



OECD/European Commission/Nordic Innovation Joint Workshop

***THE FUTURE OF ECO-INNOVATION:
The Role of Business Models in Green Transformation***

19-20 January 2012

Danish Business Authority

Langelinie Allé 17, Copenhagen, Denmark



Hosted by FORA

Background and objectives

Green growth means fostering economic growth and development while ensuring that natural assets continue to provide the resources and environmental services on which our well-being relies. However, existing production technology and consumer behaviour can only be expected to produce positive outcomes up to a point. Innovation pushes the frontier of green solutions outward and can help to decouple growth from natural capital depletion. Innovation will also lead to new ideas, new entrepreneurs and new business models, thus contributing to the establishment of new markets and eventually to the creation of new jobs and industrial transformation. Leading firms and entrepreneurs are exploring green business opportunities, sometimes based on systemic thinking and radical innovations, aiming to capture and create value from new business models. Policy makers are also increasingly paying attention to the need for radical and systemic eco-innovations as a powerful lever in enabling a long-term transition and transformation towards a greener economy. The forthcoming EU Eco-Innovation Action Plan refers to “business model eco-innovation” as a new important area to be taken into account for promoting eco-innovation, while the EU Sustainable Consumption and Production and Sustainable Industrial Policy (SCP/SIP) Action Plan is under review with a consideration of integrating this new development.

Since eco-innovation and the resulting new business models are still relatively new to industry and policy makers alike, a better knowledge and understanding of emerging practices is needed to enable government to elaborate appropriate policies and to encourage industry to take up new opportunities. Therefore, both the OECD and the Nordic Innovation (NI) are currently conducting business case studies in this area. This workshop aims to showcase good practices of radical and systemic eco-innovations and enhance understanding of the role that new business models can play, and will also draw lessons for industry and policy makers to accelerate the deployment and diffusion of promising environmental technologies and solutions. The workshop will also serve to establish a network of experts and innovators and identify potential future work for the OECD and the EU. The outcomes from the workshop will be fed into the OECD and the NI studies, both of which will be completed in the first half of 2012.

DRAFT AGENDA

(Please check www.oecd.org/innovation/green for the latest update.)

DAY 1: 19 January 2012

Chair: Jens Lundsgaard

(Deputy Permanent Secretary, Danish Ministry of Business and Growth)

12.00-13.00	<i>Registration and refreshments</i>
13.00-13.15	<p>WELCOME AND OPENING</p> <p><i>Betina Hagerup, Director General, Danish Business Authority</i> <i>Representative, DG Enterprise and Industry, European Commission</i> <i>Dirk Pilat, Head, Structural Policy Division, OECD Directorate for Science, Technology and Industry</i></p>
<p>SESSION I: SETTING THE SCENE</p> <p>This first session will set the scene for the workshop in reviewing the latest perspectives on green growth and the critical role of eco-innovation from the perspective of academic and industry experts. The preliminary findings from the OECD project will also be presented to provide a framework for understanding new developments in eco-innovation and to share the objectives of the workshop with participants.</p>	
13.15-14.00	<p>KEYNOTES: Green growth and the role of innovation and business</p> <p><i>The role of radical and systemic changes for green transformation</i> <i>Visionary academic speaker (tbd)</i></p> <p><i>The role of business models for greening industry</i> <i>Visionary business-oriented speaker (tbd)</i></p>
14.00-14.30	<p>FRAMING DISCUSSIONS: OECD work on green growth and eco-innovation</p> <p><i>Overview of the OECD project and objectives of the workshop</i> <i>Tomoo Machiba, Project Manager, Green Growth & Eco-Innovation, OECD</i> <i>Preliminary findings and analysis from OECD case studies</i> <i>Michal Miedzinski, Technopolis Belgium (consultant for the OECD project)</i></p>

SESSION II: SHOWCASING GOOD INDUSTRY PRACTICES (1)

Following the plenary talks, the workshop will turn to actual practices, experiences and messages from leading eco-innovators which were involved in the OECD and NI case studies. Each case study will highlight the main characteristics of the relevant business model, the potential impacts on eco-innovation and for scaling up, the obstacles that had to be addressed, and any other lessons that could have implications for policy. The session will explore some of the key areas of eco-innovation explored in the OECD and NI studies. The showcasing session will continue in the morning of Day 2.

14.30-15.30	NEW BUSINESS MODELS 1: Transport and mobility Presentation from innovators (1 or 2) (tbd) Comments from experts (tbd) Discussion with the floor
15.30-15.50	<i>Coffee break</i>
15.50-16.50	NEW BUSINESS MODELS 2: ICT-based facilitation and optimisation Presentation from innovators (1 or 2) (tbd) Comments from experts (tbd) Discussion with the floor
16.50-17.50	NEW BUSINESS MODELS 3: Eco-housing and cities Presentation from innovators (1 or 2) (tbd) Comments from experts (tbd) Discussion with the floor
17.50-18.00	Conclusions from Day 1 <i>Dirk Pilat, OECD</i>
18.00-19.30	<i>Cocktail and networking opportunity</i>

8.30-9.00	<i>Refreshments</i>
<p>SESSION III: SHOWCASING GOOD INDUSTRY PRACTICES (2)</p> <p>The first session in Day 2 will explore some further practices from eco-innovators. The findings and cases from the NI and EU projects will also be presented to provide additional contexts and examples for understanding developments in eco-innovation.</p>	
9:00-9:30	<p>MAKING THE CASE FOR BUSINESS: Work from the EU and Nordic countries</p> <p><i>Examples from CIP Eco-innovation Market Replication projects</i> <i>Maciej Szymonowicz, DG Environment, European Commission</i></p> <p><i>Preliminary findings from NI project on green business model innovation</i> <i>Kristian Henriksen, FORA</i></p>
9.30-10.30	<p>NEW BUSINESS MODELS 4: Functional sales and innovative financing</p> <p>Presentation from innovators (1 or 2) (tbd)</p> <p>Comments from experts (tbd)</p> <p>Discussion with the floor</p>
10.30-11.30	<p>NEW BUSINESS MODELS 5: Industrial symbiosis and cradle to cradle</p> <p>Presentation from innovators (1 or 2) (tbd)</p> <p>Comments from experts (tbd)</p> <p>Discussion with the floor</p>
11.30-11.40	<i>Brief coffee break for changing the format</i>
<p>SESSION IV: EXTRACTING LESSONS FOR INDUSTRY</p> <p>This session aims to extract and synthesise lessons from the new eco-innovation practices which have been presented in earlier sessions with a particular focus on how good practices could be scaled up and what industry could do to capture opportunities from new business models and turn these into mainstream businesses.</p>	
11.40-12.40	<p>SYNTHESISING LESSONS FOR INDUSTRY: Panel discussion</p> <p>Discussion with 4-6 panellists from experts and innovators (tbd)</p> <p><i>Facilitator: Patrick O’Riordan, DG Enterprise and Industry</i></p>
12.40-13.30	<i>Lunch and networking opportunity</i>

SESSION V: EXTRACTING POLICY LESSONS

Through dialogue between industry, experts and policy makers, the final session will discuss what government could do to extend the scale and depth of eco-innovation and to accelerate radical and systemic shifts towards a green transformation. The discussion will also include the identification of gaps in the current understanding of industry and policy practices and the exploration of further work that the OECD, the EC and countries might undertake to strengthen eco-innovation and to disseminate knowledge and good practices.

13.30-14.00	<p>ADVANCING STRATEGIES: The integration of business model innovation in policies</p> <p><i>Europe 2020, Industrial Policy and the revision of the EU SCP/SIP Action Plan</i> Patrick O’Riordan , DG Enterprise and Industry, European Commission</p> <p><i>The launch of the EU Eco-Innovation Action Plan</i> Representative, DG Environment, European Commission</p>			
14.00-15.15	<p>IDENTIFYING EFFECTIVE POLICIES: Two policy roundtables</p> <table border="1" data-bbox="363 869 1463 1500"> <tr> <td data-bbox="363 869 874 1500"> <p>Group A: Discuss policy implications of changing multi-sectoral dynamism (mainly based on lessons from the first three sessions – mobility, ICT and eco-housing)</p> <p><i>Preliminary findings on policy implication from the OECD work</i> Asel Doranova, Technopolis Belgium</p> <p><i>Interactive discussions with panelists (kick-off speakers) (tbd)</i></p> <p>Facilitator: Aurelio Potalino, DG Environment</p> <p>Rapporteur: OECD/Technopolis</p> </td> <td data-bbox="874 869 1463 1500"> <p>Group B: Discuss policy implications of changing value chains (mainly based on lessons from the last two sessions – functional sales and cradle to cradle)</p> <p><i>Preliminary findings on policy implication from the NI work</i> Jakob Øster, FORA</p> <p><i>Interactive discussions with panellists (kick-off speakers) (tbd)</i></p> <p>Facilitator: Ivar H. Kristensen, Director, Nordic Innovation</p> <p>Rapporteur: FORA</p> </td> </tr> </table>		<p>Group A: Discuss policy implications of changing multi-sectoral dynamism (mainly based on lessons from the first three sessions – mobility, ICT and eco-housing)</p> <p><i>Preliminary findings on policy implication from the OECD work</i> Asel Doranova, Technopolis Belgium</p> <p><i>Interactive discussions with panelists (kick-off speakers) (tbd)</i></p> <p>Facilitator: Aurelio Potalino, DG Environment</p> <p>Rapporteur: OECD/Technopolis</p>	<p>Group B: Discuss policy implications of changing value chains (mainly based on lessons from the last two sessions – functional sales and cradle to cradle)</p> <p><i>Preliminary findings on policy implication from the NI work</i> Jakob Øster, FORA</p> <p><i>Interactive discussions with panellists (kick-off speakers) (tbd)</i></p> <p>Facilitator: Ivar H. Kristensen, Director, Nordic Innovation</p> <p>Rapporteur: FORA</p>
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15.15-15.45	<p>SYNTHESISING LESSONS FOR GOVERNMENT</p> <p><i>Report from rapporteurs</i> <i>Discussions with the floor</i> Facilitator: Dirk Pilat, OECD</p>			
15.45-16.00	<p>CONCLUDING SESSION</p> <p><i>Finn Lauritzen, Chair, OECD Committee on Industry, Innovation and Entrepreneurship (CIIE)</i></p>			
16.00	<p>End of the Workshop</p>			

REGISTRATION

If you would like to participate in this workshop, please contact ecoinno@oecd.org or register through your Permanent Delegation to the OECD (in case you are from government).

Enquiries should be addressed to:

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BREAK-OUT SESSIONS

In the afternoon of Day 2, we will have two parallel policy roundtables as indicated in the agenda. We will ask your preference (Group A or B) when you register at the venue on Day 1.

LOGISTICS

Participants are responsible for making their own travel and, as applicable, visa arrangements. Hotel bookings should be made directly with the hotels. We are not in a position to provide any financial assistance to your travel expenses.

Workshop venue

Erhvervsstyrelsen (Danish Business Authority)
Room: Annekset og Rådssalen (4th floor)

Dahlerups Pakhus
Langelinje Allé 17
2100 København Ø
Denmark

Reception phone: +45 (0)3546 6000

Hotels

We recommend the following hotels for staying in Copenhagen:
www.scandichotels.com/en/Hotels/Countries/Denmark/Copenhagen/Hotels/Front/
www.phoenixcopenhagen.dk

How to get to the workshop venue from the Copenhagen Airport (Kastrup)

By public transport: Take a Metro train to Central Station and change to any S-train and get off at Østerport station (Take approx. 20 minutes in total. Trains from the airport run every 20 minutes). Cost DKK 36 (EUR 5, USD 6.5). 10 minute walk from Østerport.

By taxi: Take approx. 20 minutes to the venue. Cost around DKK 250 (EUR 34, USD 45) All taxis accept payment by VISA and Mastercard (for American Express, check the driver first).

Local contact

In the event you need assistance during the course of the workshop, the local contact is:

Kristian Henriksen, e-mail: kh@ebst.dk; mobile: +45 (0)3160 2892

Map from Østerport station to the venue

