

Sustainable Innovation? Just act!



Gertjan de Werk – Creating context for innovation and inspiration

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Bottom-line: basics for innovation

Movies shown:

- <https://www.youtube.com/watch?v=iZkG6ZbY5nw>
(last years' projects)
- <https://vimeo.com/133851124>
(last years' summerschool)

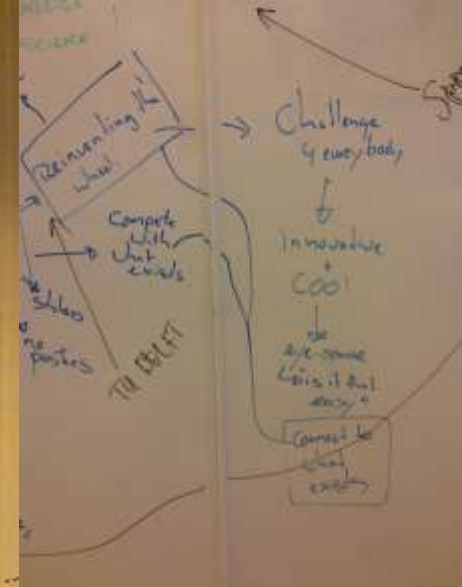
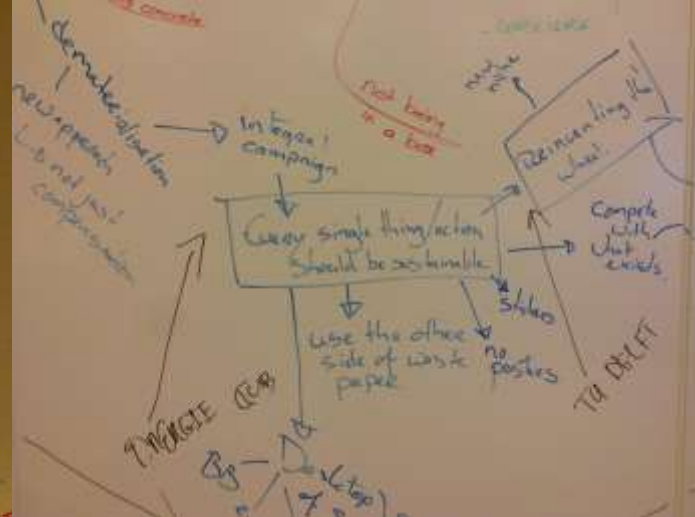


**1. Interdisciplinary cooperation
almost unavoidably leads to (more)
sustainable development**



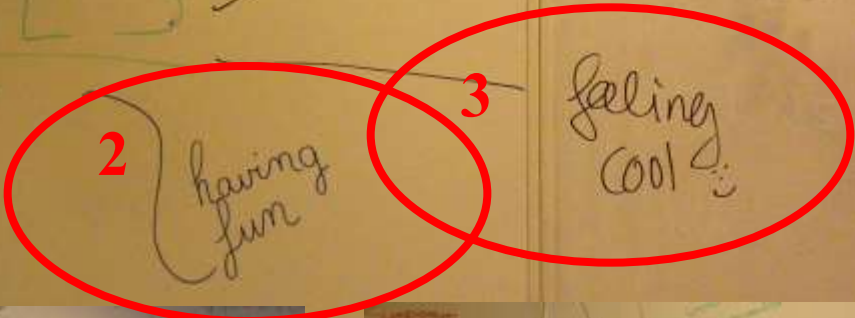
Subst. refugees.care
...for the community of ...

- Problem: ...
- Analysis: ...
- Solution: ...



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...

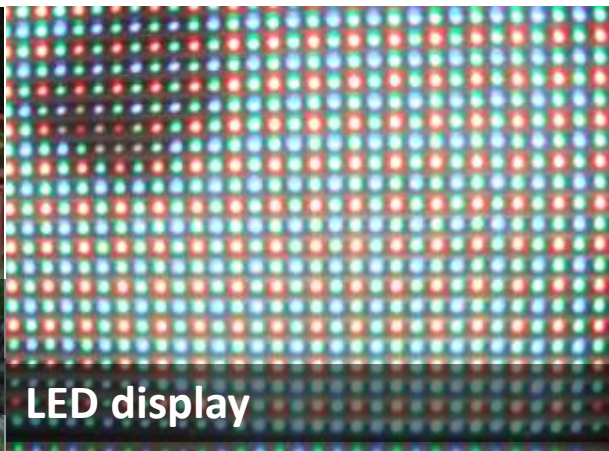
- Sustainable development = abstract
- **A lot of** talking
- **No mistakes allowed**
- **Gap** between science and society



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



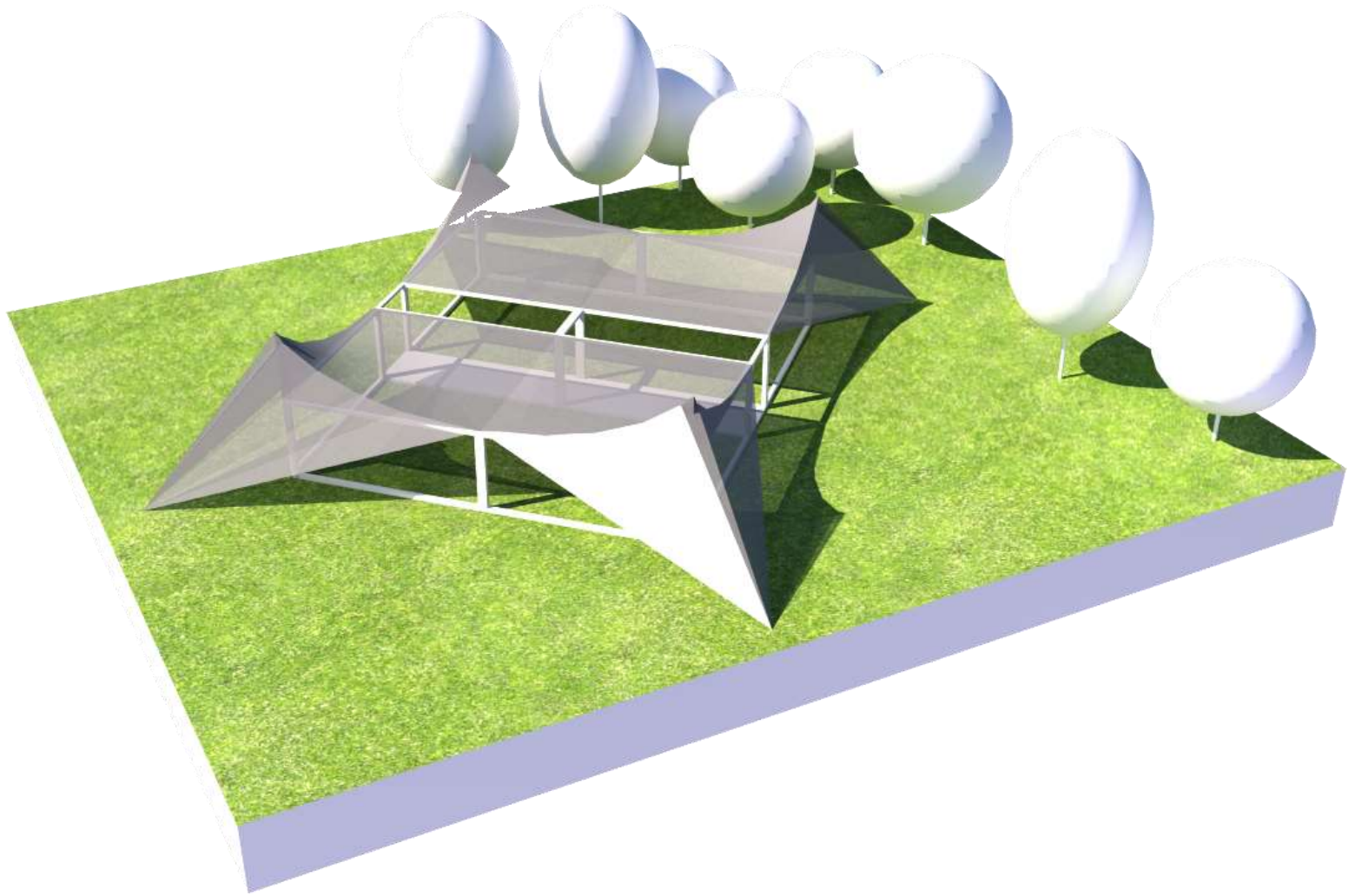
Then the means... [target 2020]

- 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?





Exterior Impression



Large Pavilion

Creating context for innovation and inspiration





Sustainable Hot Tub and Smart Grid

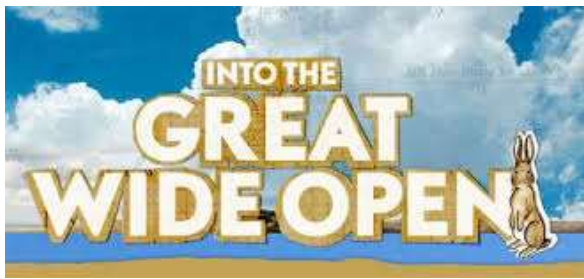
Short D-exto movie



Tussen theorie en praktijk



The context and energy ...



MADNES

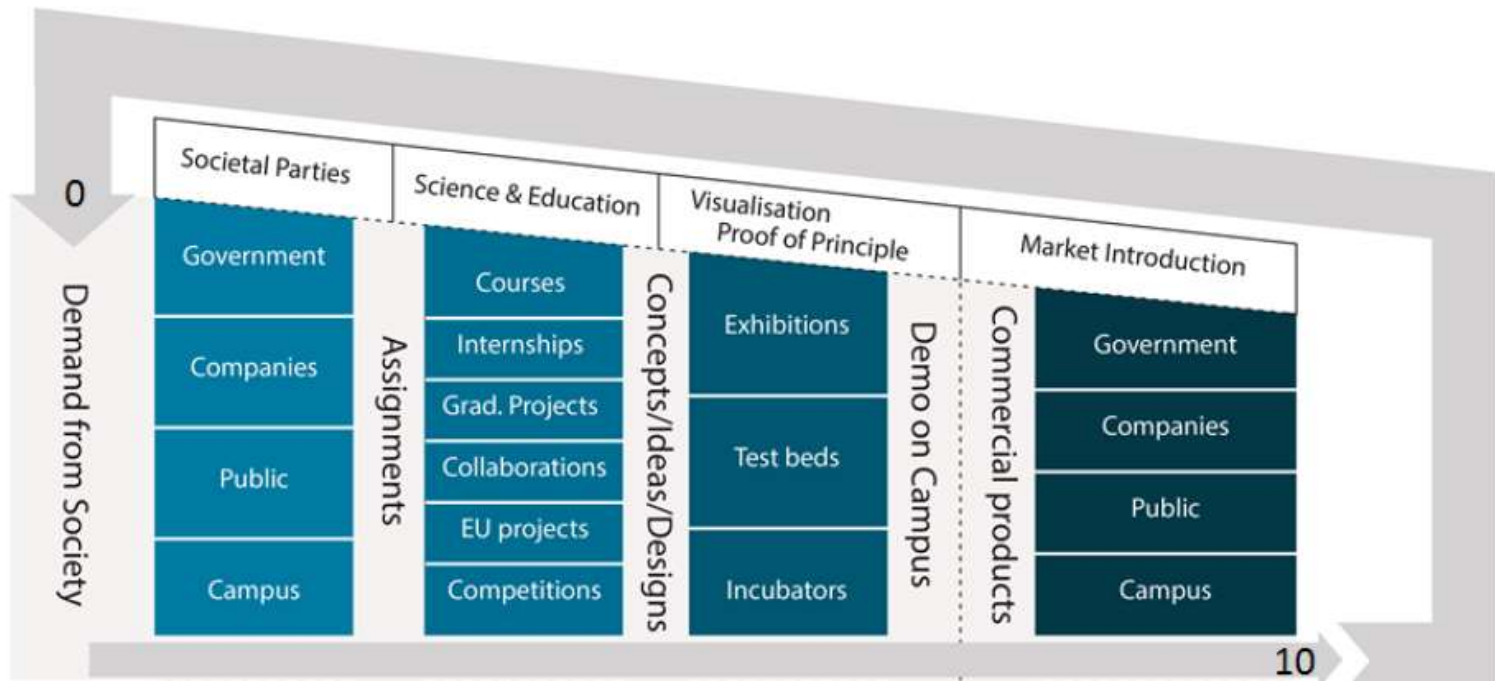


Lead to the spin-off ...

Festival Driven Innovation



Tussen theorie en praktijk



'VILLAGE' Summerschool



Tussen theorie en praktijk

Concluding...

1. Involve the (niche)market

- Technology push → Demand pull
- Acceptation by Co-creation 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)

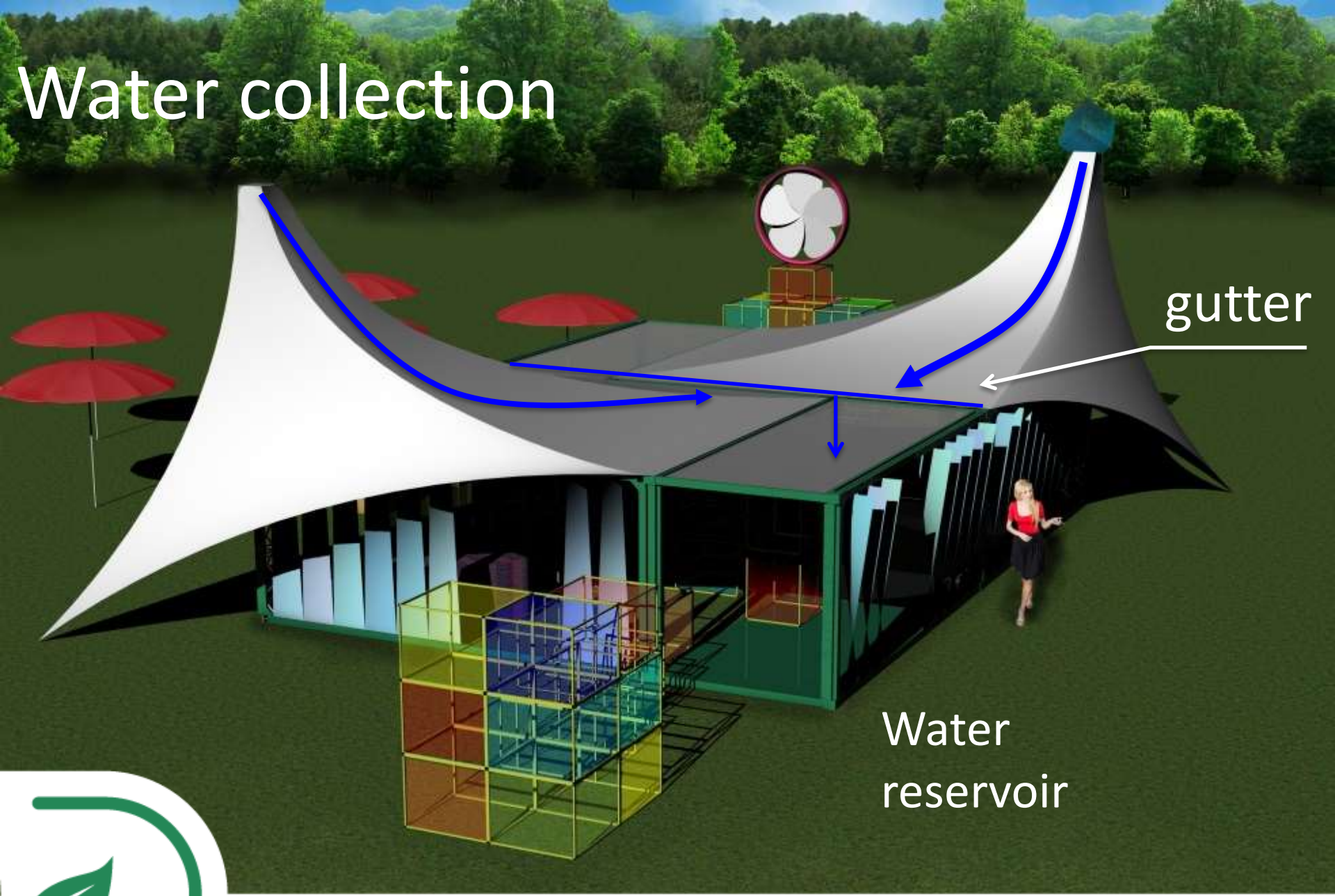


High speed workshop

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



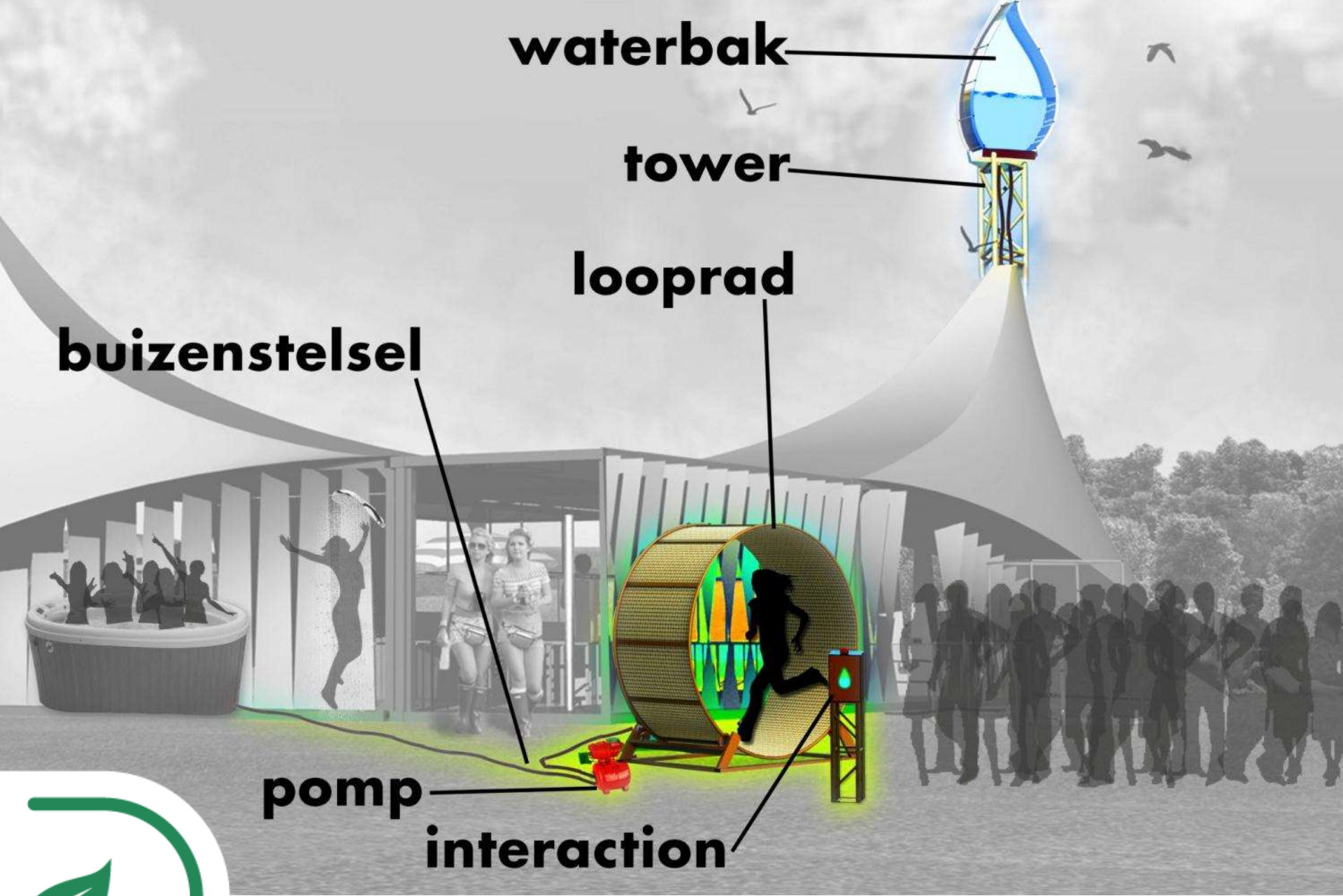
Water collection



gutter

Water reservoir





waterbak

tower

looprad

buizenstelsel

pomp

interaction





Sustainable Airco

Spray Cool

Martin Kooper & Michiel Schwaefer



Spray Cool

Martin Kooper & Michiel Schwaefel

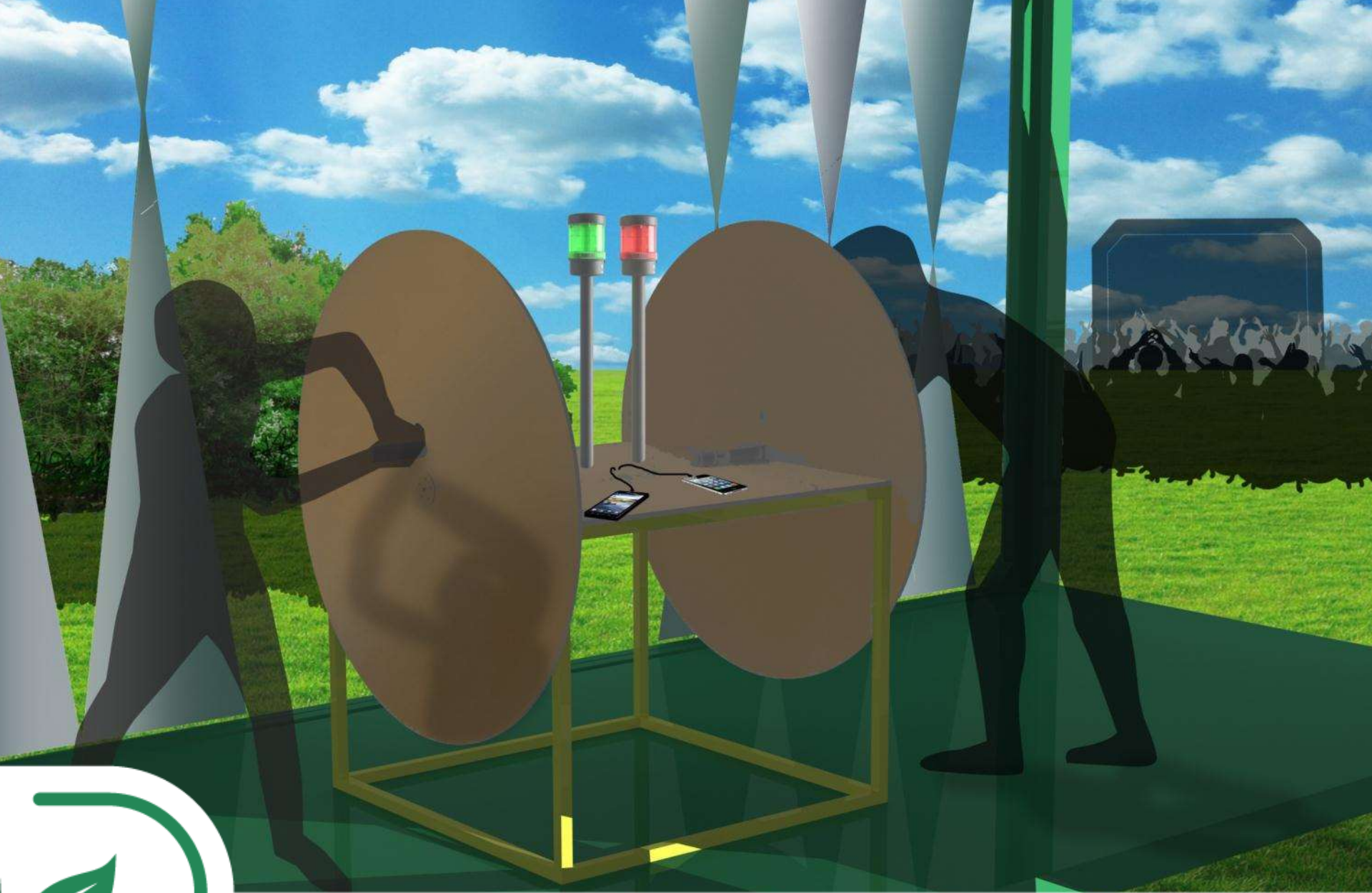




First Blender Bike on the All Energy Day 2014



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?