

Sustainable Innovation 2013

10 Key Lessons

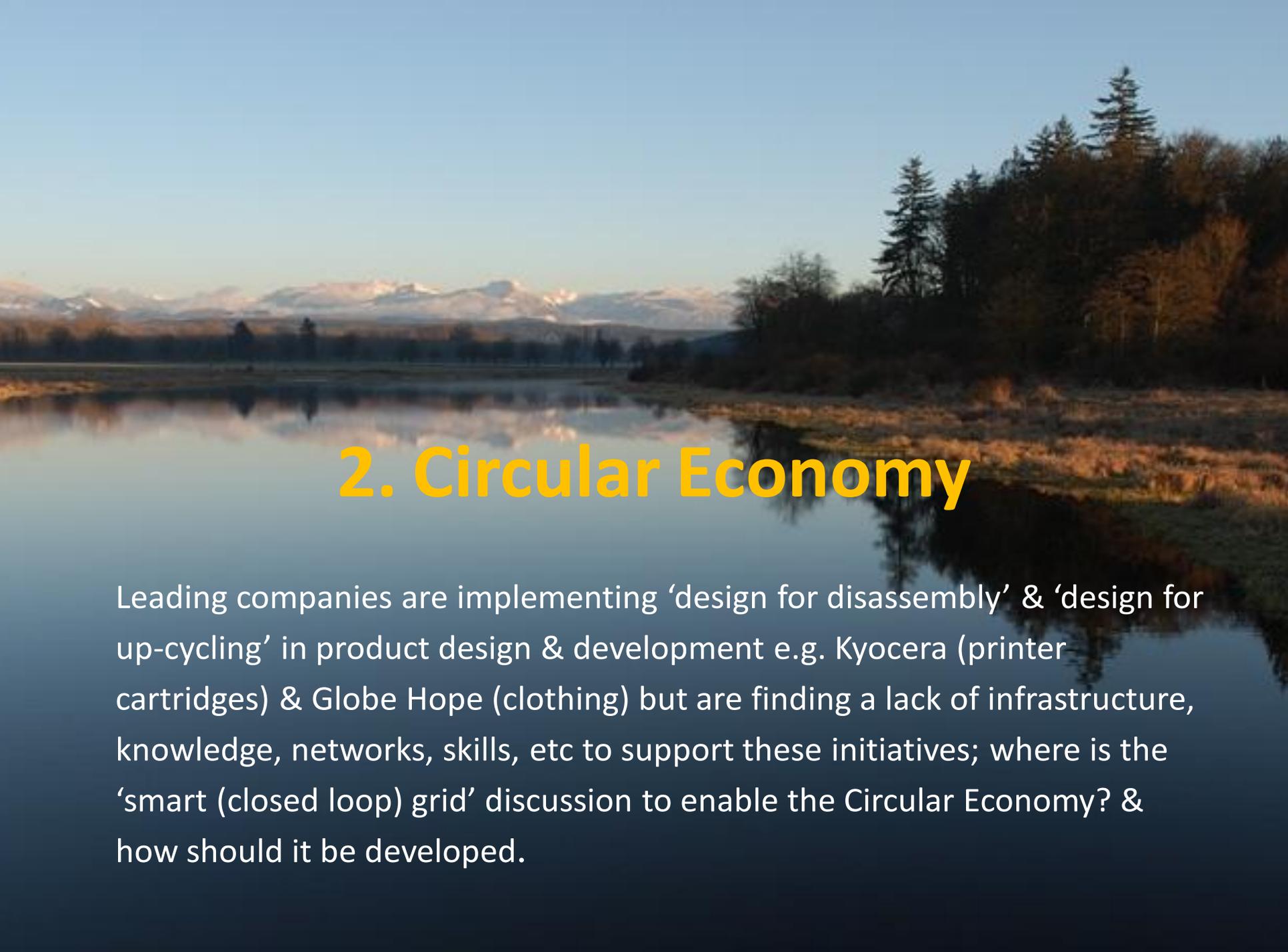
Collaboration, Co-creation & New Business Models

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A scenic view of a glacier in a mountain valley. The foreground shows a large, blue-tinged glacier with a jagged, rocky edge. In the background, there are dark, rocky slopes leading up to snow-capped mountain peaks. The sky is hazy with some mist or low clouds. The overall scene is majestic and somewhat somber, reflecting the theme of climate change.

1. Foresight

Adaption to climate change, circular economy & eco-innovation are now being hardwired into future European industrial policy scenarios; with thinking on eco-innovation now breaking away from the traditional definition of eco-industries based on 'end of pipe' environmental technologies towards a more horizontal view based on a pervasive 'greening of industry' & the development of a diverse array of eco-innovative products, services & technologies



2. Circular Economy

Leading companies are implementing 'design for disassembly' & 'design for up-cycling' in product design & development e.g. Kyocera (printer cartridges) & Globe Hope (clothing) but are finding a lack of infrastructure, knowledge, networks, skills, etc to support these initiatives; where is the 'smart (closed loop) grid' discussion to enable the Circular Economy? & how should it be developed.

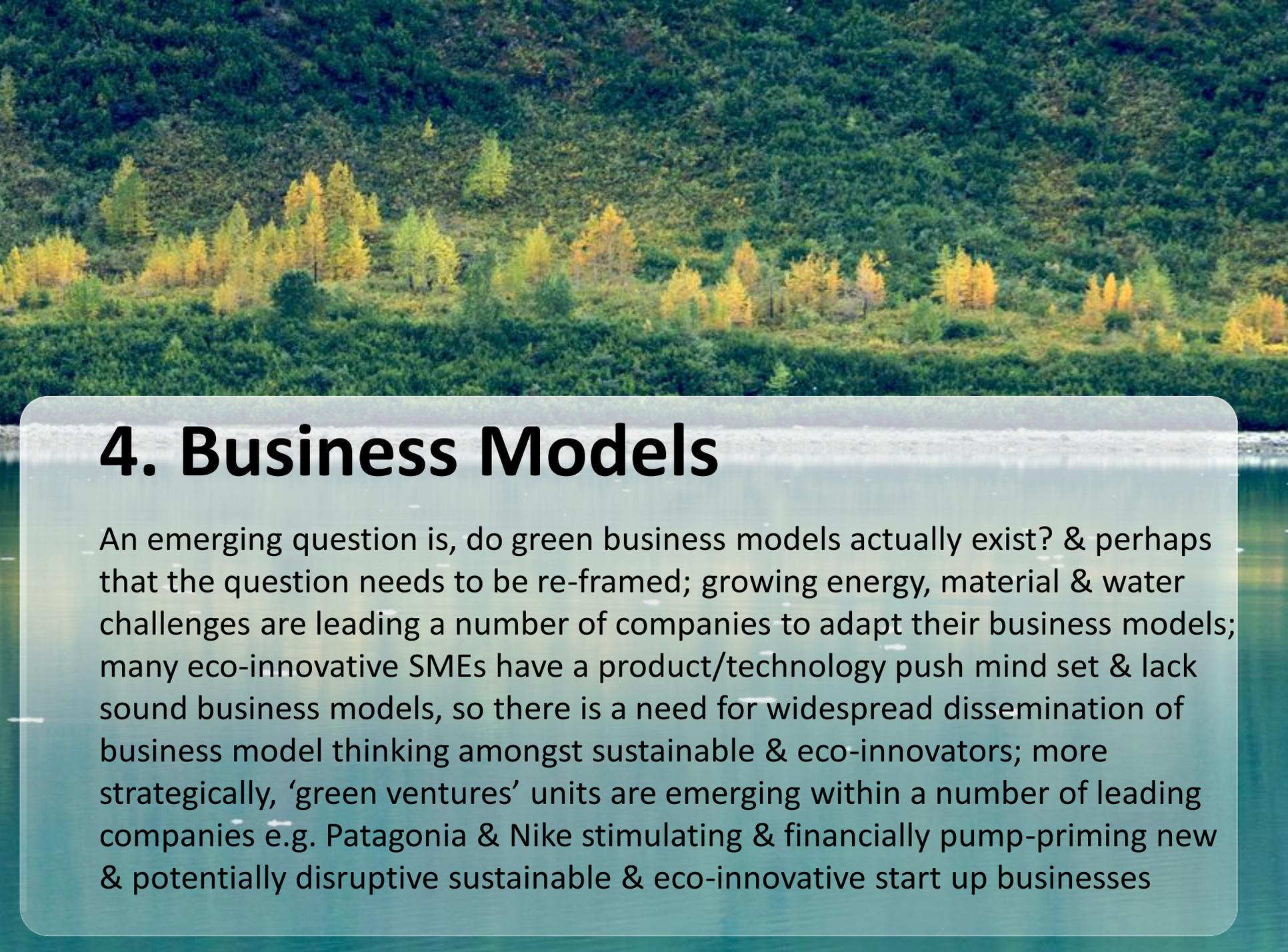
A photograph of a waterfall cascading down a mossy rock face in a lush forest. The water is white and frothy as it falls, surrounded by green foliage and trees. The scene is captured from a low angle, looking up at the waterfall.

3. Disruption:

New players entering existing markets with disruptive eco-innovative technologies can experience a very bloody fight with aggressive responses from incumbents;

Nest highlighted the need for significant financial resources to fight legal battles, the importance of design, monitoring & quickly responding to customer feedback & creating a 'can do' mind set;

Globe Hope & ZedFactory highlighted the need to stick to core values, the importance of personal resilience, having a solutions oriented mind set (to problems) & a lack of public policy support for sustainable & eco-innovators.

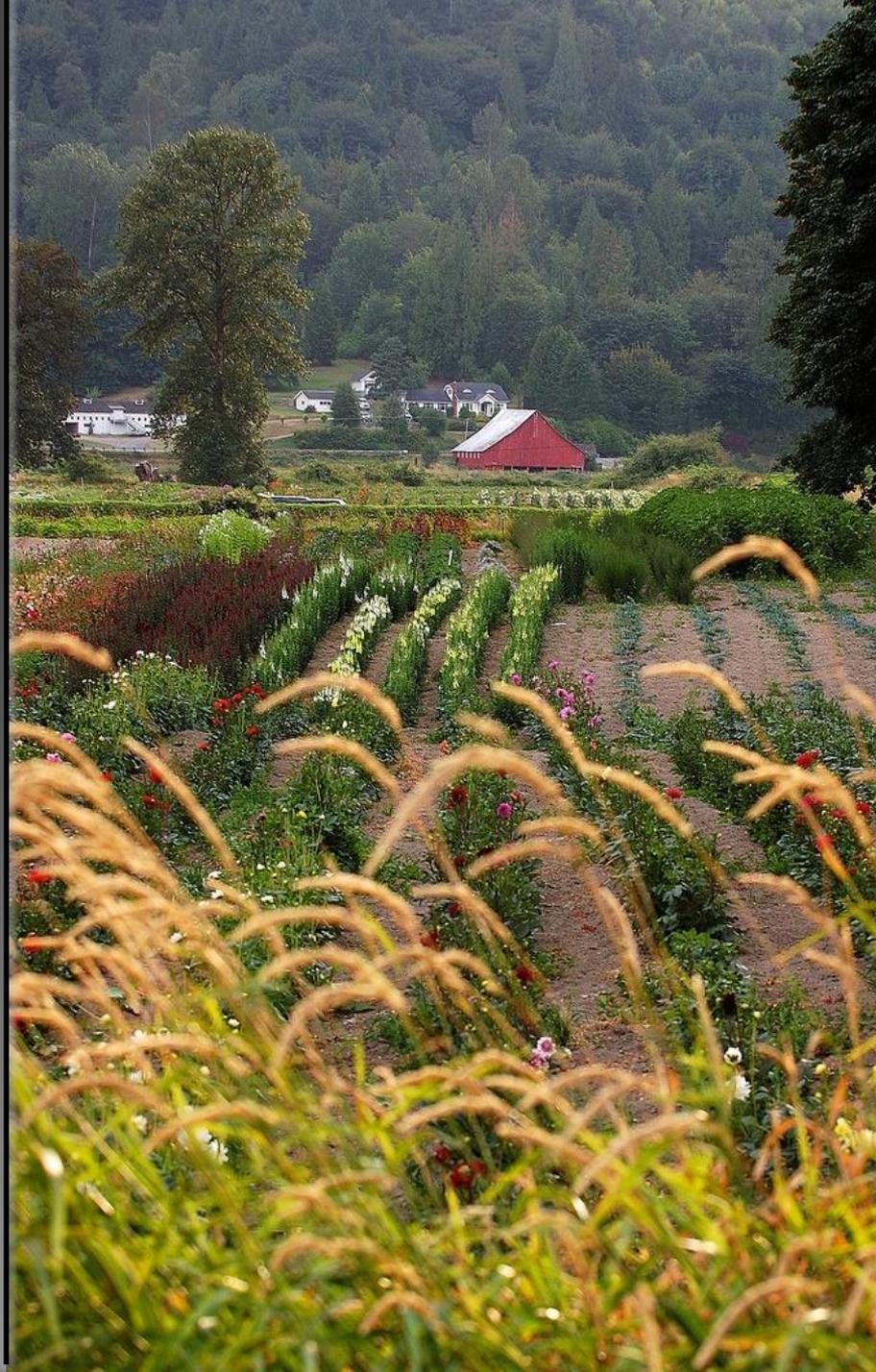


4. Business Models

An emerging question is, do green business models actually exist? & perhaps that the question needs to be re-framed; growing energy, material & water challenges are leading a number of companies to adapt their business models; many eco-innovative SMEs have a product/technology push mind set & lack sound business models, so there is a need for widespread dissemination of business model thinking amongst sustainable & eco-innovators; more strategically, 'green ventures' units are emerging within a number of leading companies e.g. Patagonia & Nike stimulating & financially pump-priming new & potentially disruptive sustainable & eco-innovative start up businesses

5. Democratisation

Stronger 'grassroots innovation' is emerging through 'people power' facilitated by social networks, & information & communication technology (ICT) which is characterised by growing trends in the use of 'open innovation' including crowd sourcing ideas & funding, & the rise of makers & fixers.





6. Collaboration

Open innovation & crowdsourcing approaches are being used to co-create new businesses with collaboration & partnership being essential; developing & building relationships & trust will be viewed as as central principles to the co-creation of businesses.

7. Freedom

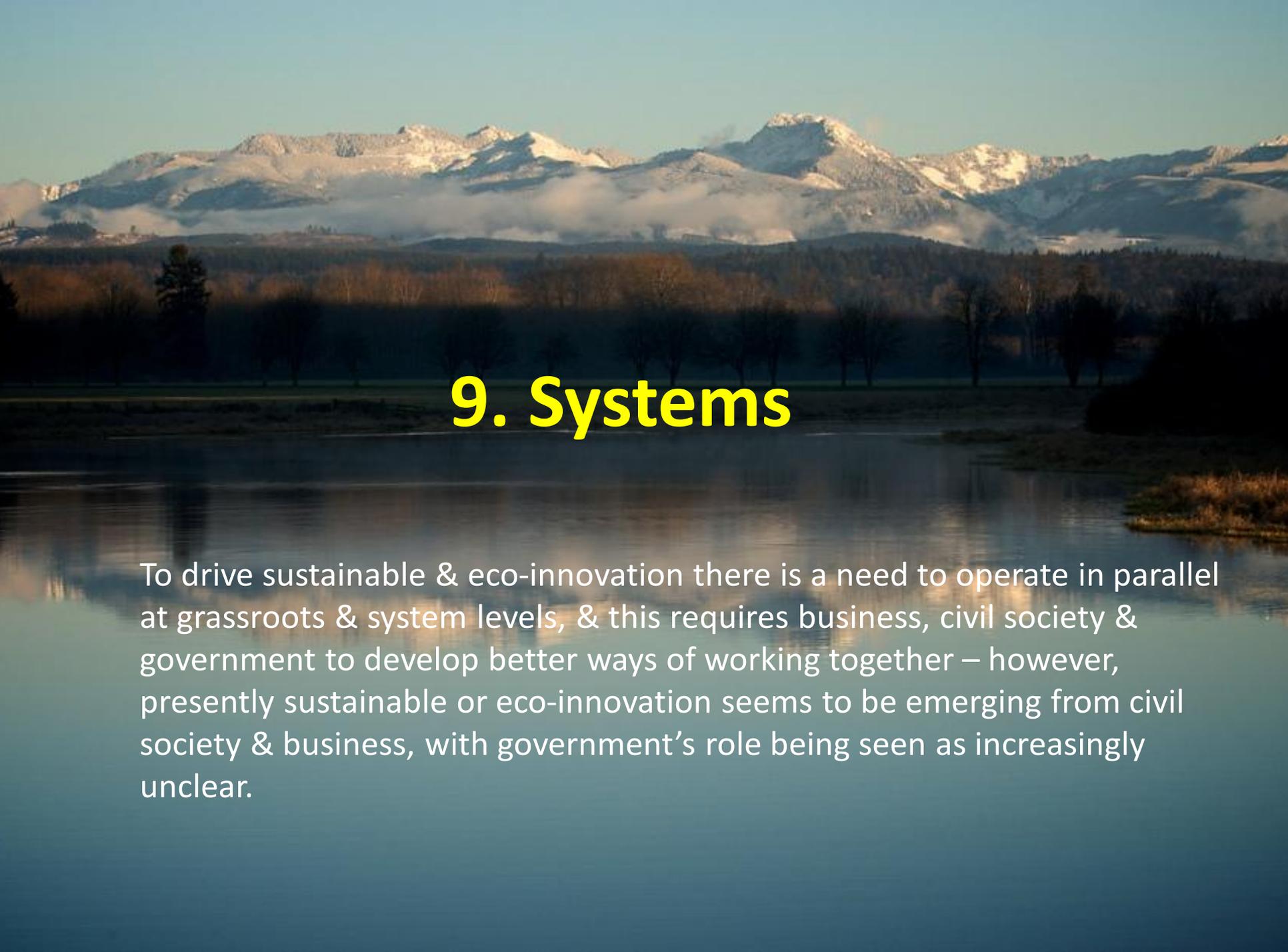
Breaking away from conventional thinking patterns & practice needs organisations, groups & individuals that can operate outside 'the system'; an ability to experiment & 'break the rules' will be increasingly important; however, 'breakaway organisations' e.g. Enviu from the Netherlands that operate more openly, un-conventionally & un-reasonably will still need to have well organised structures & systems especially related to funding & project delivery.





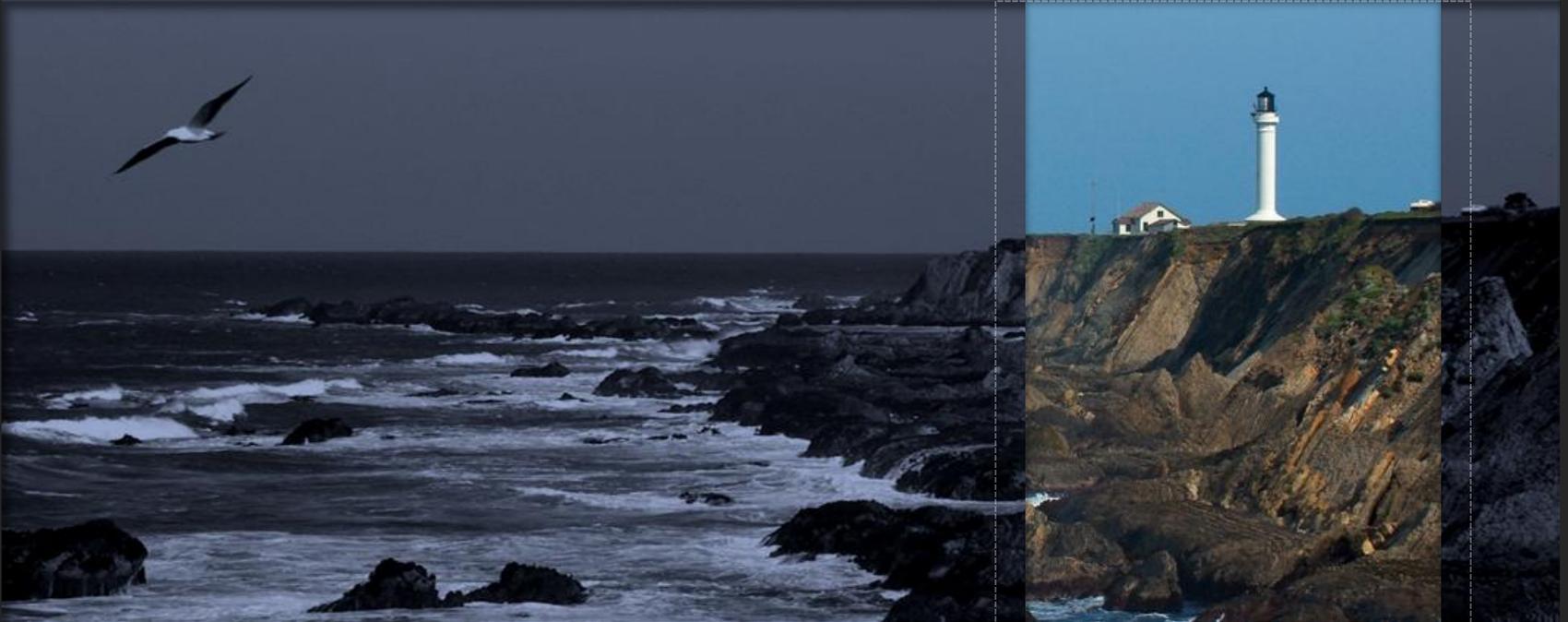
8. Demonstration

It was highlighted that people need access to real, physical demonstrations of more sustainable futures to enable them to 'see' a way forward, this was well illustrated by Bright Green Island (a 'living laboratory' for sustainable solutions in Denmark), Pines Calyx ('cradle to cradle' conference centre in UK) & Village Impact (socially designed and innovated kitchens in Malawi).

A scenic landscape featuring snow-capped mountains in the background, a dense forest of trees in the middle ground, and a calm body of water in the foreground. The sky is clear and blue. The text '9. Systems' is overlaid in the center in a bright yellow font.

9. Systems

To drive sustainable & eco-innovation there is a need to operate in parallel at grassroots & system levels, & this requires business, civil society & government to develop better ways of working together – however, presently sustainable or eco-innovation seems to be emerging from civil society & business, with government's role being seen as increasingly unclear.



10. Capitalism 2.0

Green growth & green economy is permeating global policy thinking however 'grassroots innovation' is emerging from civil society & entrepreneurs rather than big business or NGOs; alongside this, new business models are emerging where business success & performance are not just being judged by financial success but also by positive environmental & social impact.



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SUSTAINABLE INNOVATION 2014

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