2 ‘footprint’ (total CO2 production), or which allows it to reduce material use per unit of output, or to reduce its energy use per unit of output in 2006-2008. | 0.2366433176(0.2130248442) |
| Innov\_tech08 | Firm implements a product or a process innovation in 2006-2008 | 0.6470588235(0.4785247793) |
| predit\_impact08 | Firm implements a technological innovation which allows it to reduce its CO2 ‘footprint’ (total CO2 production) in 2006-2008 | 0.177480119(0.1711818564) |
| predit\_reduc08 | Firm implements a technological innovation which allows it to reduce its material use per unit of output, or to reduce its energy use per unit of output in 2006-2008 | 0.1463000051µ(0.150870159) |
| reg08 | Motives for eco-innovation triggered by regulation, in 2006-2008 | 0.3101604278(0.4631787545) |
| user08 | Motives for eco-innovation pull by user needs, in 2006-2008 | 0.2754010695(0.4473145664) |
| incit08 | Motives for eco-innovation triggered by incentives, in 2006-2008 | 0.0909090909(0.287864891) |
| value08 | Motives for eco-innovation triggered by firm value, in 2006-2008 | 0.5534759358(0.4977980503) |
| tot08 | Number of benefits for the environment as a consequence of firm operations in 2006-2008 | 3.1844919786(3.2830174987) |
| rd10 | Firms undertake in-house Research & Development in 2008-2010 | 0.2513368984(0.4343629015) |
| small10 | Total number of employees is between 10 and 49 in 2008-2010 | 0.5213903743(0.5002114218) |
| Medium10 | Total number of employees is between 50 and 249 in 2008-2010 | 0.3636363636(0.4816900947) |
| large10 | Total number of employees is 250 or more in 2008-2010 | 0.114973262(0.3194169862) |
| group10 | Firm is part of a group in 2008-2010 | 0.5614973262(0.4968683739) |
| indus10 | Belongs to the manufacturing sector in 2008-2010 | 0.3529411765(0.4785247793) |
| HIGHT | Aggregation of the manufacturing industry according to technological intensity and based on NACE Rev.2. for compiling aggregates related to high-technology | 0.0106951872(0.1030008102) |
| MEDIUM-HIGHT | Aggregation of the manufacturing industry according to technological intensity and based on NACE Rev.2. for compiling aggregates related to medium-high-technology. | 0.0534759358(0.2252819579) |
| MEDIUM-LOW | Aggregation of the manufacturing industry according to technological intensity and based on NACE Rev.2. for compiling aggregates related to medium-low-technology | 0.1229946524(0.3288710317) |
| LOW | Aggregation of the manufacturing industry according to technological intensity and based on NACE Rev.2. for compiling aggregates related to low-technology. | 0.1176470588(0.3226213404) |
| OTHER\_INDUS | Economic sector not classified according to technological intensity (Electricity, gas, steam, and air conditioning supply; water collection, treatment and supply; sewerage; waste collection, treatment, and disposal activities; materials recovery)  | 0.0481283422(0.2143241128) |
| SERVICES | Belongs to the service sector | 0.6470588235(0.4785247793) |
| prodper10 | Products and services become rapidly old-fashioned in 2008-2010 | 0.1096256684(0.3128411172) |
| marconc10 | The competition of the market in which the firm is operating is very intense in 2008-2010 | 0.5401069519(0.4990564709) |

**Appendix 2. The correlation matrix of the variables introduced in the models.**

|  |
| --- |
| **Pearson Correlation Coefficients, N = 374** |
| **Prob > |r| under H0: Rho=0** |
|  | **env10** | **innov\_tech10** | **predit\_env08** | **innov\_tech08** | **predit\_impact08** | **predit\_reduc08** |
| **env10** | 100.000 |  |  |  |  |  |
|   |  |  |  |  |  |
| **innov\_tech10** | 0.52754 | 100.000 |  |  |  |  |
| <.0001 |   |  |  |  |  |
| **predit\_env08** | 0.01922 | -0.01185 | 100.000 |  |  |  |
| 0.7110 | 0.8193 |   |  |  |  |
| **innov\_tech08** | 0.05877 | 0.00397 | 0.58456 | 100.000 |  |  |
| 0.2569 | 0.9390 | <.0001 |   |  |  |
| **predit\_impact08** | 0.02082 | -0.01660 | 0.97008 | 0.56109 | 100.000 |  |
| 0.6882 | 0.7489 | <.0001 | <.0001 |   |  |
| **predit\_reduc08** | -0.00603 | -0.00897 | 0.89458 | 0.37089 | 0.82968 | 100.000 |
| 0.9075 | 0.8628 | <.0001 | <.0001 | <.0001 |   |
| **reg** | -0.00331 | -0.03000 | 0.58862 | 0.35007 | 0.57858 | 0.55261 |
| 0.9491 | 0.5630 | <.0001 | <.0001 | <.0001 | <.0001 |
| **incit** | -0.07171 | -0.03058 | 0.28323 | 0.15570 | 0.33148 | 0.25548 |
| 0.1664 | 0.5555 | <.0001 | 0.0025 | <.0001 | <.0001 |
| **user** | -0.02193 | -0.07766 | 0.59949 | 0.34259 | 0.55651 | 0.59438 |
| 0.6725 | 0.1338 | <.0001 | <.0001 | <.0001 | <.0001 |
| **value** | 0.02927 | -0.09146 | 0.55552 | 0.49587 | 0.56097 | 0.44367 |
| 0.5725 | 0.0773 | <.0001 | <.0001 | <.0001 | <.0001 |
| **tot** | 0.00148 | -0.07181 | 0.71535 | 0.51768 | 0.67710 | 0.67320 |
| 0.9773 | 0.1658 | <.0001 | <.0001 | <.0001 | <.0001 |
| **rd10** | 0.30075 | 0.48892 | -0.03056 | -0.06222 | -0.01787 | -0.03622 |
| <.0001 | <.0001 | 0.5558 | 0.2300 | 0.7305 | 0.4849 |
| **small10** | -0.14604 | -0.20311 | -0.08604 | 0.05403 | -0.08070 | -0.08410 |
| 0.0047 | <.0001 | 0.0966 | 0.2974 | 0.1192 | 0.1044 |
| **medium10** | 0.05188 | 0.06092 | 0.00304 | -0.06979 | -0.00032 | 0.00926 |
| 0.3170 | 0.2399 | 0.9532 | 0.1781 | 0.9951 | 0.8583 |
| **large10** | 0.15046 | 0.22620 | 0.13015 | 0.02064 | 0.12686 | 0.11774 |
| 0.0035 | <.0001 | 0.0118 | 0.6908 | 0.0141 | 0.0228 |
| **group10** | 0.15159 | 0.26952 | -0.08583 | -0.05505 | -0.07304 | -0.07311 |
| 0.0033 | <.0001 | 0.0974 | 0.2883 | 0.1586 | 0.1582 |
| **indus10** | 0.14104 | -0.02645 | -0.01388 | 0.07713 | 0.00869 | -0.04864 |
| 0.0063 | 0.6101 | 0.7891 | 0.1365 | 0.8670 | 0.3482 |
| **high** | -0.00652 | 0.04218 | 0.02458 | 0.07679 | 0.01789 | 0.00750 |
| 0.9001 | 0.4161 | 0.6356 | 0.1383 | 0.7303 | 0.8850 |
| **medium\_high** | 0.19731 | 0.14417 | 0.02095 | 0.02633 | 0.03765 | -0.00104 |
| 0.0001 | 0.0052 | 0.6863 | 0.6117 | 0.4679 | 0.9840 |
| **medium\_low** | 0.13098 | 0.01286 | -0.04122 | -0.04710 | -0.02727 | -0.05759 |
| 0.0112 | 0.8042 | 0.4267 | 0.3637 | 0.5991 | 0.2666 |
| **low** | -0.07845 | -0.11869 | -0.01395 | 0.06129 | 0.00447 | -0.04328 |
| 0.1299 | 0.0217 | 0.7880 | 0.2370 | 0.9314 | 0.4039 |
| **other\_indus** | 0.02773 | -0.07195 | 0.01942 | 0.08765 | 0.00634 | 0.04240 |
| 0.5929 | 0.1650 | 0.7082 | 0.0905 | 0.9027 | 0.4136 |
| **service** | -0.14104 | 0.02645 | 0.01388 | -0.07713 | -0.00869 | 0.04864 |
| 0.0063 | 0.6101 | 0.7891 | 0.1365 | 0.8670 | 0.3482 |
| **prodper10** | 0.06874 | 0.14663 | -0.08347 | -0.08112 | -0.08208 | -0.08497 |
| 0.1847 | 0.0045 | 0.1070 | 0.1173 | 0.1130 | 0.1009 |
| **marconc10** | 0.02190 | 0.003000.9539 | -0.28919 | -0.00792 | -0.18337 | -0.30247 |
| 0.6729 | <.0001 | 0.8786 | 0.0004 | <.0001 |

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| **Pearson Correlation Coefficients, N = 374** |
| **Prob > |r| under H0: Rho=0** |
|  | **reg** | **incit** | **user** | **value** | **tot** | **rd10** | **small10** | **medium10** | **large10** |
| **reg** | 100.000 |  |  |  |  |  |  |  |  |
|   |  |  |  |  |  |  |  |  |
| **incit** | 0.45150 | 100.000 |  |  |  |  |  |  |  |
| <.0001 |   |  |  |  |  |  |  |  |
| **user** | 0.66062 | 0.36720 | 100.000 |  |  |  |  |  |  |
| <.0001 | <.0001 |   |  |  |  |  |  |  |
| **value** | 0.52088 | 0.28404 | 0.52966 | 100.000 |  |  |  |  |  |
| <.0001 | <.0001 | <.0001 |   |  |  |  |  |  |
| **tot** | 0.67631 | 0.35666 | 0.68277 | 0.64603 | 100.000 |  |  |  |  |
| <.0001 | <.0001 | <.0001 | <.0001 |   |  |  |  |  |
| **rd10** | -0.01539 | -0.03314 | -0.01225 | -0.04993 | -0.07960 | 100.000 |  |  |  |
| 0.7667 | 0.5229 | 0.8134 | 0.3356 | 0.1243 |   |  |  |  |
| **small10** | -0.14443 | 0.00508 | -0.11626 | -0.04229 | -0.11261 | -0.16054 | 100.000 |  |  |
| 0.0051 | 0.9220 | 0.0245 | 0.4148 | 0.0295 | 0.0018 |   |  |  |
| **medium10** | 0.06991 | 0.01230 | 0.03167 | 0.01931 | 0.02867 | -0.01514 | -0.78899 | 100.000 |  |
| 0.1773 | 0.8125 | 0.5415 | 0.7097 | 0.5805 | 0.7704 | <.0001 |   |  |
| **large10** | 0.12074 | -0.02651 | 0.13431 | 0.03710 | 0.13311 | 0.27425 | -0.37619 | -0.27246 | 100.000 |
| 0.0195 | 0.6094 | 0.0093 | 0.4744 | 0.0100 | <.0001 | <.0001 | <.0001 |   |
| **group10** | -0.07145 | -0.07668 | -0.08244 | 0.00835 | -0.04067 | 0.17663 | -0.24262 | 0.11914 | 0.20027 |
| 0.1679 | 0.1388 | 0.1115 | 0.8722 | 0.4330 | 0.0006 | <.0001 | 0.0212 | <.0001 |
| **indus10** | -0.02348 | -0.01946 | 0.02063 | -0.01192 | 0.00110 | 0.12671 | 0.00198 | 0.03489 | -0.05572 |
| 0.6508 | 0.7075 | 0.6909 | 0.8183 | 0.9830 | 0.0142 | 0.9696 | 0.5011 | 0.2825 |
| **hiGh** | 0.04267 | -0.03288 | -0.00591 | 0.04110 | 0.00208 | 0.11953 | -0.00445 | -0.07860 | 0.12550 |
| 0.4106 | 0.5261 | 0.9093 | 0.4280 | 0.9681 | 0.0208 | 0.9316 | 0.1292 | 0.0152 |
| **medium\_high** | -0.00522 | 0.00752 | -0.01352 | -0.00166 | 0.00475 | 0.27324 | 0.01361 | -0.00674 | -0.01116 |
| 0.9198 | 0.8848 | 0.7945 | 0.9744 | 0.9271 | <.0001 | 0.7930 | 0.8967 | 0.8297 |
| **medium\_low** | -0.11031 | -0.00515 | -0.03041 | -0.10579 | -0.06080 | 0.12084 | -0.09752 | 0.08923 | 0.01815 |
| 0.0330 | 0.9209 | 0.5577 | 0.0409 | 0.2408 | 0.0194 | 0.0595 | 0.0848 | 0.7264 |
| **low** | -0.01161 | 0.00000 | 0.05355 | 0.01080 | -0.00283 | -0.09678 | 0.03420 | 0.01725 | -0.07958 |
| 0.8229 | 10.000 | 0.3017 | 0.8351 | 0.9565 | 0.0615 | 0.5096 | 0.7395 | 0.1245 |
| **other\_indus** | 0.11929 | -0.02765 | 0.02916 | 0.10145 | 0.09403 | -0.10149 | 0.09040 | -0.04013 | -0.08105 |
| 0.0210 | 0.5940 | 0.5740 | 0.0499 | 0.0693 | 0.0499 | 0.0808 | 0.4390 | 0.1177 |
| **service** | 0.02348 | 0.01946 | -0.02063 | 0.01192 | -0.00110 | -0.12671 | -0.00198 | -0.03489 | 0.05572 |
| 0.6508 | 0.7075 | 0.6909 | 0.8183 | 0.9830 | 0.0142 | 0.9696 | 0.5011 | 0.2825 |
| **prodper10** | -0.03176 | -0.02165 | -0.04390 | -0.06357 | -0.05629 | 0.09263 | -0.05786 | 0.07278 | -0.01915 |
| 0.5403 | 0.6764 | 0.3972 | 0.2200 | 0.2776 | 0.0736 | 0.2644 | 0.1601 | 0.7120 |
| **marconc10** | -0.06556 | 0.17983 | -0.05562 | -0.04103 | -0.08225 | 0.00284 | 0.13617 | -0.09429 | -0.07105 |
| 0.2059 | 0.0005 | 0.2834 | 0.4288 | 0.1123 | 0.9563 | 0.0084 | 0.0685 | 0.1703 |

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| **Pearson Correlation Coefficients, N = 374** |
| **Prob > |r| under H0: Rho=0** |
|  | **group10** | **indus10** | **high** | **medium\_high** | **medium\_low** | **low** | **other\_indus** | **service** | **prodper10** | **marconc10** |
| **group10** | 100.000 |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **indus10** | -0.08026 | 100.000 |  |  |  |  |  |  |  |  |
| 0.1213 |  |  |  |  |  |  |  |  |  |
| **high** | 0.09188 | 0.14078 | 100.000 |  |  |  |  |  |  |  |
| 0.0759 | 0.0064 |  |  |  |  |  |  |  |  |
| **medium\_high** | 0.06635 | 0.32184 | -0.02471 | 100.000 |  |  |  |  |  |  |
| 0.2005 | <.0001 | 0.6338 |  |  |  |  |  |  |  |
| **medium\_low** | -0.03001 | 0.50706 | -0.03894 | -0.08901 | 100.000 |  |  |  |  |  |
| 0.5629 | <.0001 | 0.4528 | 0.0856 |  |  |  |  |  |  |
| **low** | -0.12888 | 0.49441 | -0.03797 | -0.08679 | -0.13674 | 100.000 |  |  |  |  |
| 0.0126 | <.0001 | 0.4641 | 0.0937 | 0.0081 |  |  |  |  |  |
| **other\_indus** | -0.05304 | 0.30446 | -0.02338 | -0.05345 | -0.08421 | -0.08211 | 100.000 |  |  |  |
| 0.3063 | <.0001 | 0.6522 | 0.3026 | 0.1040 | 0.1129 |  |  |  |  |
| **service** | 0.08026 | -100.000 | -0.14078 | -0.32184 | -0.50706 | -0.49441 | -0.3044 | 100.000 |  |  |
| 0.1213 | <.0001 | 0.0064 | <.0001 | <.0001 | <.0001 | <.0001 |  |  |  |
| **prodper10** | 0.08587 | -0.00843 | 0.04672 | -0.00732 | 0.02494 | 0.00469 | -0.0789 | 0.00843 | 100.000 |  |
| 0.0973 | 0.8710 | 0.3676 | 0.8877 | 0.6306 | 0.9280 | 0.127 | 0.8710 |  |  |
| **marconc10** | -0.00457 | 0.05283 | -0.00837 | 0.05241 | -0.01380 | 0.07052 | -0.0181 | -0.05283 | 0.01469 | 100.00 |
| 0.9298 | 0.3082 | 0.8719 | 0.3121 | 0.7902 | 0.1735 | 0.7272 | 0.3082 | 0.7770 |  |