

Innovation ecosystems

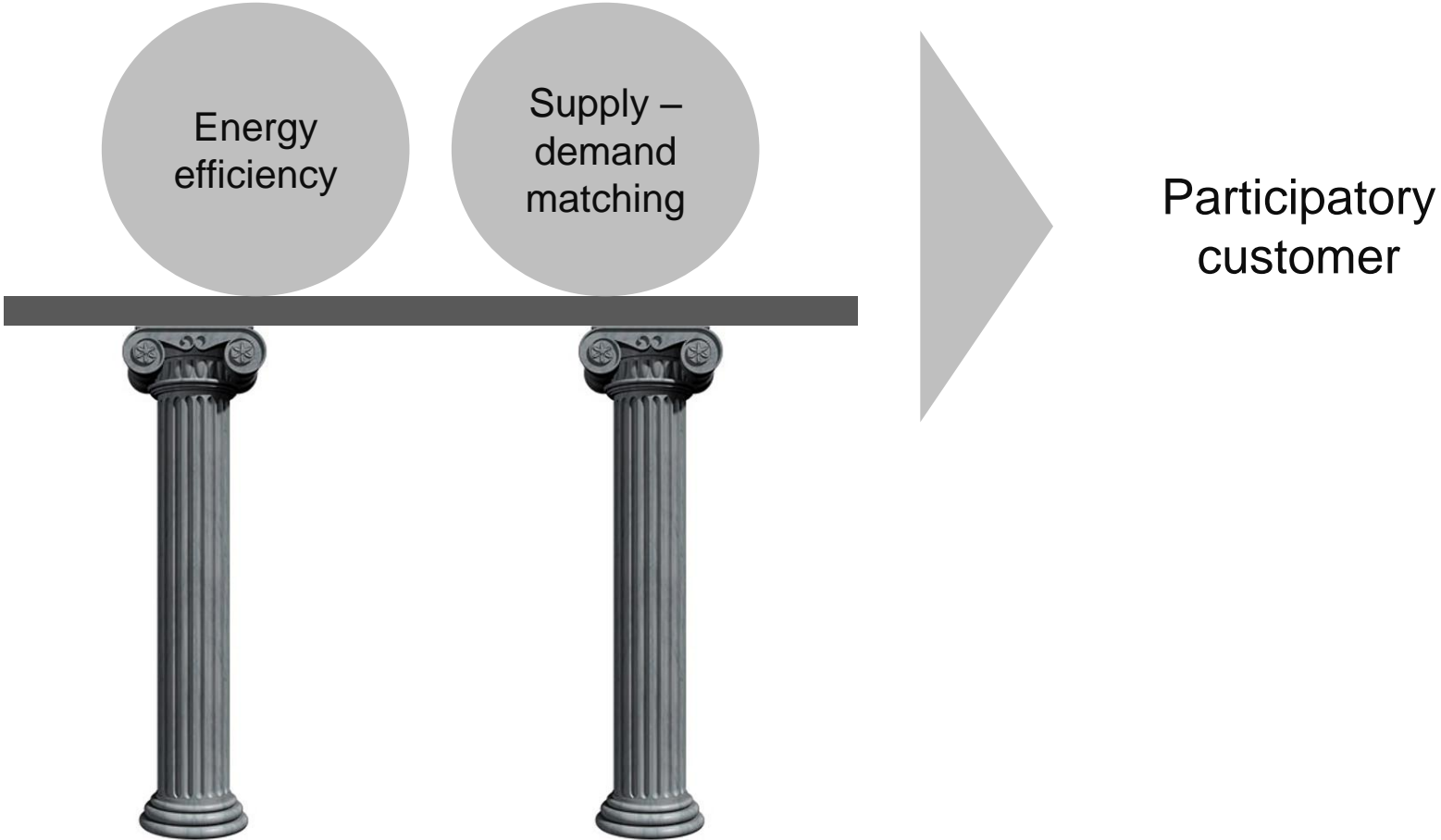
IEA DSM Agreement, Task XVII Integration of DSM, DG, RES and storages

Marcel van Hest
25 April 2012, Oosterbeek, The Netherlands





We need a service economy





Rethink value

Cross sector collaboration

Connect organisations and creative individuals

Let SMEs benefit from open innovation

HOW?



RETHINK VALUE



Scar

Natur

Aging population

Food crisis

The world's in crisis....

SYSTEM CHANGE REQUIRED



People's mindset is changing

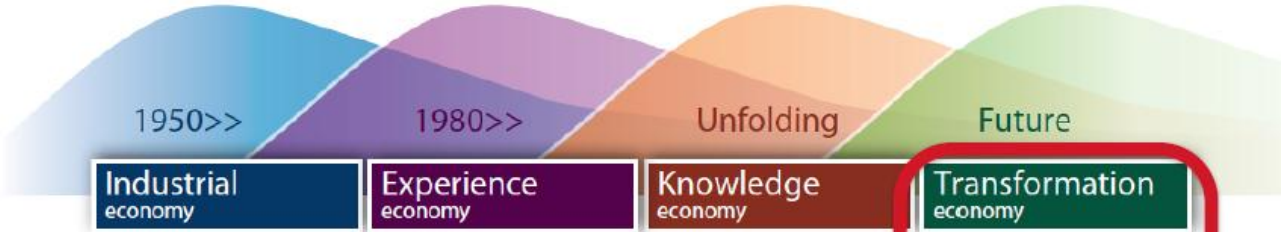
Engaged managers and entrepreneurs combine doing **business** with creating a **better world**



**Bloomberg
Businessweek**

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



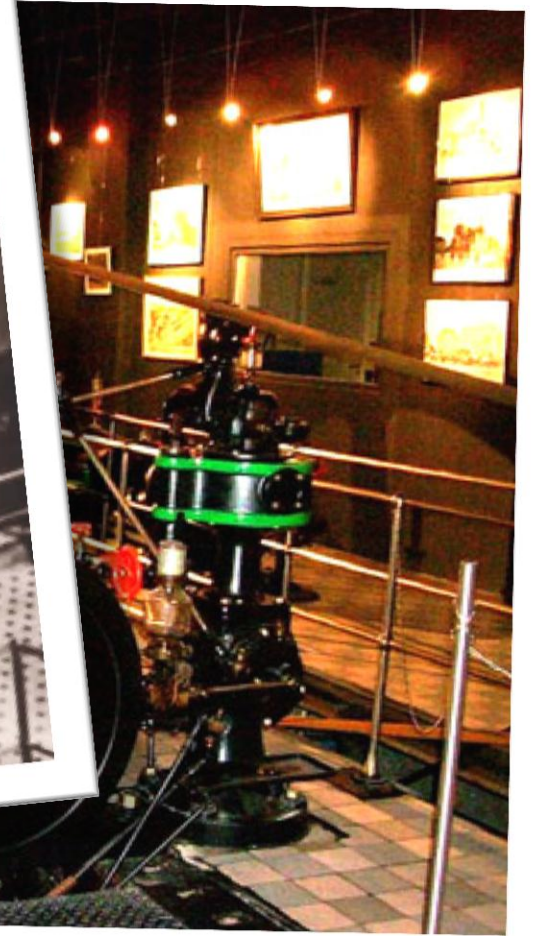
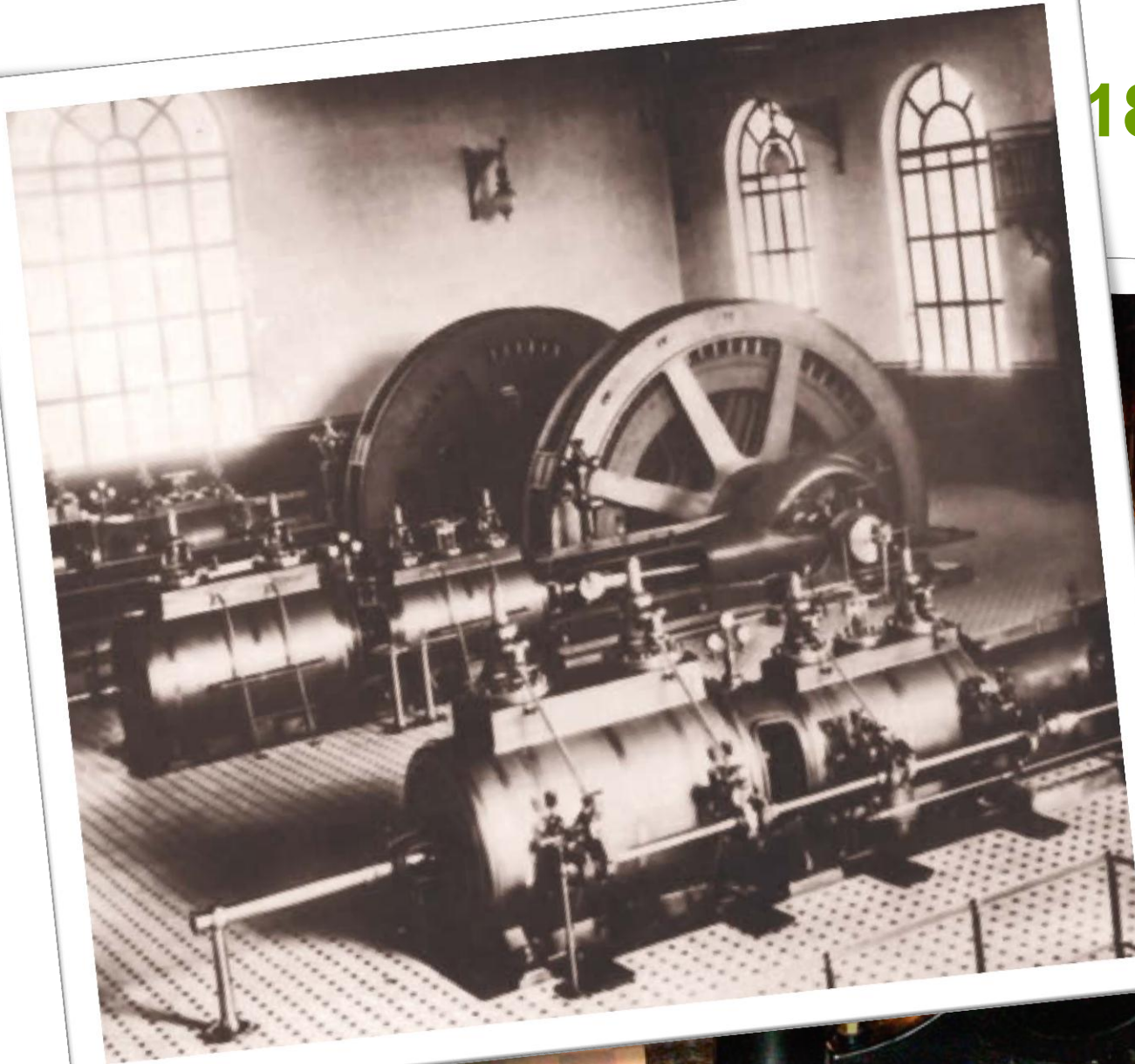
		1950>> Industrial economy	1980>> Experience economy	Unfolding Knowledge economy	Future Transformation economy
People mindset	Captivating idea	Product ownership	Experience	Self actualization	Meaningful living
	View	Local	Global	Contextual	Systemic
	Quest	Modernizing one's life	Explore lifestyle identities	Individual empowerment	Address collective issues
	Effect	Productivity & family life	Work hard play hard	Develop your potential	Meaningful contribution
	Skills	Specialization	Experimentation	Creativity	Transformative thinking
	Approach	Follow cultural codes	Break social taboos	Pursue Aspirations	Empathy & cooperation
Business mindset	Economic driver	Mass production	Marketing & branding	Knowledge platforms	Value networks
	Focus	Product function	Brand experience	Enabling creativity	Enhancing meaning
	Qualities	Products	Product-service mix	Enabling open-tools	Inclusive value networks
	Value proposition	Commodities	Targeted experiences	Enable self-development	Ethical value exchange
	Approach	Persuade to purchase	Promote brand lifestyle	Enable to participation	Leverage cooperation
	Goal	Profit	Growth	Development	Transformation

[Philips Design, Rethinking value in a changing landscape, 2011]



CROSS SECTOR COLLABORATION

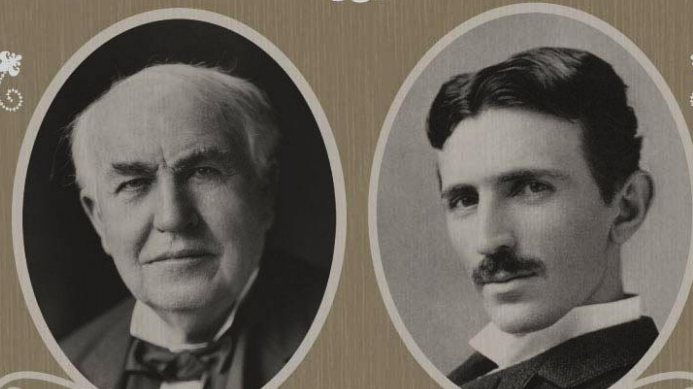
1890



The early days

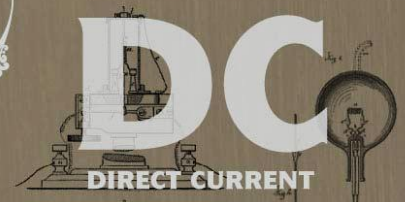


THE CURRENT WAR THE TALE OF AN EARLY TECH RIVALRY



THOMAS EDISON VS. NIKOLA TESLA

You would have never found two geniuses so spiteful of each other beyond turn-of-the-century inventors Nikola Tesla and Thomas Edison. They worked together—and hated each other. Let's compare their life, achievements, and embittered battles.



DC DIRECT CURRENT

The flow of electricity is in one direction only. The system operates at the same voltage level throughout and is not as efficient for high voltage, long distance transmission.

Direct current runs through:

- Battery-Powered Devices
- Fuel and Solar Cells
- Light Emitting Diodes

"[TESLA'S] IDEAS ARE SPLENDID, BUT THEY ARE UTTERLY IMPRACTICAL."

- THOMAS EDISON



AC ALTERNATING CURRENT

Electric charge periodically reverses direction and is transmitted to customers by a transformer that could handle much higher voltages.

Alternating current runs through:

- Car Motors
- Radio Signals
- Appliances

"IF EDISON HAD A NEEDLE TO FIND IN A HAYSTACK, HE WOULD PROCEED AT ONCE... UNTIL HE FOUND THE OBJECT OF HIS SEARCH. I WAS A SORRY WITNESS OF SUCH DOINGS, KNOWING THAT A LITTLE THEORY AND CALCULATION WOULD HAVE SAVED HIM 90 PERCENT OF HIS LABOR."

- NIKOLA TESLA



FALLING OUT

Edison promised Tesla a generous reward if he could smooth out his direct current system. The young engineer took on the assignment and ended up saving Edison more than \$100,000 (millions of dollars by today's standards). When Tesla asked for his rightful compensation, Edison declined to pay him. Tesla resigned shortly after, and the elder inventor spent the rest of his life campaigning to discredit his counterpart.



LATE BLOOMER

Thomas Edison, the youngest in his family, didn't learn to talk until he was almost 4 years old.

"Genius is one percent inspiration and ninety nine percent perspiration."

-Thomas Edison



EDISON FRIES AN ELEPHANT

In order to prove the dangers of Tesla's alternating current, Thomas Edison staged a highly publicized electrocution of the three-ton elephant known as "Topsy." She died instantly after being shocked with a 6,600-volt AC charge.

1847	BORN	1858
Milan, Ohio	BIRTHPLACE	Smiljan, Croatia
Wizard of Menlo Park	NICKNAME	Wizard of the West
Home-schooled and self-taught	EDUCATION	Studied math, physics, and mechanics at The Polytechnic Institute at Graz
Mass communication and business	FORTE	Electromagnetism and electromechanical engineering
Trial and error	METHOD	Getting inspired and seeing the invention in his mind in detail before fully constructing it
DC (Direct Current)	WAR OF CURRENTS: ELECTRICAL TRANSMISSION IDEA	AC (Alternating Current)
Incandescent light bulb; phonograph; cement making technology; motion picture camera; DC motors and electric power	NOTABLE INVENTIONS	Tesla coil · resonant transformer circuit; radio transmitter; fluorescent light; AC motors and electric power generation system
1,093	NUMBER OF US PATENTS	112
0	NUMBER OF NOBEL PRIZES WON	0
1	NUMBER OF ELEPHANTS ELECTROCUTED	0

1931—Passed away peacefully in his New Jersey home, surrounded by friends and family
DEATH

1943—Died lonely and in debt in Room 3327 at the New Yorker Hotel
DEATH



WAR OF CURRENTS OFFICIALLY SETTLED

In 2007, Con Edison ended 125 years of direct current electricity service that began when Thomas Edison opened his power station in 1882. It changed to only provide alternating current.

NOBEL PRIZE CONTROVERSY



In 1915, both Edison and Tesla were to receive Nobel Prizes for their strides in physics, but ultimately, neither won. It is rumored to have been caused by their animosity towards each other and refusal to share the coveted award.



We are not the only industry facing a turbulent future

Second Sight | TrendWatcher Of The Year Awards 2012 - Windows Internet Explorer provided by Alliander N.V.

http://www.secondsight.nl/events/trendwatcher-of-the-year-awards-2011/

1. Favorieten

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Second Sight | TrendW... x

LOGIN REGISTER SEARCH

SECONDSIGHT

TRENDS ACADEMY & EVENTS NETWERK OVER SECOND SIGHT

AGENDA
BLOG
DATABASE

TrendWatcher Of The Year Awards 2012

29 March 2012

Wie wordt de Trendwatcher Of The Year in 2012? Wie zijn upcoming talents? Wie is in 2012 de expert op het gebied van technologie of food trends? En welk bedrijf speelt met visie en lef in op een nieuwe of belangrijke trend?


De TWOTY Awards (Trendwatcher of the Year Awards) worden 29 maart 2012 uitgereikt in Spaces op de Herengracht in Amsterdam. Dan wordt bekend gemaakt welke trendwatcher het afgelopen jaar het beste in staat was de tijdgeest te duiden. Ook worden de winnaars van de verschillende categorieën bekend gemaakt. Hier vind je de genomineerden voor de TWOTY Awards 2012!

AANWEZIG ZIJN?

Bij de TWOTY Awards is er plek voor 350 gasten. We werken met een gastenlijst voor partners, ambassadeurs en genodigden. We hebben een beperkt aantal kaarten over voor open inschrijving. Wil jij graag bij de TWOTY Awards aanwezig zijn, mail dan naar twoty@secondsight.nl?

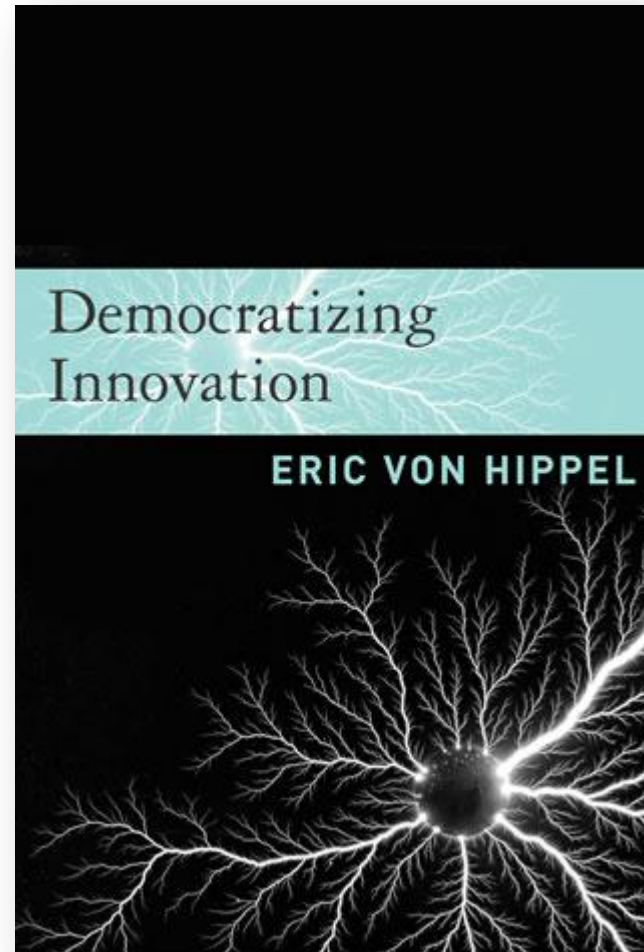
Partner worden?

Wil jouw bedrijf geassocieerd worden met trends, verandering én vernieuwing? Word dan partner van de TWOTY Awards 2012, bijvoorbeeld door een van de categorie-awards te



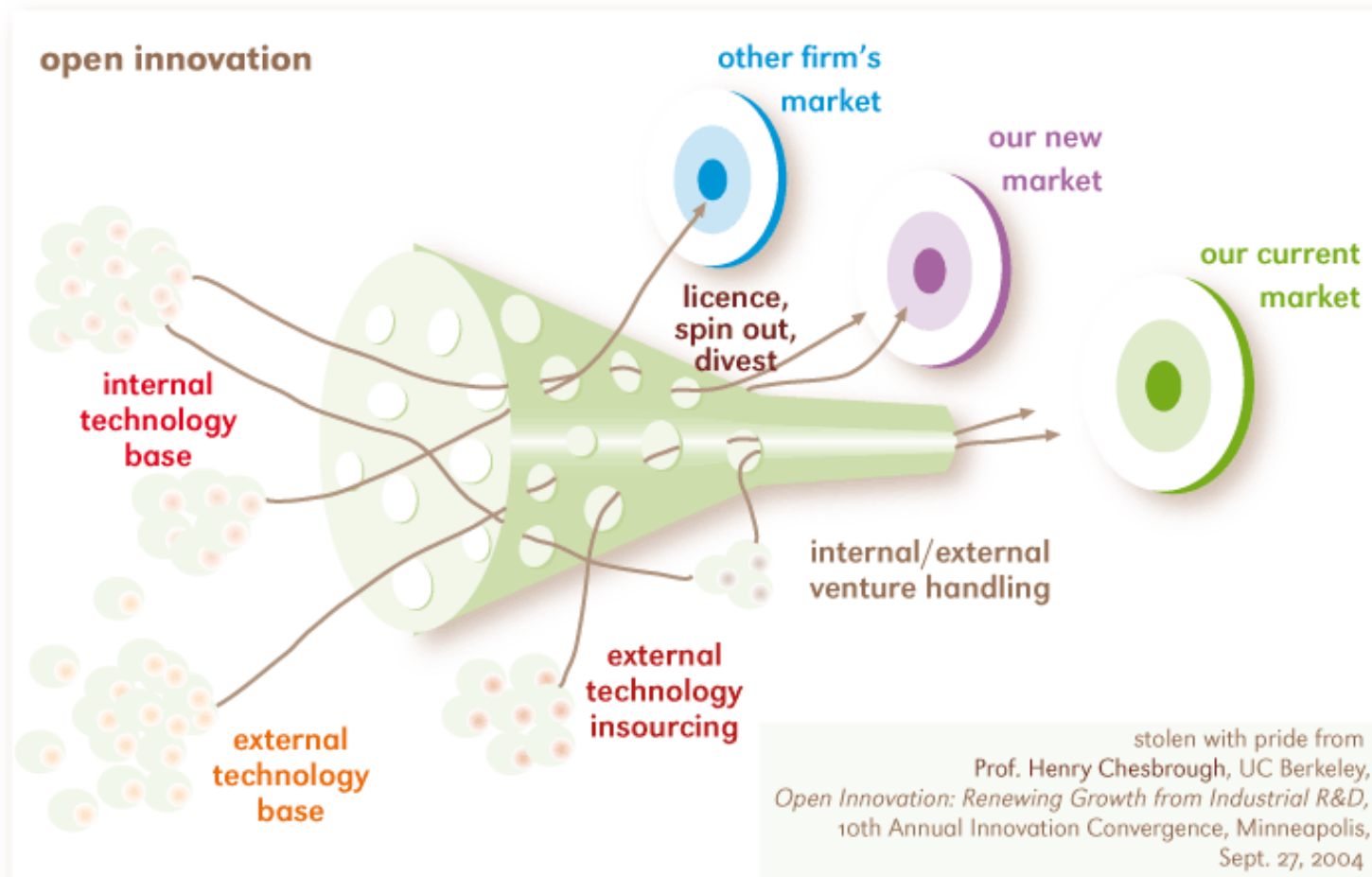


CONNECT ORGANISATIONS AND CREATIVE INDIVIDUALS





LET SMES BENEFIT FROM OPEN INNOVATION





Knowledge Partner



The Autonomous Management School of
Ghent University and Katholieke Universiteit Leuven

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**

Publication date

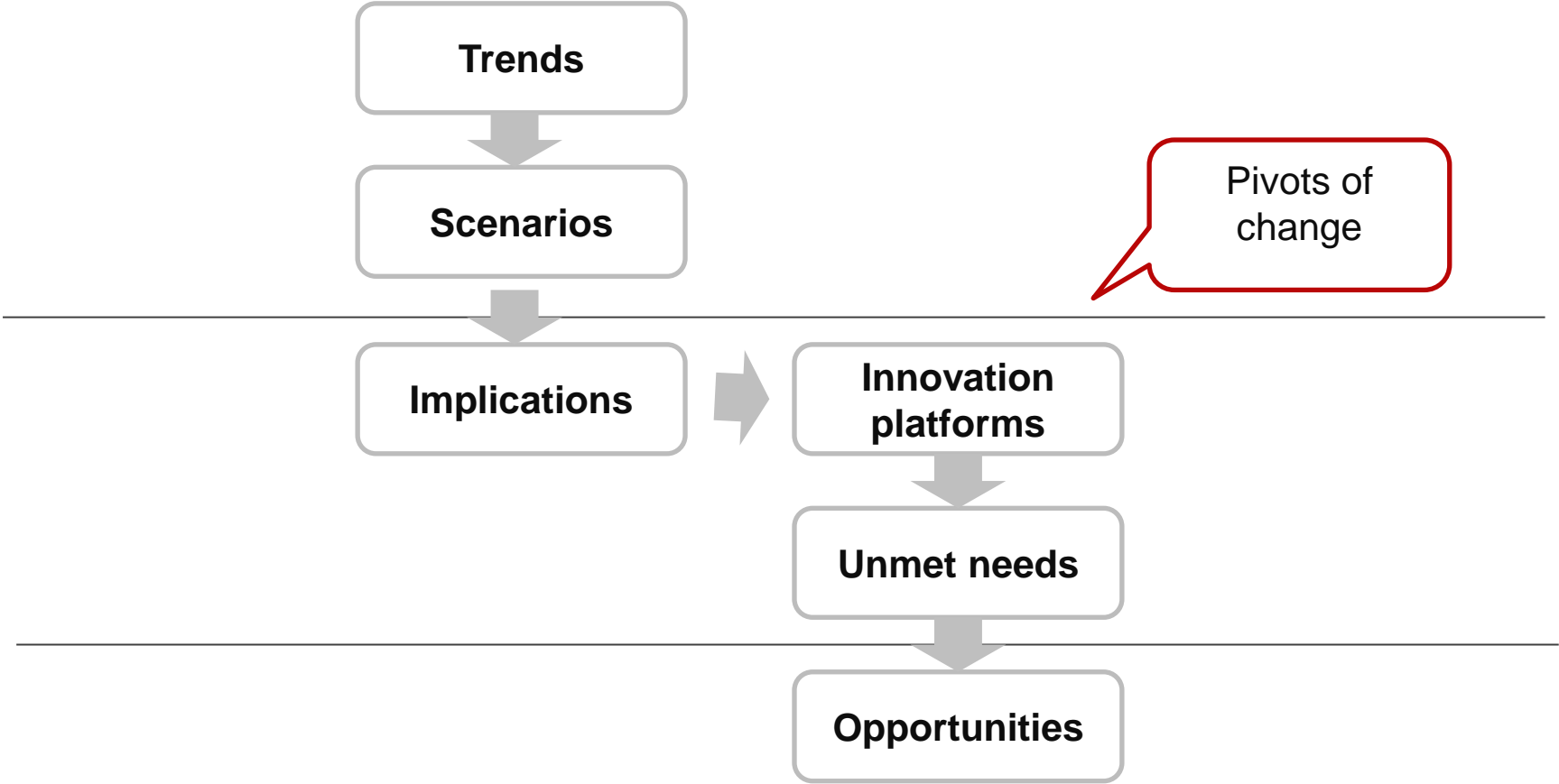
March 2012



WHERE TO START



Focus on the innovation platforms





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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