The research project Introduction of eco-technologies in Slovenian firms was accomplished within the framework of targeted research programme COMPETITIVENESS OF SLOVENIA 2006-2013. Besides the researchers from Institute for Economic Research and Faculty of Economics – University of Ljubljana, researchers from business sector – Gorenje d.d, were engaged. The project provides an assessment of the current state and intentions to invest in eco-technologies as well as the development and testing of the model of introduction of eco-technologies for Slovenian firms. The results show that incentive-providing policy measures really have a positive impact on eco-investments. Eco-investments in the past, the importance for consumers and business performance also have positive effects on eco-investments. Slovenian firms do not recognize environmental issues only as a cost and are therefore not merely passive in their views on environmental issues. To some extent at least, firms are obviously aware of what eco-investments can bring them and that revenues can exceed costs. These results offer good promises for the future.