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**Cultural aspect of innovation strategies' ecologization**

*The article deals with the problem of understanding that further development of the world economy in traditional technological and resource-consuming way is quite problematic due to the environmental limits of economic growth. Our analysis has shown that environmental factors and ecological culture practically are not covered in terms of innovation and are investigated without regarding to economic level. Main environmental characteristics of modern high technologies, especially in space sector, were considered. Functional aspects of culture that directly affect innovation component of economic development and main economic aspects of eco-technological outlook were defined. Based at greening processes and their impact on economic relations, we suggest considering cultural factors of ecological contour of innovations as «soft power». We propose to define environmental and cultural innovations determinants for EU-28. We offer to define environmental levels of innovation culture which is crucial for recognizing economy as resource-efficient. The proposals were realized for Poland and Germany. The start of innovation process' greening is considered as expedient at community level.*

**Keywords:** innovation culture; high technology; innovation system; sustainable development; greening