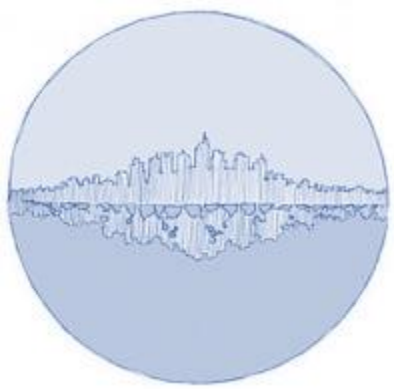
RESPONSIBLE INNOVATION MANAGEMENT

Lecture 2: Innovation & Strategy



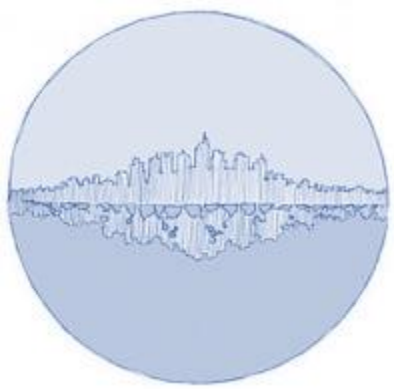
Week 2: A

Week 3: B + D

Week 4: E + F + C

Week 5: G + H

CASE DISCUSSIONS



Kahoot quiz

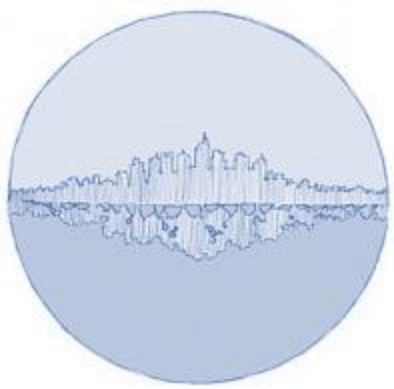
Presentation team A

Presentation team B

Break

Class discussion

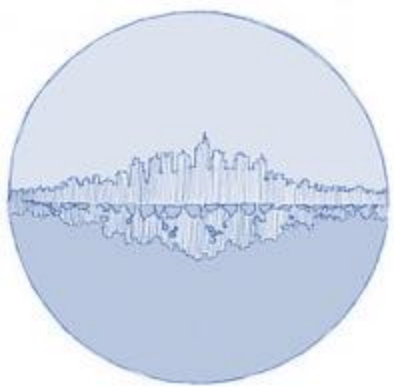
OVERVIEW



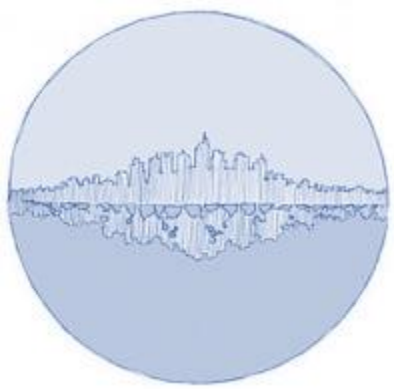
Presenting teams: Team A & B (each 20 minutes)

Each presentation will be evaluated (forms will be handed out) by both teacher and students

CASE PRESENTATIONS

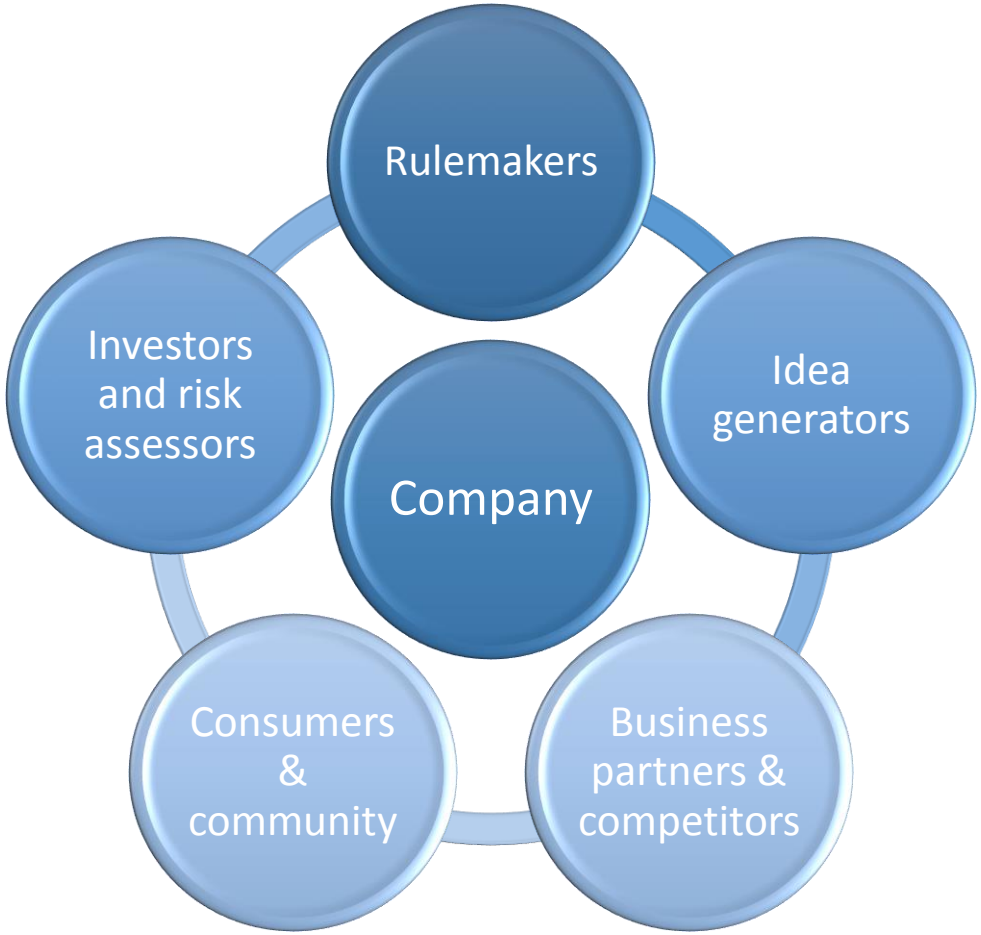


BREAK



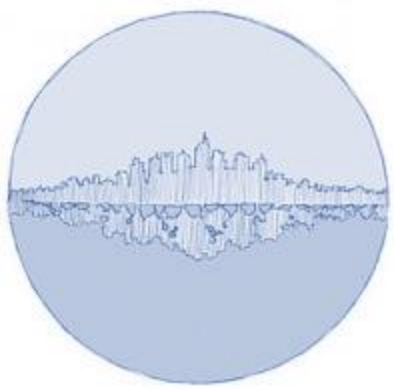
Sustainability can be seen as a journey with responsible innovation as its vehicle (Belz & Peattie, 2009)

Increasing pressure is driving organizations towards sustainability-driven innovation



Esty & Winston, 2006

WHO IS BEHIND THE SUSTAINABILITY WAVE?

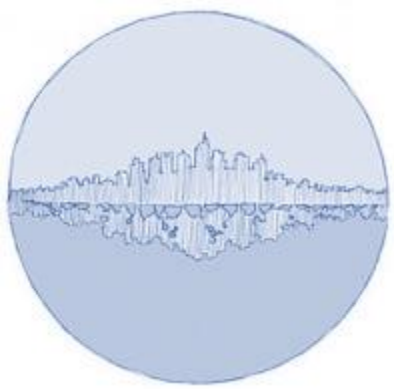


Sustainability provides competitive advantage

Sustainability as corporate social responsibility

(Nidumolu et al., 2009)

WHY SUSTAINABILITY IS NOW THE KEY DRIVER OF INNOVATION



- Anticipate and shape regulation
- collaborate

Compliance as Opportunity

Making Value Chains Sustainable

- Carbon mgt and LCA
- Redesign operations
- Eco-friendly value chain

- Environmental impact
- Public support
- Scale up

Designing Sustainable Products

Developing New business models

- New offerings for customers
- How partners can enhance value

- Effect of resources on industry / systems
- synthesize

Creating Next Practice Platfomrs

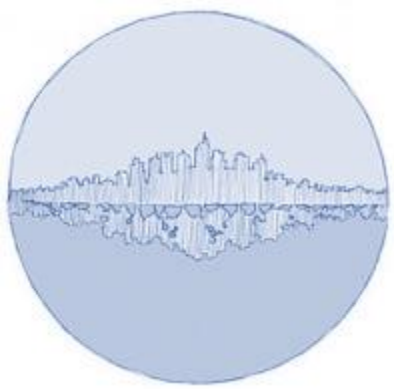
(Nidumolu et al., 2009)

WHY SUSTAINABILITY IS NOW THE KEY DRIVER OF INNOVATION

	Sustainability-oriented innovations	Other innovations
Externalities	Knowledge externalities Environmental / social externalities	Knowledge externalities
Drivers	Demand-pull Technology push Regulatory push/pull	Demand-pull Technology-push
Cooperative efforts	Systemic Complex Credence	Complex

Rennings (2000); De Marchi (2012)

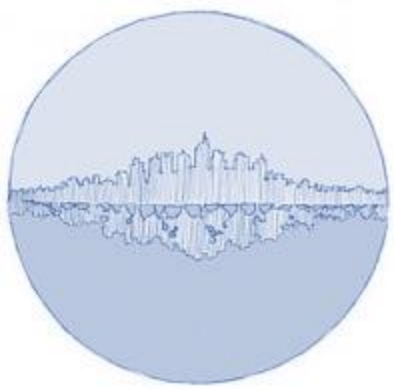
SUSTAINABILITY-ORIENTED INNOVATIONS



What can DSM do to grow the coalition of stakeholders for change both internally and externally?

https://www.youtube.com/watch?v=iN_A7keXtVg

COURSE REFLECTION



Individual report:

What are the five most important lessons of week 1-2 and why?

In what circumstances could they learnings be applied

Do you agree with the presented theoretical frames or would you add or change certain components? Please explain.

1 page document

Deadline: Friday by email (A.S.A.Bobelyn@tue.nl), plagiarism checks!

COURSE REFLECTION