

Combating Climate Change:

Can Open Innovation Methods help?

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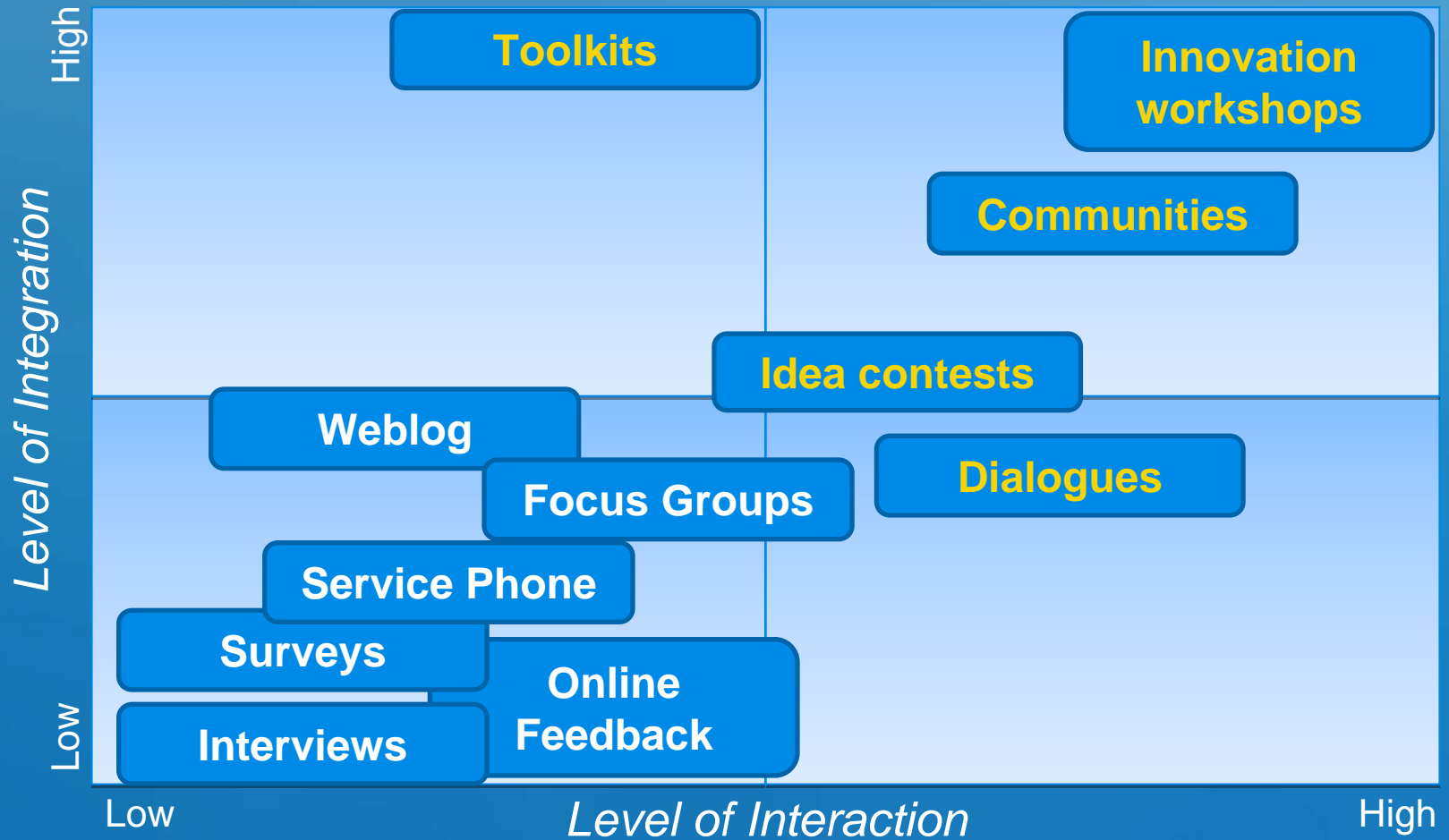
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Agenda

- Open Innovation – Methods and Challenges
- Case Study – Framework and Methodology
- Results and Conclusion

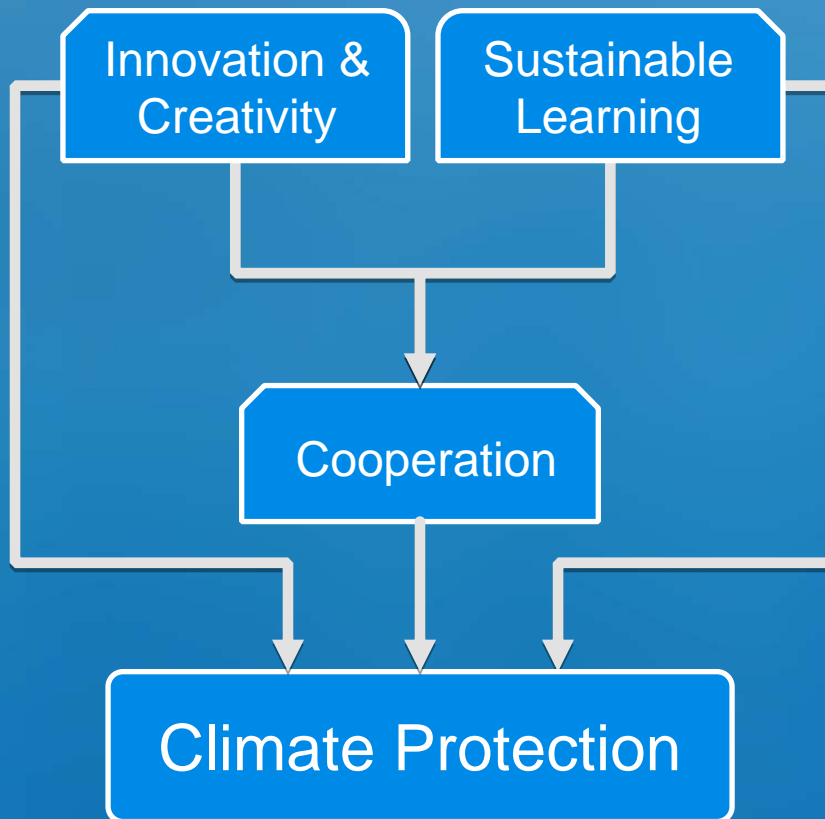
Open Innovation – Methods



Open Innovation – Challenges

- Mutually understanding of positions and interests
- Finding and discussing realisable solutions
- Legitimizing corporate responsibility and power
- Holding-up of decisions as well as generating uncertainty
- Selecting authoritative decisions by integrating stakeholders

Case Study – Framework & Methodology



- 13 German-based companies in fields of
 - Mobility (2 SME, 2 large companies)
 - Housing & Construction (4 SME, 2 large companies)
 - Information & Communication Technologies (3 large companies)
- 10 stakeholder dialogues, 8 innovation workshops, 7 web-communities, 2 idea competitions, 1 toolkit

Results I – Sustainable Learning

- Companies: increase in knowledge on
 - Users' needs and interests
 - Users' preferences of product and service features
 - Products' contribution to climate change
 - Role of users in innovation management
 - Methods to understand users' needs

- Consumers: increase in knowledge on
 - Products and difficulties regarding adoption of user needs
 - Sustainable behaviour

Results II – Cooperation

- Companies: accept consumers as competent actors
 - Experts of every-day life containing use and solution knowledge
 - Knowledge on products/services
 - Invitation to exchange knowledge

- Consumers: bring in their ideas (no rights, but prizes)
 - Adaption of products to user needs
 - Understand role of users in product development
 - More climate-friendly behaviour

Results III – Creativity and Innovation

- Open innovation methods:
 - Different level of interaction or dialogue orientation and therefore diverse possibilities to support sustainable development
 - Climate protection issues have to be addressed directly
 - Filtering mechanisms due to companies' constraints regarding actions for climate protection and sustainability measures

Conclusion

- Diverse liability of the level of participation causes different organisational penetration of the learning processes
- To permanently anchor sustainability or the awareness of climate change in businesses, the implementation of open innovation methods is not enough
- Organisational structures are necessary to pass and implement the attained information, knowledge and learning effects into the organisation