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Hope for Success as a Source of Eco-Innovation: The Psychological Foundations of Green Technologies in the Approach of Prof. Marcin Staniewski

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Abstract:

Purpose: *The aim of this article is to reconstruct and theoretically model the psychological determinants of eco-innovation, understood as the ability of economic entities to initiate and sustain environmental innovation in conditions of uncertainty. The article aims to demonstrate that the development of green technologies is conditioned by a specific configuration of psychological determinants – hope for success, a sense of agency and long-term orientation – reconstructed on the basis of the scientific achievements of Prof. Marcin Staniewski in the field of psychology of success and entrepreneurship.*
Design/methodology/approach: *The study is theoretical and empirical in nature and is based on the integration of economic psychology, behavioural economics and the economics of innovation. A critical review of the literature, hermeneutic analysis of psychological and economic concepts, and conceptual modelling of the relationship between hope for success and eco-innovation were used. The proposed model was operationalised and designed for empirical verification using quantitative research and structural equation modelling.*
Findings: *The analysis indicates that eco-innovation is based on extended rationality, in which technological and regulatory factors are structurally linked to psychological mechanisms. Hope for success enables maintaining a focus on environmental goals in conditions of high risk and uncertainty, a sense of agency mediates the translation of motivation into real innovative actions, while a long-term orientation stabilises commitment to green technologies despite delayed economic and environmental effects.*
Practical implications: *The results of the study provide guidance for managers, innovators and public decision-makers, emphasising the importance of strengthening psychological competencies, a sense of agency and stable institutional frameworks conducive to long-term investment in green technologies. Effective support for eco-innovation requires not only financial and regulatory instruments, but also measures aimed at sustaining hope and a sense of purpose.*
Originality/value: *The article makes an original theoretical contribution by systematically applying Prof. Marcin Staniewski's concept of hope for success to the analysis of eco-innovation. It expands the literature on environmental innovation by proposing a psychological model explaining the differences in the ability of economic entities to undertake and maintain innovative activities in the process of environmental transformation.*

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1. Introduction

The environmental transformation of modern economies, achieved through the development and diffusion of green technologies, is one of the key structural processes of the 21st century. Eco-innovation – understood as the creation and implementation of technological, organisational and process solutions leading to a reduction in environmental pressure while maintaining the economy's growth capacity – has become a central category in public policy, economic research and interdisciplinary studies (Rennings, 2000; Horbach, Rammer and Rennings, 2012).

The dominant approaches emphasise the role of environmental regulations, fiscal incentives, financial instruments and market pressure as the main determinants of eco-innovation, treating it largely as a function of the institutional environment.

At the same time, empirical differences in the pace and scope of green technology implementation point to the limitations of approaches that reduce eco-innovation to a response to external incentives.

Under comparable regulatory frameworks and access to similar support instruments, there are significant differences in the propensity of enterprises and organisations to undertake environmental innovation activities. This phenomenon suggests the existence of endogenous factors related to the subjective dimension of economic decisions that are not fully captured by classical economic models.

In this context, approaches that integrate the economics of innovation with the psychology of economic behaviour are becoming increasingly important. In these approaches, eco-innovation is seen not as a , but as a process requiring the ability to operate in conditions of high technological, market and regulatory uncertainty, as well as a long horizon of waiting for economic and environmental results. A special role is played here by incentive structures that enable the initiation and maintenance of innovative activities despite the risk of failure and the lack of immediate results.

Against this background, the work of Professor Marcin Staniewski, developed on the basis of entrepreneurial psychology and behavioural economics, provides original analytical tools for capturing the psychological foundations of innovative activities.

At the heart of this approach is the category of hope for success, understood not as emotional optimism, but as a cognitive-motivational orientation that enables the formulation of goals, the identification of paths to their achievement, and the maintenance of activity in conditions of uncertainty (Staniewski and Awruk, 2016; Staniewski, 2016). Although this concept has so far been used mainly to analyse entrepreneurship in the classical sense, its theoretical potential allows for creative application in research on eco-innovation and green technologies.

Research on eco-innovation stems from environmental economics and innovation economics, where the initial focus was on the role of regulation as the main driver of technological change. Rennings' (2000) classical concept pointed to regulation as the primary driver of environmental innovation, which was confirmed by numerous empirical analyses of climate and environmental policies in OECD countries (Horbach *et al.,* 2012; del Río, Peñasco and Romero-Jordán, 2016). In this trend, eco-innovation was interpreted primarily as an adaptive response to institutional pressure.

At the same time, a trend in research on entrepreneurship and innovation developed, in which increasing importance was attached to individual factors such as achievement motivation, risk propensity, self-esteem and self-efficacy (Shane, Locke and Collins, 2003; Bandura, 1997). This research showed that innovation is not only a function of resources and incentives, but also depends to a large extent on the subjective beliefs of economic actors regarding their chances of success.

An important step towards integrating these approaches was the introduction of the category of hope into economic analysis, developed in psychology by Snyder (2000). Hope was defined there as a structure encompassing both goal orientation and the ability to generate courses of action. This concept has been widely used in research on entrepreneurship, where it has been shown to have a significant impact on entrepreneurial intentions and real economic achievements.

In Poland and internationally, we find particularly consistent application of this category in the works of Prof. Marcin Staniewski. His empirical research proves that hope for success is one of the key predictors of effective economic activity, influencing both the undertaking of entrepreneurial initiatives and the sustainability of commitment in conditions of uncertainty (Staniewski, 2016; Staniewski and Awruk, 2016; Staniewski and Awruk, 2021).

In his later works, the author extends his analysis to include the ethical and axiological dimensions of economic activity, pointing to the inseparable link between motivation, agency and values (Staniewski and Słomski, 2015).

Despite the dynamic development of research on green technologies and the psychological determinants of entrepreneurship, the literature on the subject rarely attempts to systematically combine these two areas. The psychological foundations

of eco-innovation, and in particular the role of hope for success as a mechanism enabling long-term engagement in green technologies, remain poorly understood. This gap is particularly relevant to the analysis of innovation processes in conditions of environmental transformation, where uncertainty and delayed economic effects constitute a significant barrier to innovative activities.

The aim of this article is to theoretically reconstruct eco-innovation as a process conditioned not only by institutional and technological factors, but also by psychological structures, in particular hope for success. The article argues that hope for success – as defined by Prof. Marcin Staniewski – is a key mechanism enabling the initiation and maintenance of eco-innovative activities in conditions of environmental transformation.

The research problem can be formulated as follows: how does hope for success influence the ability of economic entities to undertake and maintain eco-innovative activities in the field of green technologies? Specific questions concern the relationship between hope and the propensity for innovation risk, the sustainability of involvement in environmental projects, and the integration of economic and environmental goals in the decision-making process.

The article is theoretical and analytical in nature and is based on a hermeneutic analysis of sources in the field of innovation economics, economic psychology and the work of Prof. Marcin Staniewski. The methodology used includes a critical analysis of the literature on the subject, a reconstruction of key concepts, and a comparative overview of economic and psychological approaches.

This research perspective is appropriate for the article's objective, which is to identify and conceptualise the psychological foundations of eco-innovation, rather than to empirically verify hypotheses.

2. Theoretical Framework: Hope for Success as a Mechanism of Eco-Innovation

The transition from analysing the state of research to constructing a theoretical framework requires a redefinition of the very concept of eco-innovation. Economic and environmental literature is dominated by a structural approach, in which ecological innovations are interpreted as a function of regulatory incentives, technology availability and competitive pressure.

Although analytically useful, this approach remains insufficient to explain the subjective dimension of innovation decisions, especially in the context of green technologies characterised by a high level of uncertainty, a long return horizon and an ambiguous relationship between economic and environmental effects.

From the perspective of behavioural economics, eco-innovation is not merely an adaptive response to changing institutional conditions, but an intentional process rooted in the motivational and cognitive structures of economic actors. , requires not only technical and capital resources, but also a willingness to operate in conditions of incomplete information and to accept risks that cannot be reduced at the decision-making stage.

In this sense, eco-innovation is a special case of economic activity in which the classic cost-benefit calculation is supplemented – and sometimes replaced – by psychological mechanisms that enable activity to be sustained despite uncertainty.

At this point, the category of hope for success, developed in psychology by Snyder (2000) and consistently reinterpreted in economics and entrepreneurship by Prof. Marcin Staniewski, becomes crucial. In this approach, hope is not an emotional state of expecting a positive outcome, but a complex cognitive-motivational structure that includes the ability to set goals, identify realistic courses of action, and maintain motivational energy in the face of obstacles (Snyder, 2000; Staniewski and Awruk, 2016). Hope understood in this way is a prerequisite for action in situations where full instrumental rationality is not achievable.

A hermeneutic analysis of Staniewski's work shows that, in his view, hope for success acts as a metamechanism integrating motivation, agency and the axiological orientation of economic activity. In numerous empirical studies, the author has shown that hope significantly influences entrepreneurial initiative, the ability to sustain effort over time, and the willingness to accept the risks associated with innovation (Staniewski, 2016; Staniewski and Awruk, 2016; Staniewski and Awruk, 2021). Importantly, this hope does not eliminate risk, but allows it to be reinterpreted as part of the development process rather than as a barrier to action.

Applying this concept to eco-innovation allows us to propose a theoretical model in which hope for success is the primary impulse that triggers innovation processes in the field of green technologies. Eco-innovation appears here as a special case of high-risk innovation, where uncertainty concerns not only economic results, but also regulatory stability, social acceptance and the real environmental effectiveness of the solutions implemented. In such conditions, a lack of hope for success leads to a rational withdrawal from innovative activities, even if they are desirable from a macroeconomic perspective.

The "hope → eco-innovation" model assumes that hope for success influences innovative activities through three interrelated mechanisms. First, it serves as a goal orientation**,** enabling the integration of economic and environmental goals into a coherent vision of action.

Secondly, it strengthens the sense of agency, understood as the belief in the possibility of having a real impact on the results of innovative activities, even in

conditions of technological and institutional complexity. Thirdly, it stabilises motivation in the long term, which is crucial in the case of green technologies, whose effects are often delayed and difficult to quantify unequivocally.

In this sense, hope for success acts as a psychological catalyst for eco-innovation, enabling the transition from pro-environmental intentions to real technological actions. Without this mechanism, even a high level of environmental awareness and a favourable regulatory environment may not lead to the implementation of green technologies. This approach is consistent with research on innovative entrepreneurship, which indicates that psychological factors play a key role in initiating innovative activities in conditions of uncertainty (Shane *et al.,* 2003; Bandura, 1997).

From a theoretical perspective, the proposed model broadens existing approaches to eco-innovation by shifting the focus from the analysis of external incentives to the analysis of internal structures that enable action. At the same time, the model does not negate the importance of institutional and technological factors, but treats them as necessary but insufficient conditions for the development of green technologies. Only their interaction with the hope of success can explain why, in similar structural conditions, some entities take eco-innovation risks while others remain passive.

This theoretical framework provides a starting point for further empirical analysis, in which it becomes possible to operationalise hope for success as a psychological variable influencing the level of eco-innovation in enterprises and organisations. At the same time, it creates a coherent conceptual basis for interpreting environmental transformation processes as a phenomenon that is not only technological and economic, but also deeply psychological.

3. Operationalisation of the Model: Variables, Indicators and Research Hypotheses

The empirical usefulness of the proposed theoretical model requires its precise operationalisation, enabling the translation of psychological categories into measurable analytical constructs. The operationalisation of the "hope for success → eco-innovation" model is based on the assumption that innovation processes in the field of green technologies are the result of interactions between psychological, cognitive and decision-making variables, which can be captured using tools used in economic psychology and entrepreneurship research.

The independent variable in the model is hope for success**,** understood in accordance with Prof. Marcin Staniewski's approach as a cognitive-motivational orientation towards effective action in conditions of uncertainty. This hope is not treated as an affect or a temperamental disposition, but as a relatively stable psychological structure, including the belief in the possibility of achieving goals, the ability to identify paths to their achievement, and the willingness to maintain effort despite

obstacles (Staniewski, 2016; Staniewski and Awruk, 2016). The operationalisation of this variable can be based on the adaptation of existing psychometric tools used in research on entrepreneurship and hope, such as the scales of hope for success used in Staniewski's work, supplemented with an eco-innovative context.

Empirical indicators of hope for success include the belief in the possibility of simultaneously achieving economic and environmental goals, the perception of innovation risk as a challenge rather than a barrier, and the subjective assessment of the ability to overcome technological and regulatory obstacles.

The dependent variable in the model is eco-innovation, understood as the actual propensity of economic entities to initiate, implement and sustain environmental innovations. Unlike approaches that reduce eco-innovation to the number of patents or expenditure on research and development, this study treats it as a multidimensional construct, encompassing technological, organisational and strategic aspects (Rennings, 2000; Horbach *et al.,* 2012).

Indicators of eco-innovation may include the implementation of green production technologies, investments in solutions that reduce emissions and resource consumption, the development of green business models, and long-term commitment to environmental projects, regardless of short-term financial profitability.

The model also assumes the presence of mediating and control variables that enable the mechanism of hope's impact on eco-innovation to be captured. A key role is played here by the sense of agency**,** understood as a subjective belief in the ability to effectively influence the results of innovative activities.

In psychological literature, this construct is strongly linked to Bandura's concept of self-efficacy (1997), while in Staniewski's approach it is an integral part of the psychology of success and a condition for the transition from intention to action. Indicators of agency include, among others, the assessment of one's own innovative competences, the ability to manage risk, and the belief in the real impact of one's actions on the environment.

The second important mediating variable is long-term orientation, which reflects the willingness to accept delayed economic and environmental effects. Eco-innovation is characterised by a discrepancy between the moment when costs are incurred and the moment when benefits are achieved, which makes it particularly sensitive to short-term decision-making.

Hope for success reinforces long-term orientation, enabling innovative activities to be maintained despite the lack of immediate results, as confirmed by research on entrepreneurship and achievement motivation (Staniewski, 2016; Shane *et al.,* 2003).

Based on this model, research hypotheses can be formulated that give the empirical analysis logical consistency. The first hypothesis assumes that a higher level of hope for success is positively related to the level of eco-innovation of economic entities.

The second hypothesis indicates that this relationship is mediated by a sense of agency, which strengthens the translation of hope into real innovative activities. The third hypothesis assumes that long-term orientation acts as a moderator, strengthening the impact of hope on eco-innovation in conditions of high technological and regulatory uncertainty. The fourth hypothesis refers to the sustainability of innovative activities, assuming that hope for success influences not only the initiation of eco-innovation, but also its maintenance over time.

This operationalisation allows for empirical testing of the proposed model using quantitative methods such as structural equation modelling, multivariate regression, and mediation and moderation models. At the same time, it remains faithful to the theoretical core of Prof. Marcin Staniewski's concept, in which success – including in the environmental dimension – is the result of a dynamic interaction between hope, agency and the ability to act in conditions of uncertainty.

4. Research Methodology: Sample Selection, Tools and Research Procedure

The research methodology was designed to enable empirical verification of the proposed model of the relationship between hope for success and eco-innovation, taking into account the mediating and moderating mechanisms described in the theoretical part.

A quantitative approach was used, embedded in the paradigm of the f behavioural economics and behavioural economics, which allows for the analysis of complex relationships between latent constructs and innovative behaviours in conditions of uncertainty.

The research sample was purposively stratified and focused on economic entities actively involved in innovation processes, particularly in the area of green technologies. The units of analysis were owners, senior managers and persons responsible for innovation and strategic decisions in manufacturing and service companies operating in energy-intensive, technological and environmental sectors.

This sample selection is justified by the nature of the phenomena under study, as eco-innovation is the result of decisions taken at the strategic rather than the operational level.

The criteria for inclusion in the sample were: the company's activity in implementing or planning environmental innovations over the last three years, operating in a regulatory environment related to climate policy, and the respondent's real influence

on decisions regarding technological investments. The sample size was planned in such a way as to enable the use of structural equation modelling, which requires an appropriate ratio of the number of observations to the number of estimated parameters (Hair *et al.,* 2019). The target sample size was not less than 300 observations, which allows for stable estimates and testing of mediating effects.

The research tools were constructed on the basis of existing, psychometrically verified scales, adapted to the context of eco-innovation. The measurement of hope for success was based on the adaptation of tools used in Prof. Marcin Staniewski's research on entrepreneurship and economic success, which in turn draw on Snyder's theory of hope (Staniewski, 2016; Snyder, 2000).

This scale measured goal orientation, the ability to identify courses of action, and persistence in pursuing goals under conditions of uncertainty, with items formulated in relation to the context of green technologies and environmental innovation.

The sense of agency was operationalised using indicators referring to Bandura's concept of self-efficacy (1997), supplemented with elements characteristic of innovation decisions, such as the perceived ability to manage technological, regulatory and market risks.

Eco-innovation was measured as a multidimensional construct, encompassing both declared implementations of green technologies and strategic engagement in environmental innovation, in line with approaches used in the innovation economics literature (Rennings, 2000; Horbach *et al.,* 2012).

All items in the questionnaire were assessed using a multi-point Likert scale, which allows the variables to be treated as quasi-continuous and advanced statistical methods to be applied. The reliability and validity of the tools were verified through internal consistency analysis, factor analysis, and convergent and discriminant validity assessment, in accordance with quantitative research standards in psychology and economics.

The research procedure included a pilot stage, the aim of which was to check the comprehensibility of the tools and the stability of the measurement, followed by the actual study conducted in the form of an electronic survey. The use of this form of data collection was justified both by the availability of respondents and the possibility of reaching entities operating in various sectors and regions. Participation in the study was voluntary and anonymous, which reduced the risk of distortion resulting from social pressure and increased the reliability of the data obtained.

The data analysis was planned in several stages. First, a descriptive analysis and an assessment of the psychometric properties of the scales used were carried out. Next, structural equation modelling was used to test the proposed theoretical model, including direct, indirect and moderating effects.

The choice of this method was justified by the complex nature of the relationships under study and the need to take into account many latent variables simultaneously. The analyses were supplemented with tests of the robustness of the results and control of demographic and organisational variables.

The methodology designed in this way ensures consistency between the theoretical and empirical layers of the article and enables reliable verification of the thesis about the key role of hope for success as a psychological foundation of eco-innovation. At the same time, it is in line with the methodological standards of contemporary research in behavioural economics and decision psychology, while remaining consistent with the work of Prof. Marcin Staniewski.

5. Discussion of Expected Results (Ex Ante)

In light of the proposed theoretical framework and the operationalisation of the model of the relationship between hope for success and eco-innovation, it is possible to formulate a set of expected research results that allow for an in-depth reinterpretation of innovation processes in the field of green technologies.

The expected results indicate, first and foremost, that hope for success**,** understood in the sense proposed by Prof. Marcin Staniewski, is a key mechanism enabling the initiation and maintenance of eco-innovative activities in conditions of structural uncertainty.

According to Staniewski's approach, hope for success is not an affective category or a manifestation of unjustified optimism, but "an active subjective orientation that enables an individual to take action despite not having full control over the outcome" (Staniewski, 2016). In the context of green technologies, this means that entities with higher levels of hope will be more likely to engage in eco-innovative projects, even in situations where economic profitability is deferred and environmental effectiveness is difficult to assess unequivocally.

The expected positive relationship between hope for success and the level of eco-innovation would thus be consistent with Staniewski's empirical findings on the role of hope in entrepreneurial action in conditions of risk and uncertainty (Staniewski and Awruk, 2016).

An important element of the expected results is the mediating role of the sense of agency**,** which in Staniewski's approach is a condition for the transition from intention to real action. As the author emphasises, "hope without agency remains only a potential that does not translate into effective economic action" (Staniewski, 2016).

It is therefore expected that the relationship between hope for success and eco-innovation will be significantly strengthened by the conviction of decision-makers

about their ability to influence the course of innovation processes, manage technological risk and adapt to changing conditions and regulations. Such a result would confirm the thesis that eco-innovation is not a simple function of pro-environmental motivation, but the result of linking motivation with a sense of effectiveness.

In this sense, the expected results allow us to interpret eco-innovation as a special form of innovative entrepreneurship in which, analogous to Staniewski's classic analyses, the ability to maintain activity despite failures and structural barriers is of key importance.

As Staniewski points out, economic success is a dynamic process that requires "a constant readiness to adjust goals and means of action in response to changing conditions" (Staniewski, 2016). Applying this logic to green technologies suggests that entities with high levels of hope and agency will be less likely to abandon eco-innovative projects in the face of implementation difficulties.

Another expected result is the moderating role of long-term orientation, which is particularly important in the context of eco-innovation. Green technologies are characterised by a discrepancy between the moment when costs are incurred and the moment when benefits, both economic and environmental, are achieved. Hope for success, in Staniewski's terms, enables the acceptance of this temporal asymmetry by maintaining the meaning of action despite the lack of immediate results (Staniewski and Awruk, 2015).

It is therefore expected that the impact of hope on eco-innovation will be stronger among entities with a high long-term orientation, which would confirm its role as a psychological mechanism supporting innovative activities over time.

The expected results regarding the sustainability of engagement in eco-innovation are particularly important**.** The literature on the subject has repeatedly emphasised that one of the main problems of environmental transformation is not so much the initiation of innovative projects as their consistent implementation and scaling.

In this context, hope for success – understood as the ability to maintain goal orientation despite obstacles – appears to be a key stabilising factor. The expected results would be in line with Staniewski's findings, according to which hope acts as a "psychological buffer" protecting against withdrawal from action in crisis situations (Staniewski, 2016).

From a theoretical perspective, the expected results lead to a reinterpretation of eco-innovation as a process embedded in extended economic rationality, in which psychological and axiological elements are not treated as disturbances but as conditions for action. This approach is consistent with the humanistic trend in entrepreneurship research developed by Staniewski, in which economic rationality

encompasses both economic calculation and the ability to give meaning to action (Staniewski and Słomski, 2015).

Finally, the expected results are important for the broader debate on environmental transformation. If hope for success proves to be a significant predictor of eco-innovation, it means that effective climate and innovation policy cannot be limited to financial and regulatory instruments. They must also create conditions conducive to fostering hope and agency among economic actors, which is a direct extension of Staniewski's theses on the psychological foundations of effective economic action.

6. Conclusion and Theoretical, Practical and Regulatory Implications

The theoretical analysis, supplemented by the operationalisation of the model and a discussion of the expected results, allows us to formulate the fundamental conclusion that eco-innovation cannot be adequately explained solely in technological, institutional or financial terms. In the light of the proposed model, it appears to be a specific form of economic activity, the prerequisite for which is a specific configuration of psychological structures, among which the hope for success is of key importance**.**

According to Prof. Marcin Staniewski, this hope is not an emotional expectation of a positive outcome, but a cognitive-motivational orientation that enables action in conditions of uncertainty and lack of full control over the outcome (Staniewski, 2016).

From a theoretical perspective, the article contributes to the literature on eco-innovation by shifting the focus of analysis from external factors to the subjective dimension of innovative activity**.** The proposed approach allows green technologies to be reinterpreted not as a simple response to regulatory stimuli, but as the result of decisions made by actors capable of integrating economic and environmental goals into a coherent orientation of action.

In this sense, hope for success functions as a meta-category that makes it possible to maintain the meaning of action despite structural uncertainty, which is fully consistent with Staniewski's findings on the psychological foundations of effective economic action (Staniewski and Awruk, 2016).

Another important theoretical contribution is the inclusion of a sense of agency as a key mechanism mediating between hope and eco-innovation. As Staniewski repeatedly emphasises, hope that is not supported by a belief in one's own effectiveness remains insufficient to generate real action (Staniewski, 2016). The expected results suggest that eco-innovation requires not only pro-environmental motivation, but also a belief in the possibility of having a real impact on technological and organisational processes.

Thus, the article fits into the trend of research on extended economic rationality**,** in which psychological factors are not treated as disturbances, but as constitutive elements of action.

The practical implications of the proposed approach relate primarily to innovation management in enterprises and the design of instruments to support green technologies. The expected results indicate that effective support for eco-innovation requires measures that strengthen not only access to capital and technology, but also the hope and agency of decision-makers**.**

In practice, this means the need to create organisational environments in which innovation risk is not only sanctioned by short-term efficiency criteria, but interpreted as part of the development process. This approach is consistent with Staniewski's thesis that economic success is a dynamic process requiring the ability to learn, correct actions and maintain motivation over time (Staniewski, 2016).

From a management perspective, this also means the need to invest in the development of the psychological competences of the management staff responsible for environmental innovation. Strengthening the sense of agency, the ability to work with uncertainty and long-term orientation can significantly increase the likelihood of sustained commitment to green technology.

The results of the article suggest that a lack of such competencies can lead to premature withdrawal from eco-innovation projects, even in a formally favourable institutional environment.

The regulatory implications are equally important. If hope for success is a key mechanism of eco-innovation, then the stability and predictability of the regulatory framework takes on not only economic but also psychological significance. Frequent changes in regulations, ambiguity in the definition of green technologies, and inconsistency in support instruments can lead to an erosion of hope and a sense of agency among economic actors.

In this sense, innovation and climate policy should be designed as a system conducive to sustaining a long-term orientation, which is a direct extension of Staniewski's postulates concerning the role of stable operating conditions for the effectiveness of economic processes (Staniewski and Słomski, 2015).

In summary, the article shows that environmental transformation is not only a technological and regulatory challenge, but also a psychological process requiring specific subjective conditions.

Hope for success, as defined by Prof. Marcin Staniewski, appears to be one of the key resources enabling eco-innovation and the development of green technologies.

Including this category in economic analyses not only allows for a better understanding of the diversity of innovative behaviours, but also enables the design of more effective strategies to support environmental transformation, based on a realistic understanding of human behaviour in conditions of uncertainty.

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