

# Sustainable Innovation? Just act!



Gertjan de Werk – Creating context for innovation and inspiration

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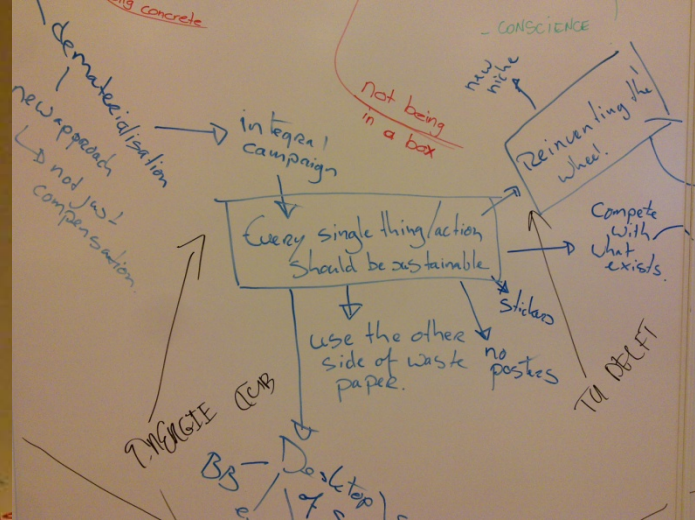
ESD November 2014

# Bottom-line: basics for innovation



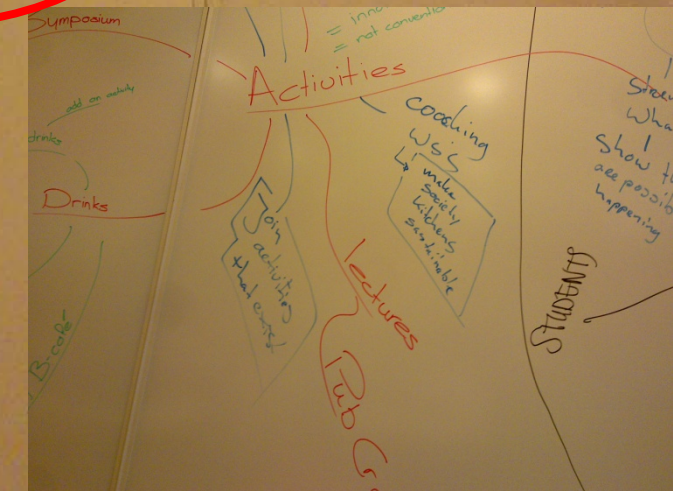
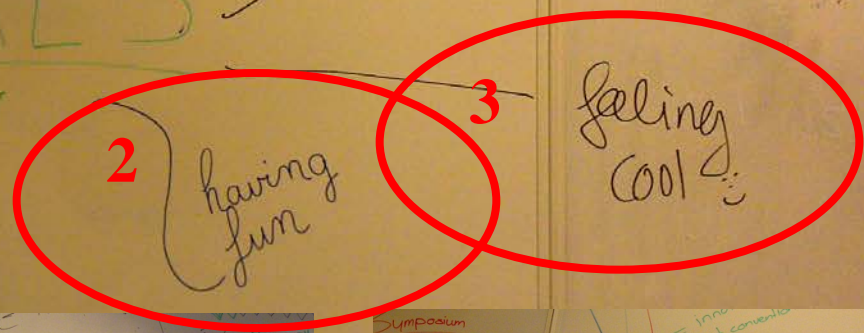
# 1. Interdisciplinary cooperation almost unavoidably leads to (more) sustainable development





Promotion  
Osiris

# GOALS

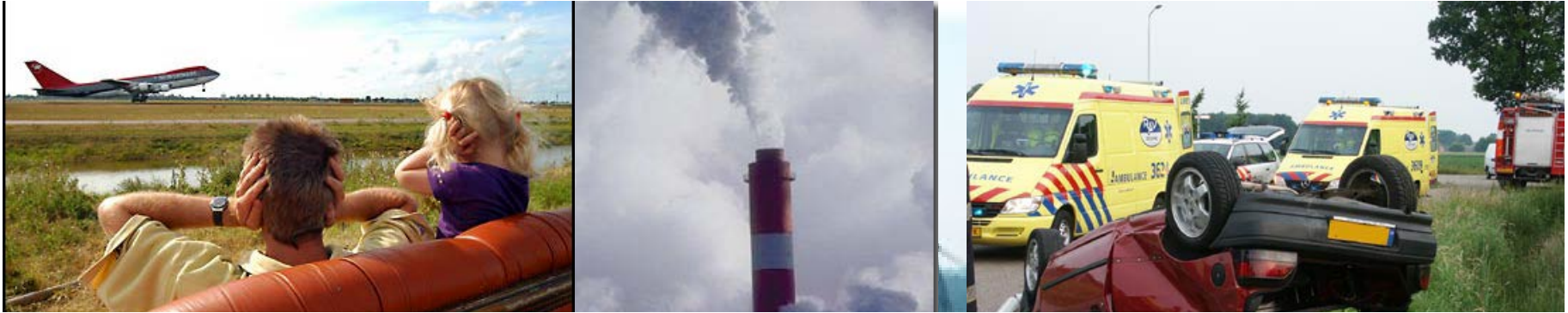


## 4. The largest SD problem

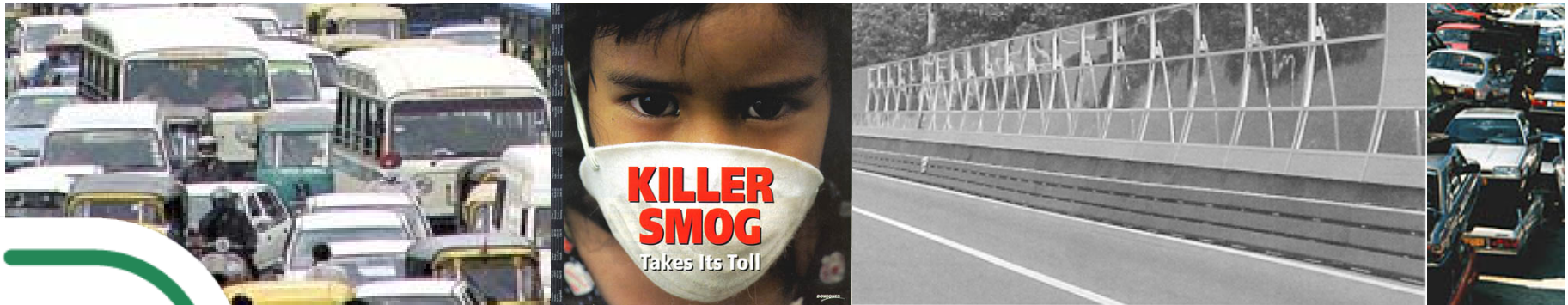


# 5. The symptoms are everywhere

## 5.1 Pretty easy to see what should not happen



## 5.2 Learn from the past



# Concluding: just look around...

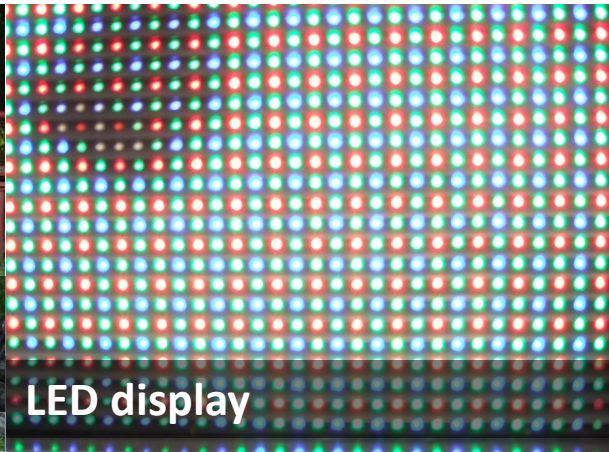
- Sustainable development = abstract
- **A lot of** talking
- **No mistakes allowed**
- **Gap** between science and society



# I started build a bridge to practice [6]



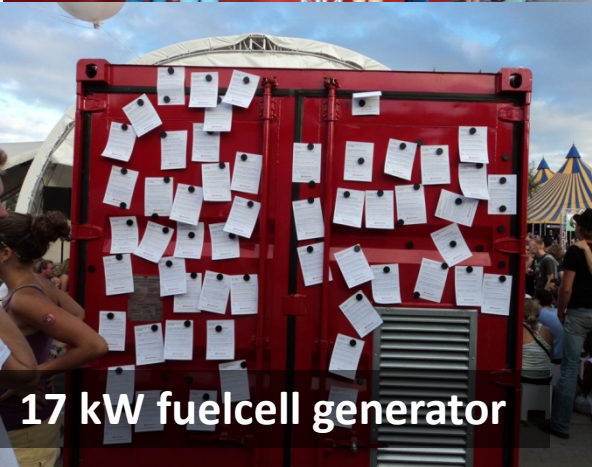
120 generators  
120.000 liters diesel



LED display



Spotlights on all day  
Not LED



17 kW fuelcell generator



1000W spots on all day





Dynamic: easy to move into different contexts

# Start with the dream...

- **Showing the world how cool,**
  - Close
  - Concrete and
  - Easy
- **Sustainable innovation is**
  - By interaction and experience



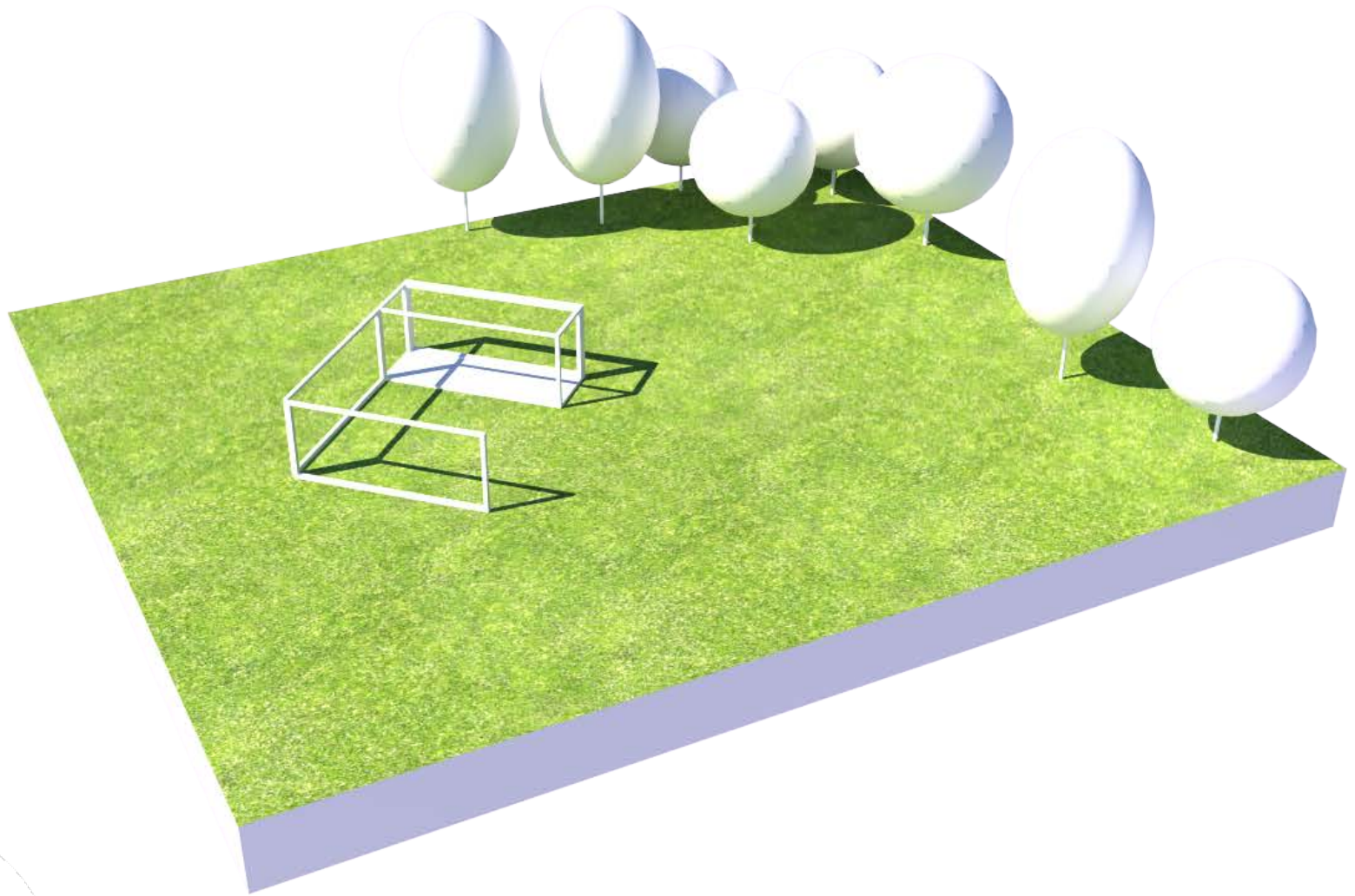
**Co-Creation and community building**

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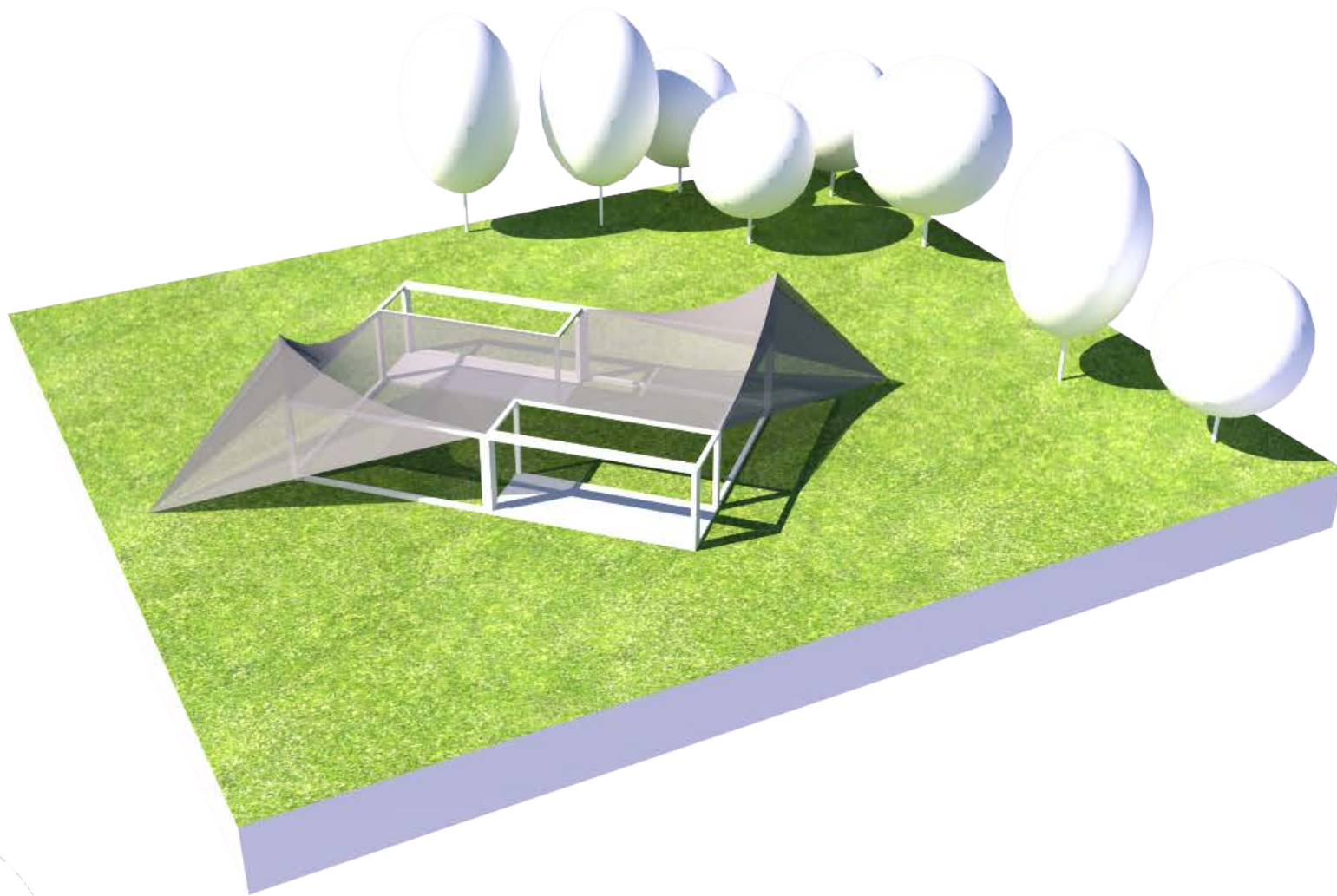
# Then the means... [target 2020]

- A sustainable, dynamic, hybrid, modular, supercool, autarkic pavilion that suits every context and triggers (inter)action by experience of innovation.
  - **Energy:** Smart DC Grid, Energy Icon, generation by visitors
  - **Water:** Closed system including purification
  - **Food:** home growth, Fishing, local production, ...
  - **Materials:** Bio-materials, locally grown, closing the loops, ...
  - **Transport:** By water, rail, road or air? Virtual? Inspirational?



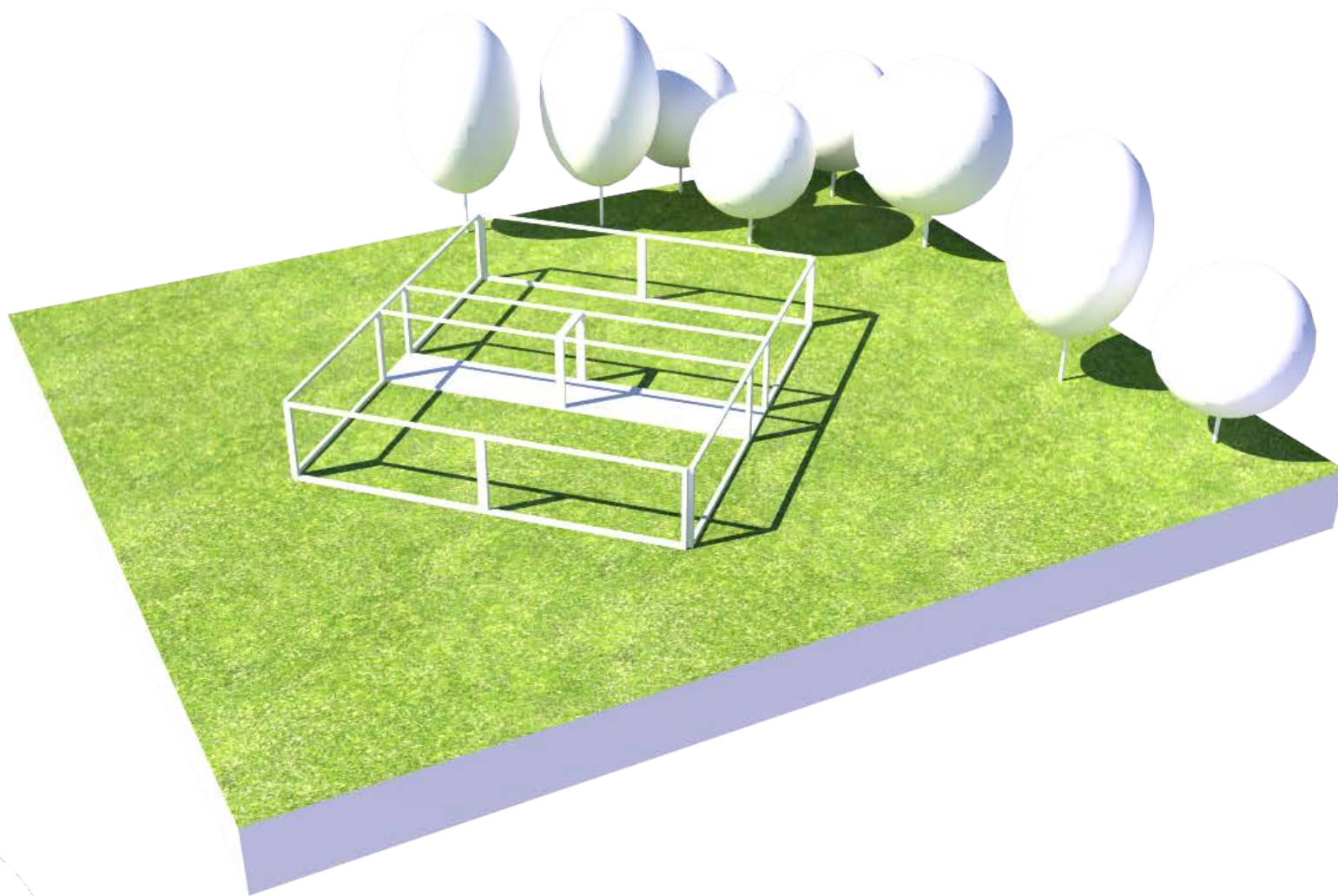


One Container folded out on one side

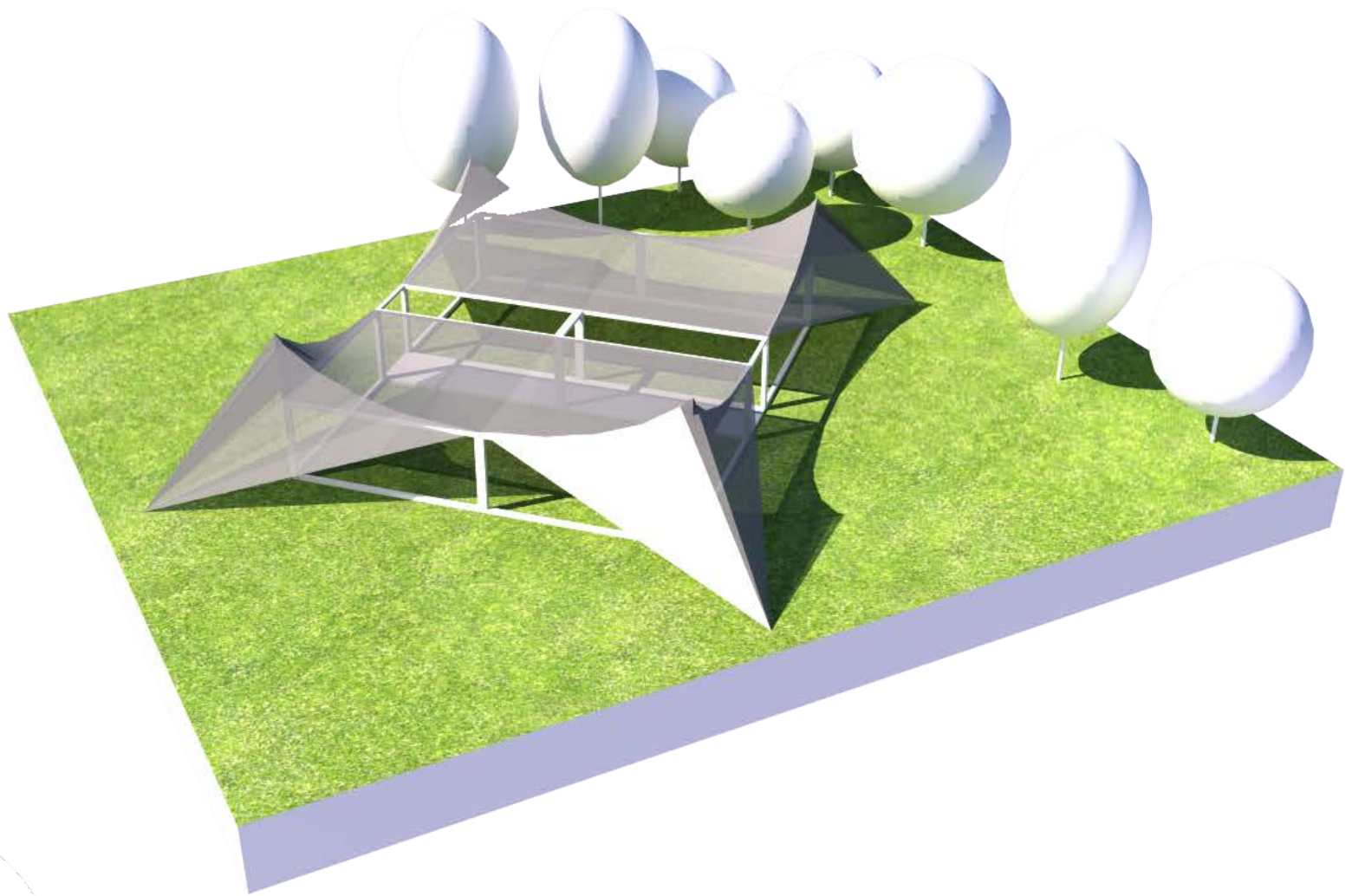




Exterior Impression



Two folded out containers



Large Pavilion



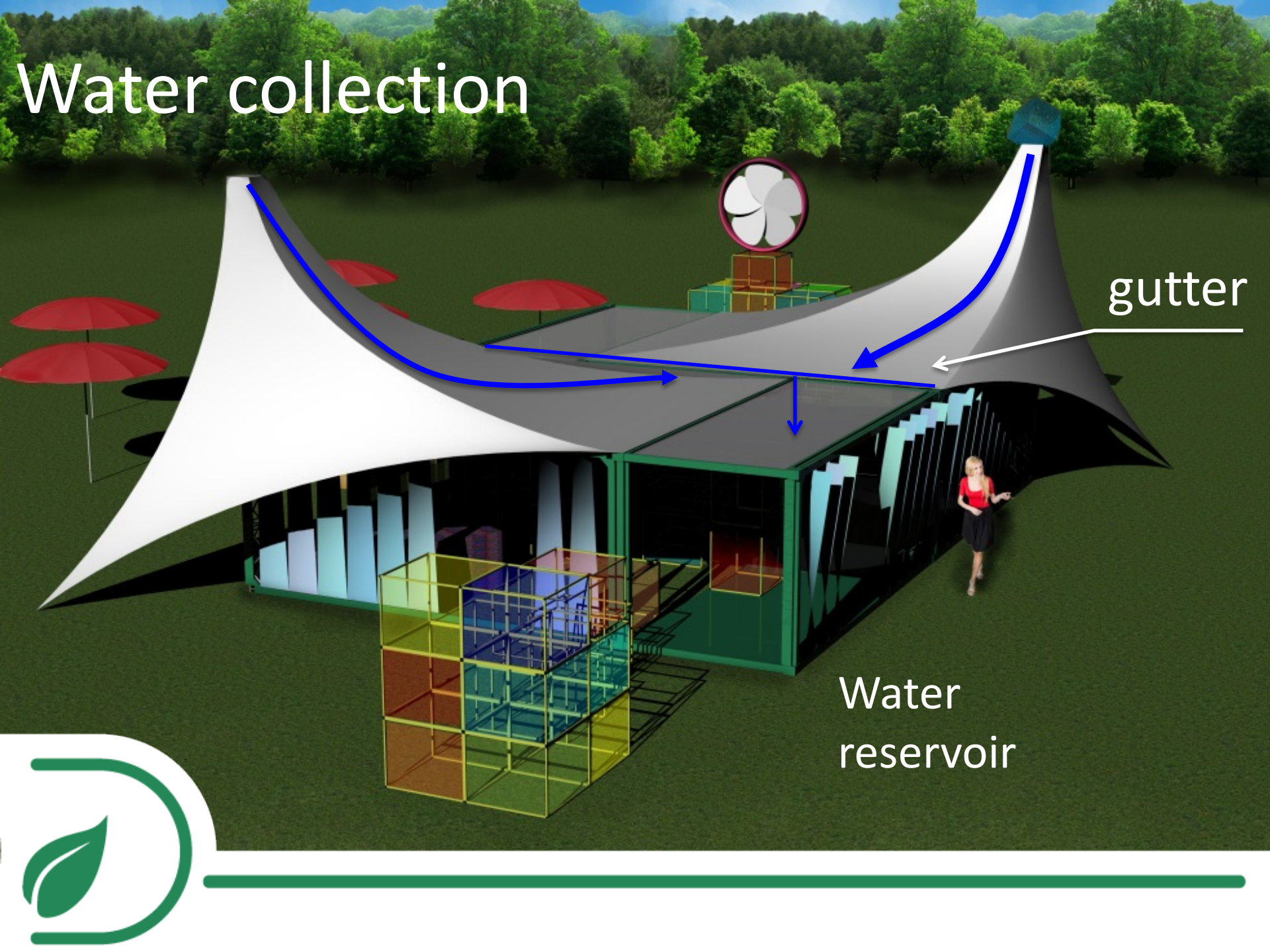
# Creating context for innovation and inspiration





Sustainable Hot Tub and Smart Grid

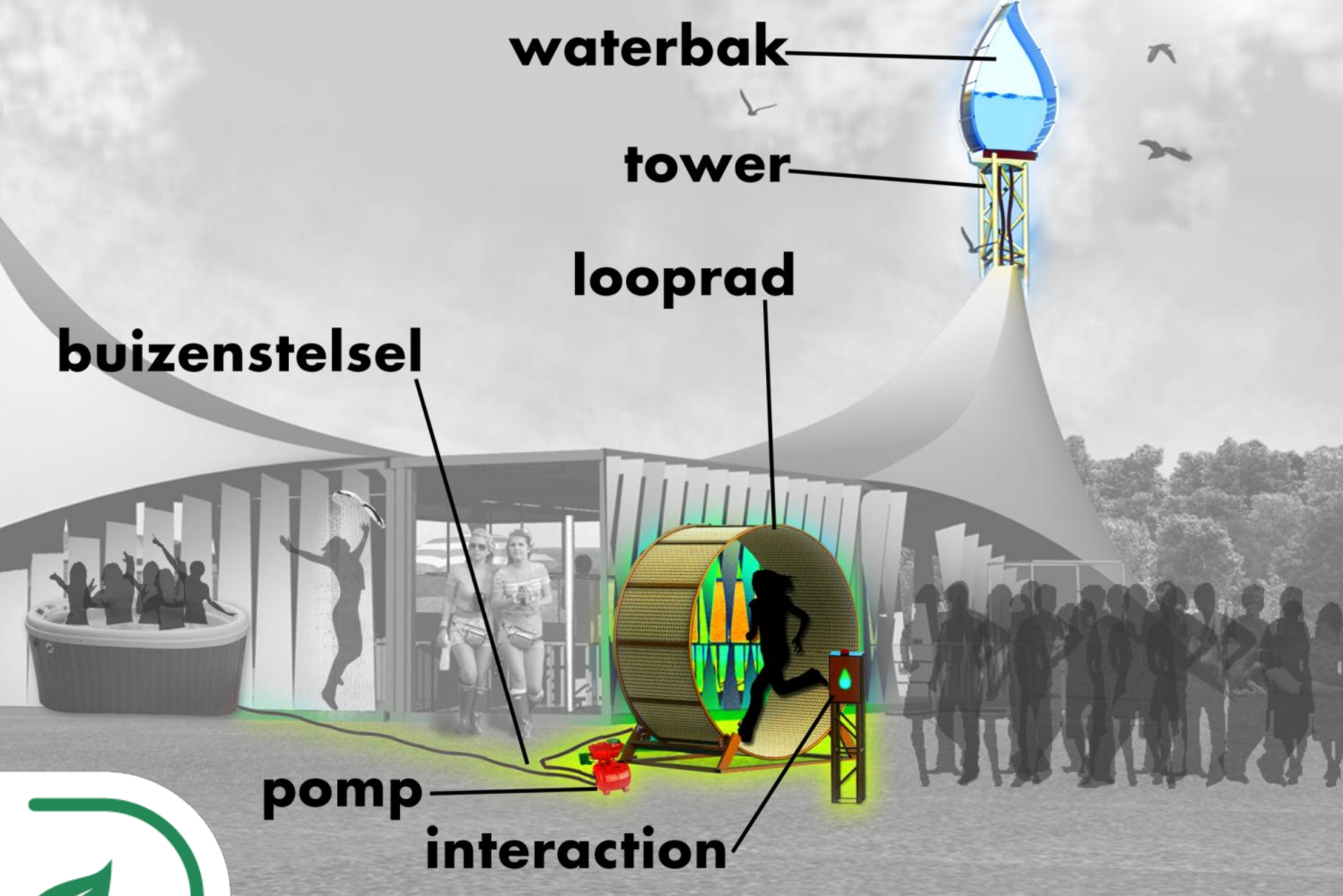
# Water collection



gutter

Water  
reservoir





**waterbak**

**tower**

**looprad**

**buisenstelsel**

**pomp**

**interaction**





Sustainable Airco

# Spray Cool

Martin Kooper & Michiel Schwaefer



# Spray Cool

Martin Kooper & Michiel Schwaefel



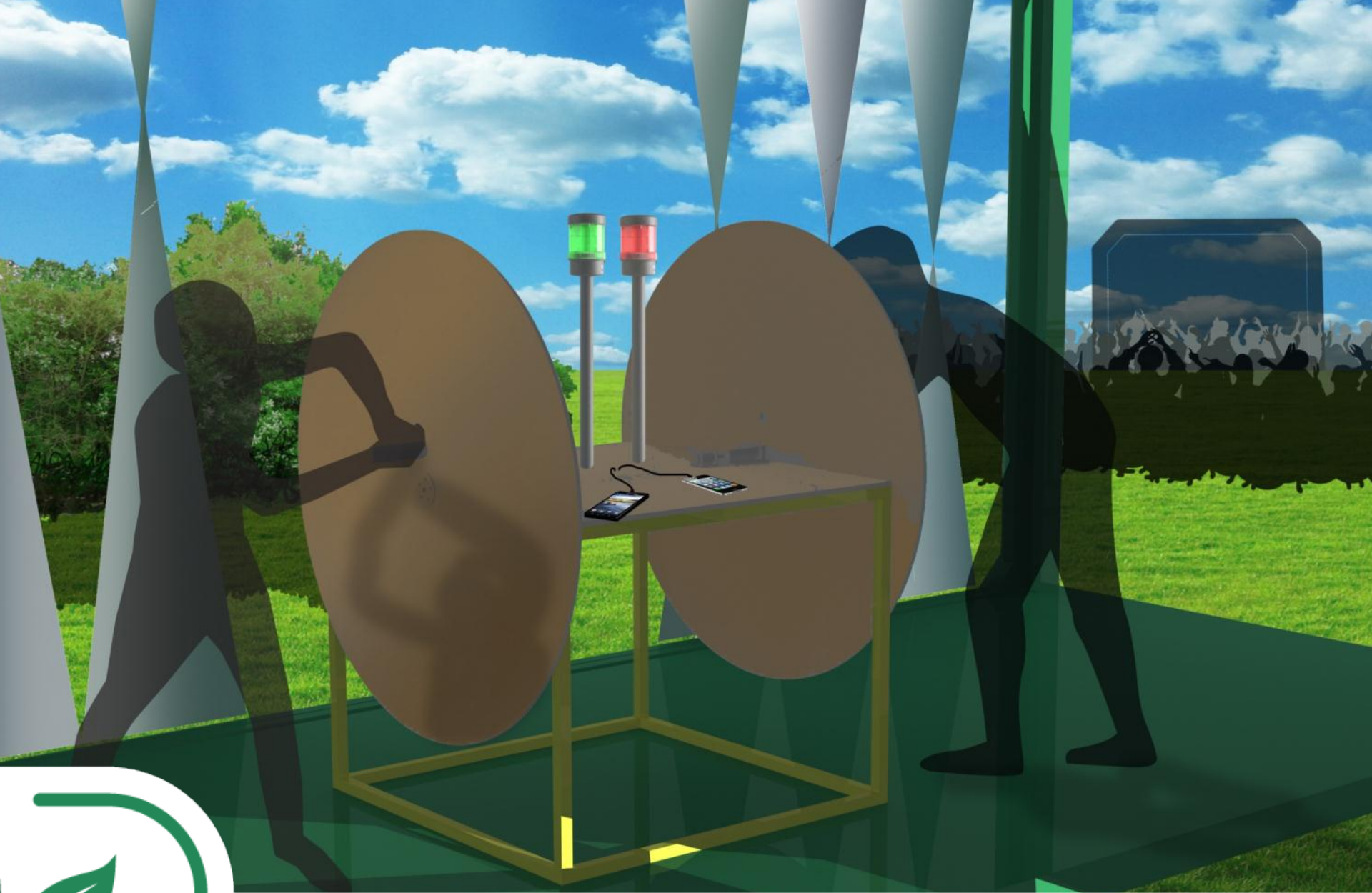


First Blender Bike on the All Energy Day 2014





Sustainable lounging



Wind Up



Mooi voorbeeld van uitdaging naar concept



Transparent blinds to keep your building cool  
and bright



PERPETUAL PLASTIC PROJECT

[PROJECT](#)[EVENTS](#)[VISION](#)[MEDIA](#)[BLOG](#)[CONTACT](#)

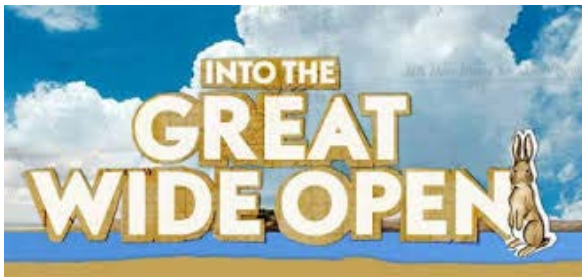
## PERPETUAL PLASTIC PROJECT

What if you could make really cool things from your plastic trash  
in a really awesome way?





The context and energy ...



# MADNES



Lead to the spin-off ...

# Concluding...

## 1. Involve the (niche)market

- Technology push → Demand pull
- Acceptation by Cocreation and community building
- Launching customer provides drive

## 2. Innovation needs (huge) numbers (of initiatives)

- Inspiration
- Failure → increase iteration speed

## 3. Enthusiasm is contagious

- Seduce and prepare
- Focus on the dream first

... Join WM0944 (its TiSD)



# High speed workshop

1. What is your motivation or frustration?
2. What would be your main message/goal?
3. Translate this to the group message
4. Think of a target group (on events)
5. Think of a 'thing (to do)' to reach them
6. Draw your idea on an A3 with a catching title

