Innovation ecosystems

IEA DSM Agreement, Task XVII
Integration of DSM, DG, RES and storages

Marcel van Hest
25 April 2012, Oosterbeek, The Netherlands
We need a service economy

Energy efficiency

Supply – demand matching

Participatory customer
Rethink value
Cross sector collaboration
Connect organisations and creative individuals
Let SMEs benefit from open innovation

HOW?
RETHINK VALUE
System change required

The world’s in crisis...
People’s mindset is changing

Engaged managers and entrepreneurs combine doing business with creating a better world

The social enterprise—a sustainable business that creates social or environmental value alongside profit—is no longer a niche concept. Social entrepreneurs inhabit nearly every sector of the economy, from banking and insurance to energy and manufacturing.
# Changing mindsets

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1950 >> Industrial economy | 1980 >> Experience economy | Unfolding Knowledge economy | Future Transformation economy

- Captivating Idea: Product ownership
- View: Experience
- Quest: Self actualization
- Effect: Contextual
- Skills: Individual empowerment
- Approach: Development
- Mass production: Meaningful living
- Marketing & branding: Systemic
- Knowledge platforms: Address collective issues
- Value networks: Meaningful contribution
- Transformation: Transformative thinking
- Ethical value exchange: Empathy & cooperation
CROSS SECTOR COLLABORATION
The good old days, approx. 1890
The early days
We are not the only industry facing a turbulent future
CONNECT ORGANISATIONS AND CREATIVE INDIVIDUALS
LET SMES BENEFIT FROM OPEN INNOVATION
open innovation

other firm’s market

licence, spin out, divest

our new market

our current market

internal technology base

external technology insourcing

internal/external venture handling

stolen with pride from
Prof. Henry Chesbrough, UC Berkeley,
Open Innovation: Renewing Growth from Industrial R&D,
10th Annual Innovation Convergence, Minneapolis,
Sept. 27, 2004
Research Report

OPEN INNOVATION IN SMEs:
How can small companies and start-ups benefit from open innovation strategies?

Prof. Dr Wim VANHAVERBEKE
in collaboration with
Ine VERMEERSCH
Stijn DE ZUTTER

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March 2012
WHERE TO START
Focus on the innovation platforms

Trends

Scenarios

Implications

Innovation platforms

Unmet needs

Opportunities

Pivots of change
We are substantially more successful in solving the societal challenge of energy when we

• Understand the implications of the changing perception of value

• Understand the dynamics of other industries involving the same customer.

• Actively collaborate with organisations and individuals that have diverse backgrounds, skills and interest

• Innovate with SMEs in a mutually beneficial way
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