

# Resource Efficiency Workshop towards System Innovation

Berlin

13.03.2014

# Eco-Innovation

- Saving material and energy costs
- New products and services: new markets
- New business models

economy



- Sustainable management of natural resources
- Tackling climate change
- Improving biodiversity and ecosystem services

environment



- Enhanced quality of life
- New sustainable jobs

society



- “Material security”
- Resource justice

politics

# Overview from ECO-INNOVERA



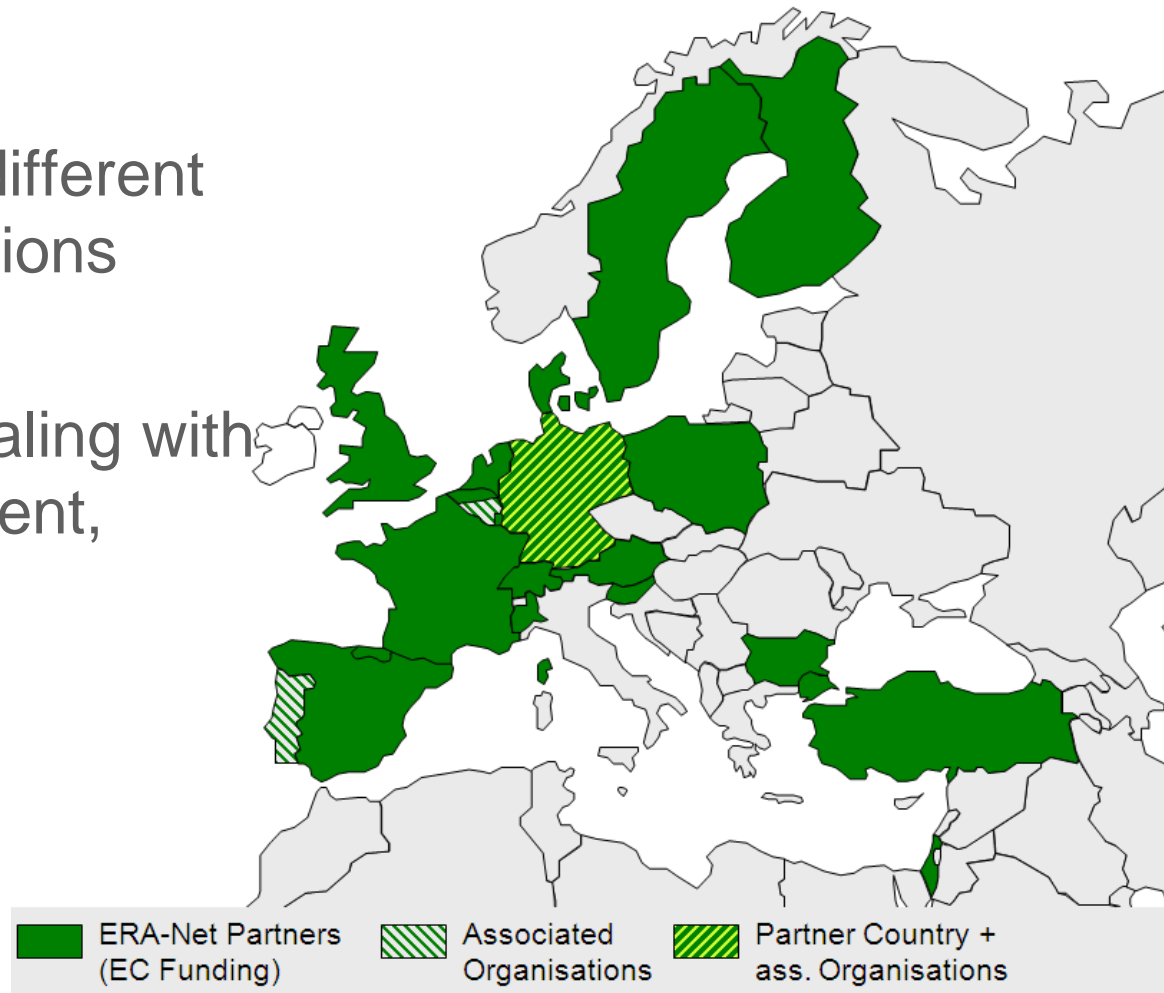
24 partners from different Countries and Regions



Organizations dealing with research, environment, policy or economy



10/2010 – 9/2014





# ECO-INNOVERA

COORDINATED BY 

[eco-innova.eu](http://eco-innova.eu)

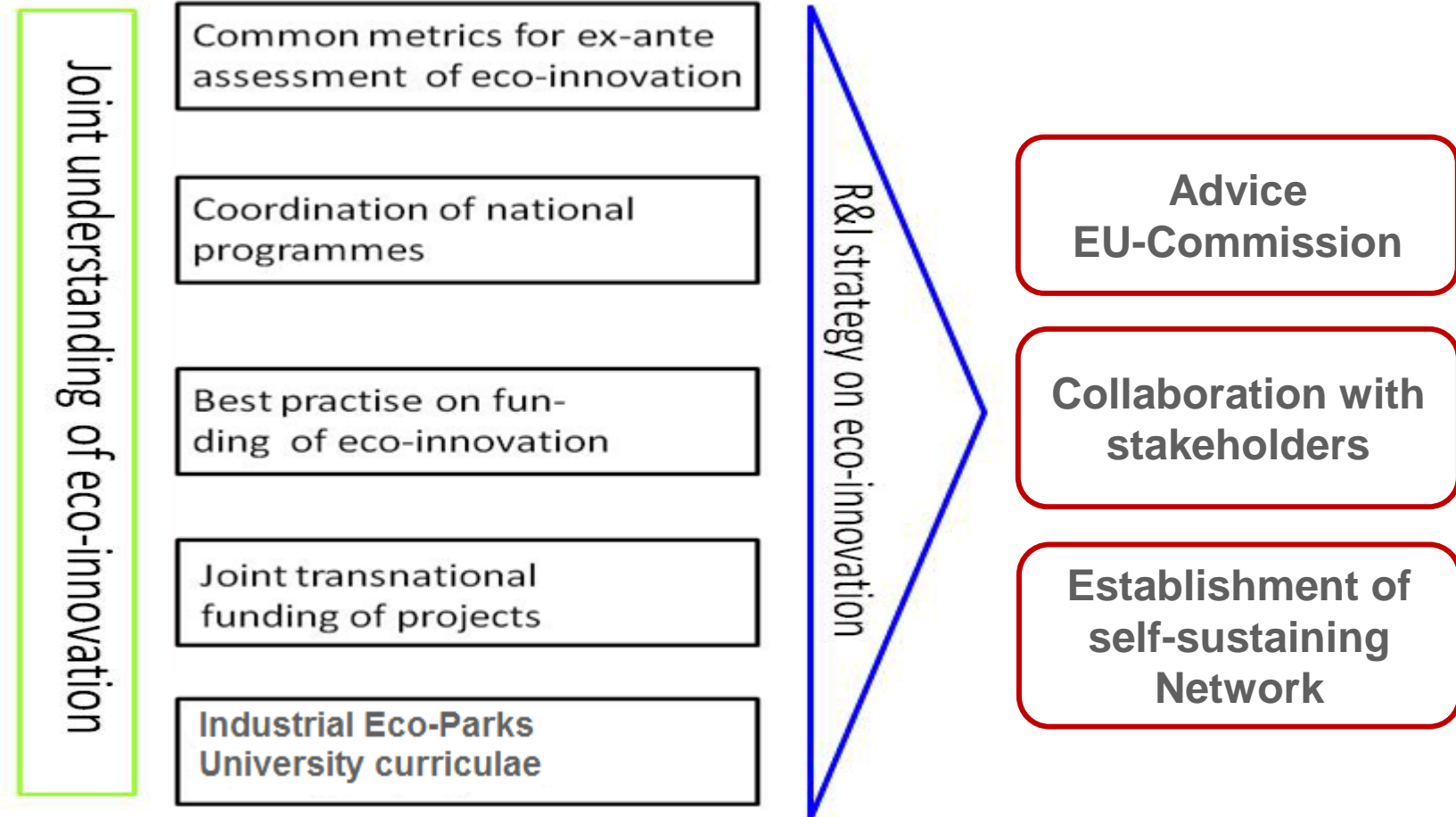


**ASSOCIATED PARTNERS**



# Focus of ECO-INNOVERA



# Collaboration with other networks and platforms



ECOPOPOL: Influencing policy makers, active participation at the EcoAP Forum 2012 / wide-spreading the understanding of eco-innovation



ENV-NCP-Together

→ EcoAP Forum Lisbon November 2012



ECO-INNOVATION Observatory



GreenXpo / InnovationSEEDS



Other networks ....

# Why focus on system innovation?

- Identified as an area of interest at the consortium
- A cross-cutting activity distinctive from other ERA-Nets
- Topical subject among policy makers and businesses
- Speed up innovation and have more impact on society

# System (eco)innovation – a working definition

A set of *innovations* (new approaches or new applications that scale) that lead to a *shift in a whole system* (a sector, a city, an economy) on to a more sustainable or better ecological path.

key characteristics:

**Interdisciplinary, multi-faceted:** *combining behaviour, technology, policy and economy*

**Radical, transformative:** *creating significant change, using new approaches and applications*

**Collaborative:** *cross-sector, involving different players, new types of partnerships*

Including **whole value chains**

Towards a **shared vision**



**System innovation is a transformation which takes place at the wider societal context, it covers not only product and process innovations but also changes in user practices, markets, policy, regulations, culture, infrastructure, lifestyle, and management of firms**

**fundamental structural change**

(Frantzeskaki and De Haan, 2009)

# Eco-Innovation Types

Incremental

Disruptive or radical

System innovation

Organisational  
innovation

Marketing innovation

Eco-Innovation

Product innovation

Process innovation

Material flow  
innovation

Non-technologically

Technologically

Modification

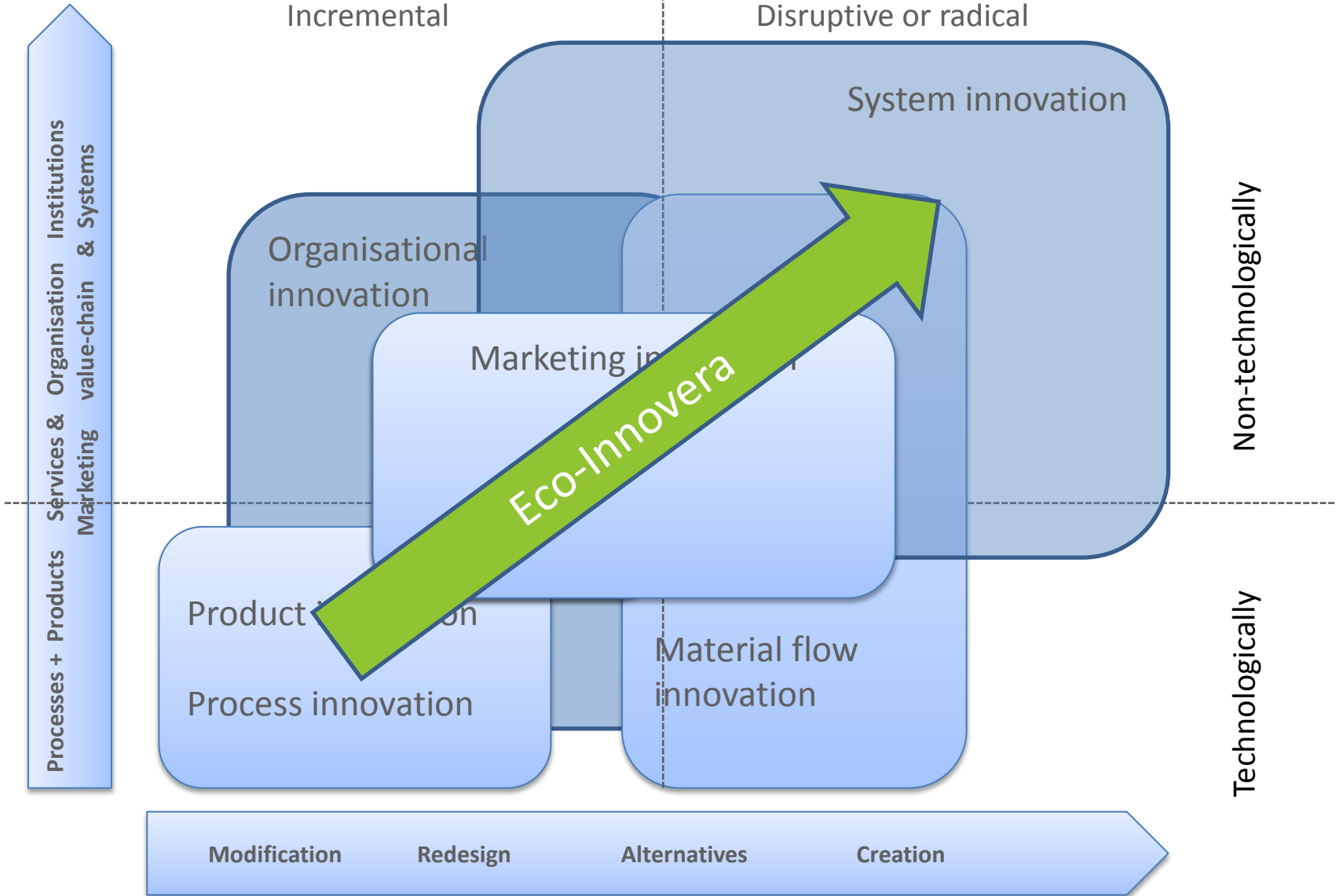
Redesign

Alternatives

Creation

Adapted from OECD 2009, CSCP 2012

Workshop on SI



Before



After



## Current strategy

Efficiency improvements +  
Green Technology will save us

Before



After



## New Strategy:

Re-organisation = change  
Think in Functions not Products

**“Putting resource management at the center of policy making will shape how individuals consume, how companies do business, how food is produced and water is used”. -Nair-**

# ECO-INNOVERA on systemic innovation

- **function based**
- **process + actors + values (culture)**
- **adaptation of business**
- **different choices for lifestyle**
- **new resource management**
- **synergies between functions and cycles**
- **reconsider governance/institutional arrangements**
- **allow for incremental and radical innovations**
- **...?...**

**→ What research is necessary ?**

# THANK YOU!

More information

[www.eco-innovaera.eu](http://www.eco-innovaera.eu)



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