

“Twin transition” and organisational settings: empirical evidence from Italian regions

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The increasing policy attention towards the need to promote solutions that combine sustainable and digital transformations - so called “twin transition” - in the European Union may push technological change towards a new direction, which combines sustainability goals with digitalization practices. In this paper we analyze how firms are embracing sustainable and digital practices and what guides their choice to “twin” them, using a firm level perspective. In particular, the paper aims to shed light on the role of organizational settings, i.e. on how the firms choices of internal organization of labor affect their capacity to innovate in “twin” green and digital domains. Being the sustainability transition systemic in nature, its “twin” evolution can be even more complex than its sole green component. Consequently, technological advancements may not suffice in guiding it, as it needs to draw not only on technological but also on organizational changes and new set-ups to be effective. The work is empirical, and it draws on a panel of a newly collected data representative of Italian manufacturing firms, and it suggests the “twin transition” is not only made possible by technological solutions, but also by specific organizational set-ups, which make such transitions more effective.