

Trying to understand the systemic aspects of the transition towards a sustainable economy...

Perspectives from the JRC foresight study on eco-industries

Laurent BONTOUX

Cities and regions as catalysts for
sustainable innovation

Eco-innovation 2014
Copenhagen, November 3, 2014

Serving society
Stimulating innovation
Supporting legislation









FORESIGHT

Systemic

Participatory

Open to alternative futures

Action-oriented





REMEMBER

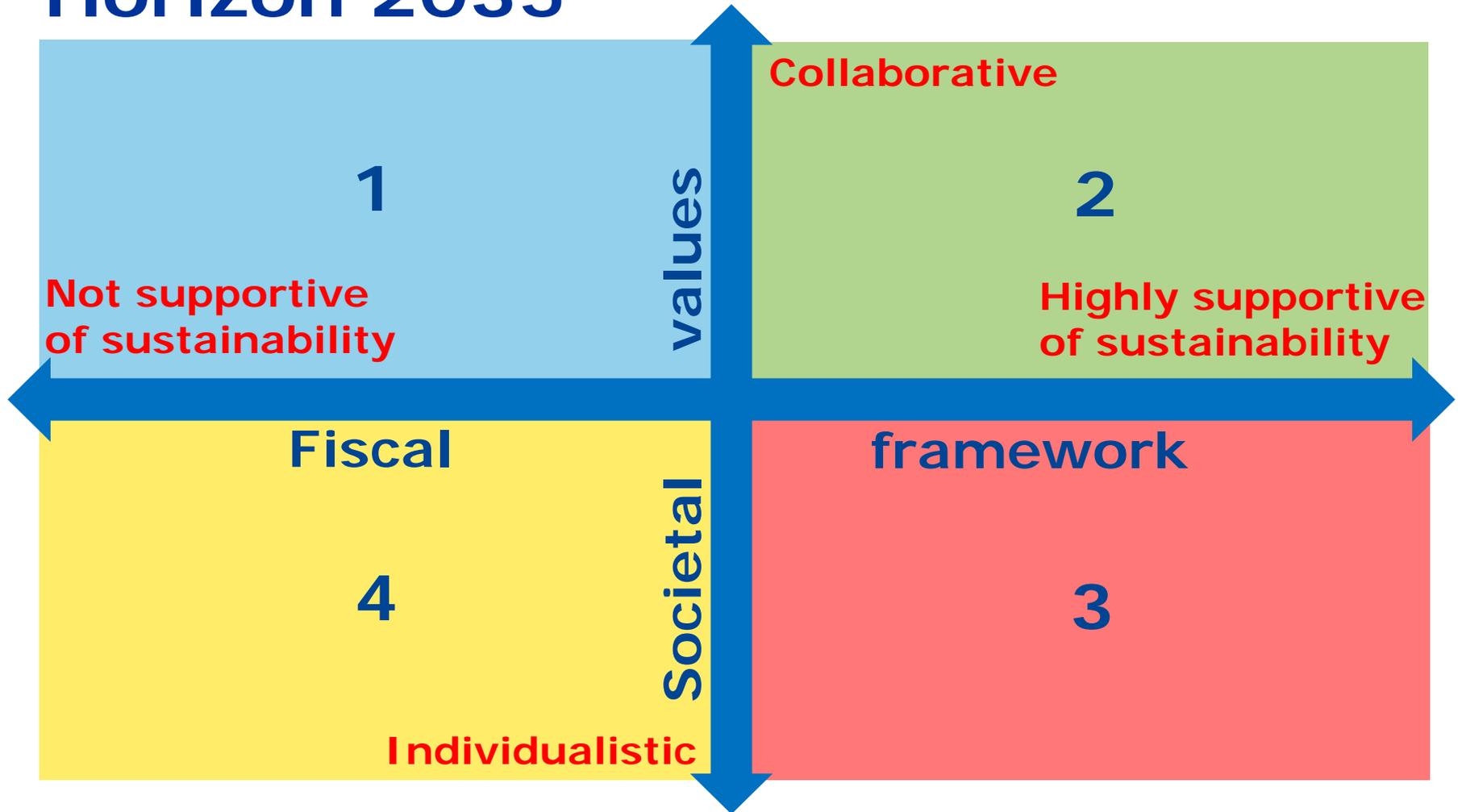
Creating
memories for
tomorrow

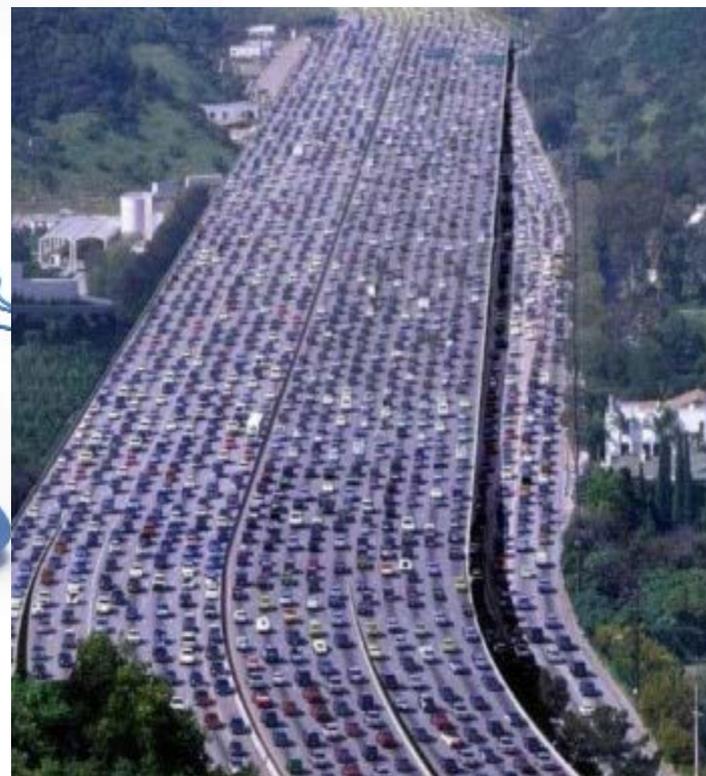


Scenario logic



Horizon 2035







Collaborative

Global connected initiatives

Shared circular strategies

Local
Social Regional Inspired
Involved Environmental-aware
solutions Empathetic communities
Collaborative Connected
nature Creative Low-key
Open

SHARING
EU SYSTEMS ORGANISED
INTEGRATION
LEADER STANDARDISED
POLICY COMMUNITY PROACTIVE
GOVERNING PLANNING

values

Highly supportive of sustainability

Fiscal

framework

Scattered
Self-resilient Local
Competitive Short-sighted
Private Opportunity
Profit Self-interest

Glocal
Performant Innovative
Ingenuous High-tech
Tech-savvy
Neighborhood Competitive
Products Problem-solver
Services

Societal

Local self-resilience

Green technological innovation

Individualistic

Not supportive of sustainability





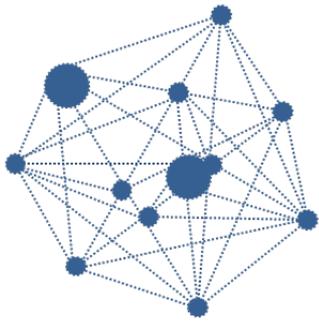
1
SCENARIO

Global Connected Initiatives

LOW

"Green"
Fiscality

+



Collaborative Networks

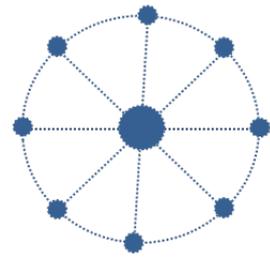
2
SCENARIO

Shared Circular Strategies

HIGH

"Green"
Fiscality

+



Great Integration

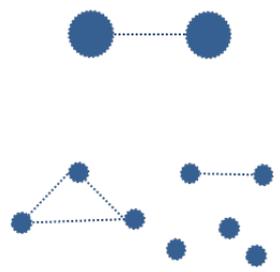
FISCAL FRAMEWORK **NOT SUPPORTIVE** OF SUSTAINABILITY

FISCAL FRAMEWORK **SUPPORTIVE** OF SUSTAINABILITY

LOW

"Green"
Fiscality

+

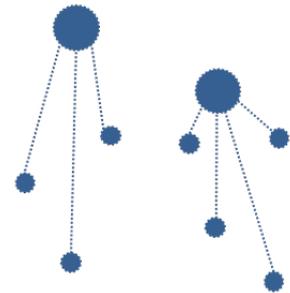


Great Societal Divide

HIGH

"Green"
Fiscality

+



Innovative Leadership

4
SCENARIO

Local Self-Resilience

Compact Green Innovation

3
SCENARIO

SCENARIO 1 – Global connected initiatives



Image source: UNStudio & EE&K



SCENARIO 2 - Shared circular strategies

SCENARIO 3 – Green technological innovation





SCENARIO 4 – Local self resilience



Image source: Little Visuals



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THANK YOU!

Want to know more?

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