

PLAN



Presentation by Walter Tempst

ACR+ Webinar - Brussels, March 29th 2012





From an initiative to an informal network towards a mature innovation network

Plan C is an 'innovation network'

Innovation

> focus is on experiments to learn about breakthrough (or disruptive) innovation

Network

> it doesn't refer to a specific place or actor, contact with the external environment is utmost important

Transition(s) in waste management

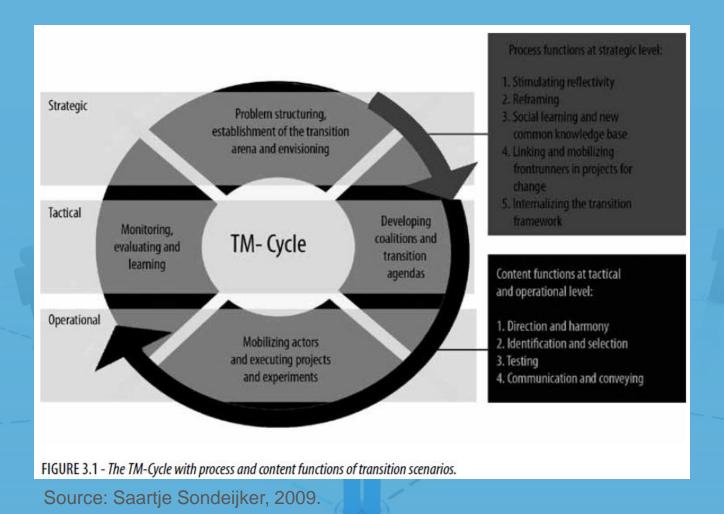
The waste management system, such as developed during 80s-90s, is under pressure.

Plan C, as a policy process, was introduced in 2006 by OVAM with the goal of reorienting its waste policy towards sustainable materials management.

The approach that is followed to innovate waste policy was inspired by "transition management" (introduced in the NL since 2001).

All activities for facilitating the process, communication, expertise, studies, etc. were supported by OVAM.

Inspired by transition management 1.0



TM 1.0 or DRIFT approach is one of all efforts to influence socio-technical systems (transition governance)

Plan C building blocks



Envisioning

"Vision" is best thought of as "future orientation" or Leitbild. It shows the importance of a guiding vision and leadership in a process. Visions are capable (...) to provide a degree of "congruence" in the actions of various individuals and organisations.



Adaptive network

Adaptive systems are complex in that they are dynamic networks of interactions and relationships, not aggregations of static entities. They are adaptive in that their individual and collective behaviour changes as a result of experience and learning.



Experimenting

Society is challenged by the question how to to fulfill societal needs in a more sustainable way and overcome persistent problems (...). Because there's much uncertainty about both problems and solutions, it requires experimentation on a small scale. Small-scale experiments are a key instrument in stimulating sustainable transitions.



Building a Transition Arena

Problem/system structuring and moving to a transition agenda: envisioning the future and pathways to get there

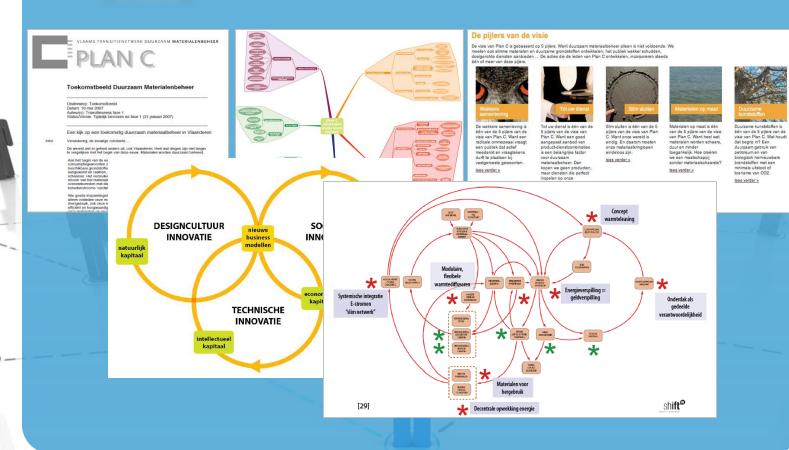


Expanding the network





Envisioning



Lessons learned

With the start of Plan C 5 years ago, OVAM showed its early awareness of these new upcoming developments. The transition management approach that was used to initiate Plan C was successful in creating a "policy niche" with some distinctive characteristics:

- a new discourse for Flanders about sustainable materials management, based on the contributions of frontrunners working under new interaction rules between government and societal actors,
- starting a (learning) network that, certainly until 2008, was the main voice in Flanders on sustainable materials management.

The financial means came from traditional governmental funding sources.



Experimenting

No classical innovation projects

A transition experiment is an innovation project with a societal challenge as a starting point for learning aimed a contributing to a transition.

Type of steering requires more than managing internal aspects of innovation projects, it is also about managing interactions between projects, managing interactions between experiment and niche or broader societal context and (inter)national developments.

Why experimenting?

Society is challenged by the question how to to fulfill societal needs in a more sustainable way and overcome persistent problems (...).

Because there's much uncertainty about both problems and solutions, it requires experimentation on a small scale. Small-scale experiments are a key instrument in stimulating sustainable transitions.



Adaptive network



Shake up the idea box! (and see what comes out) Solution

Urgent need for tailor-made tools/process

Can-do and effectual approach

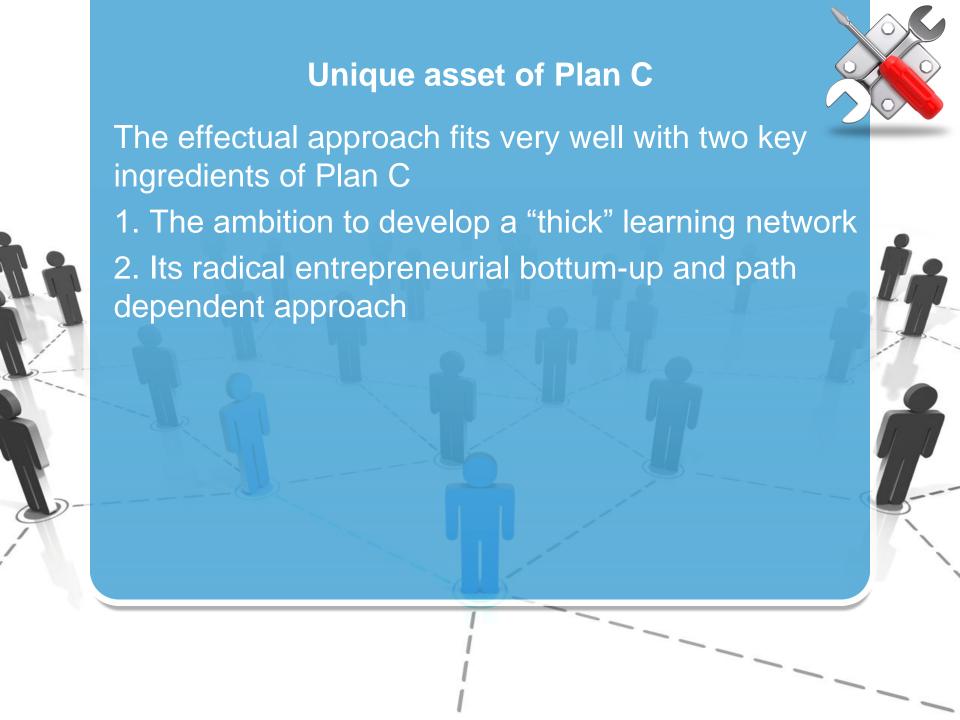
The methodology/tools to guide experiments from an initial idea to proof of concept [and, eventually, to a transition in materials management], has been developed in a learning-by-doing-modus (period 2009-2010)

Concentional approaches of innovation are difficult to aply in a transition context. Developing a effectual innovation trajectory, not focused on decisions (with a fixed goal) but on design to hedge the future by creating diverse partnerships and capitalising on the diverse types of expertise present in the network.

Causal versus effectual thinking

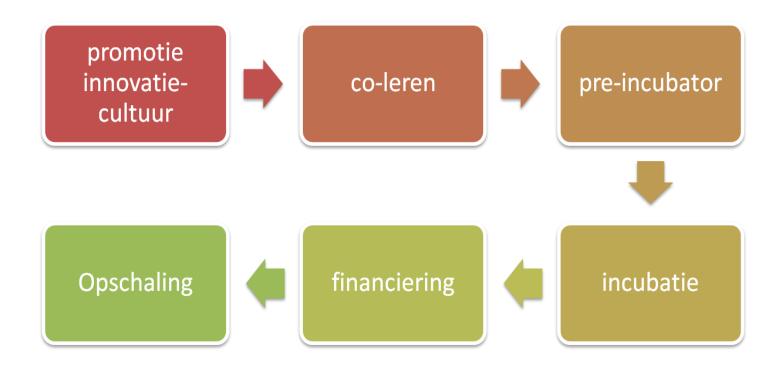






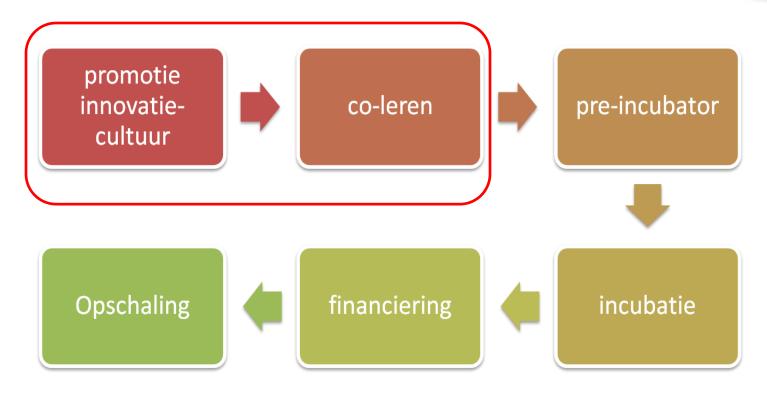
Innovation trajectory: 6 fases





Generating and capturing of ideas





An example: idea management tool



Genereren

Capteren







Uitdaging: Betaalbaarheid van duurzaamheid



beheer uitdaging



PLAN C en DuWoBo starten in het kader van het ISSI project samen een online ideecampagne op rond het thema "Betaalbaarheid van Duurzaamheid". In deze ideeëncampagne zoeken we inspirerende, duurzame concepten die kunnen aanslaan in brede B2C of B2B-markten. Betaalbaarheid is een centrale uitdaging om duurzame oplossingen haalbaar te maken voor bedrijven en mensen.

Samen met alle stakeholders en geïnteresseerden zullen we brainstormen over hoe duurzame innovaties niet enkel voor de donkergroene tweeverdieners of een kleine nichesector aantrekkelijk en betaalbaar zijn. Tal van innovatieve invalshoeken kunnen daarbij aan bod komen: nieuwe financiële modellen, logistieke concepten, slimmer design, innovatieve diensten, gedragsverandering... waarbij de focus ligt op innovaties die leiden tot een versnelde of veralgemeende intrede van duurzame oplossingen.









met steun van het Agentschap Ondernemen





Doe mee





Uitgever: Kris Moonen

Gepubliceerd op: 14 Sep 2011 Populariteit: 708 views

Gepubliceerd in:

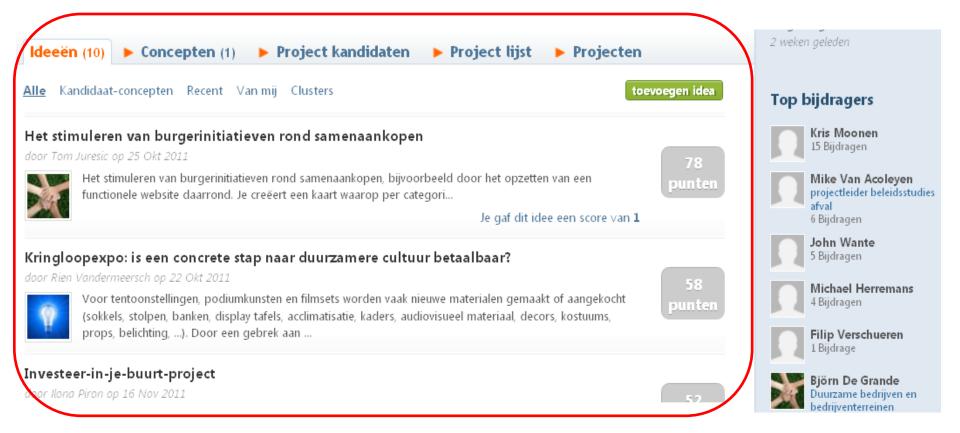
🕰 ISSI gezamenlijke ideegen...

Recente Activiteit

Mike Van Acoleyen heeft opportunity de concurrentiekracht bij schaarser wordende resources toegevoegd 2 weken geleden











Maak een S.W.O.T. analyse

Help dit concept uit te werken via het evalueren van zijn **Strengths**, **Weaknesses**, **Opportunities** en **Threats**.

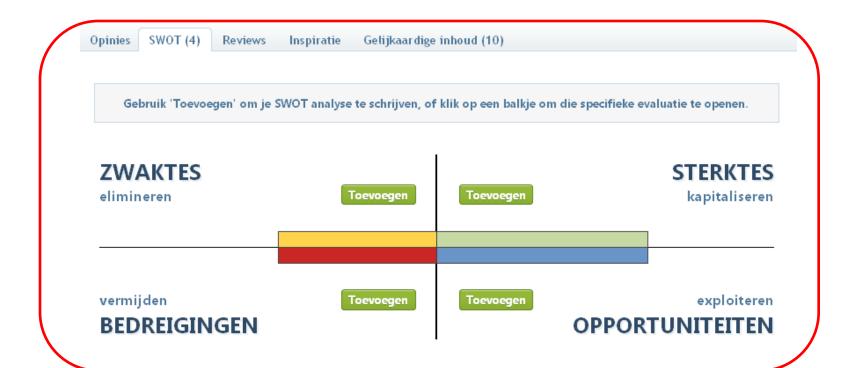
Nodig anderen uit

Inviteer zoveel mogelijk mensen om alle mogelijke voor- en nadelen van dit concept te vinden.

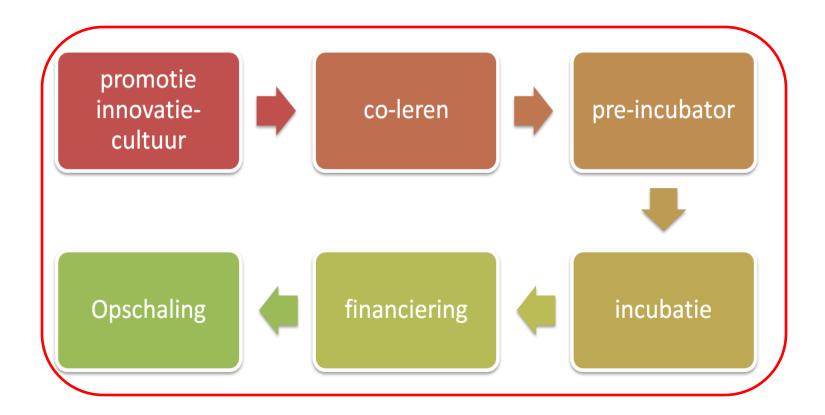
Vraag input van medewerkers, experten, ...

Volg dit

Bookmark dit



Sharing and collaboration





Collaboration between networks

» Transitienetwerken

ISSI werkt samen met de transitienetwerken Plan C en DuWoBo. Beide organisaties streven naar duurzame systeeminnovatie en bouwden hiervoor in Vlaanderen een breed netwerk uit van ondernemingen, kenniscentra, overheden en openbare instellingen, milieu- en natuurverenigingen, de academische wereld en tal van vak- en beroepsorganisaties.



Plan C focust op duurzaam materialenbeheer en is ontstaan op initiatief van de Openbare Vlaamse Afvalstoffen Maatschappij (OVAM), www.plan-c.eu



DuWoBo -Duurzaam Wonen en Bouwen- streeft om de principes van duurzame ontwikkeling door te trekken naar bouwen en wonen. DuWoBo wordt opgevolgd door het Departement

» Overige partners

ISSI, Plan C en DuWoRo kunnen rekenen op de expertise en inbreng van de onderstaande partners:











Met de steun van









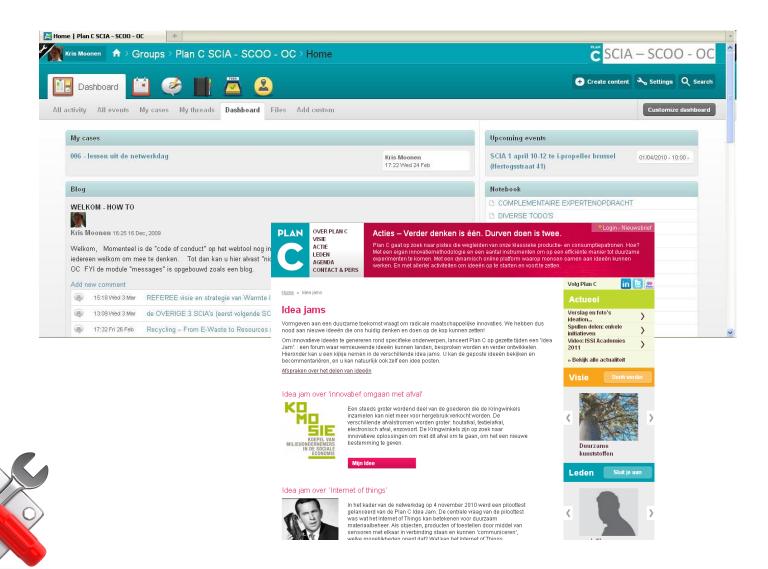




Interconnection virtual office and website

Plan C Virtual Office

Plan C Website



Smart use of social media



Plan C on LinkedIn

SU StumbleUpon

del.icio.us

Plan C on Twitter



Central mechanisms to which experiments contribute to sustainable transitions

1 Deepening context]

[learning as much as possible in a specific

2 Broadening

[linking and repeating in different contexts]

3 Scaling up

[embedding the experiment in (new) dominant ways of thinking (culture), doing (practices) and

organizing (structure)]





Some major experiments



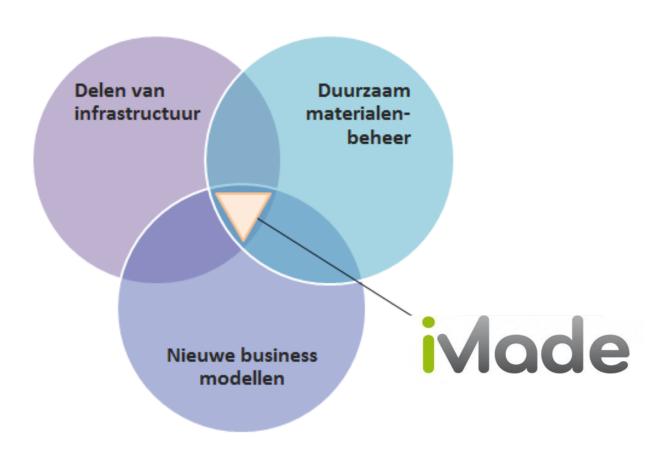
Let's take an example: iMade



Local production and consumption: B 2 B 2 C

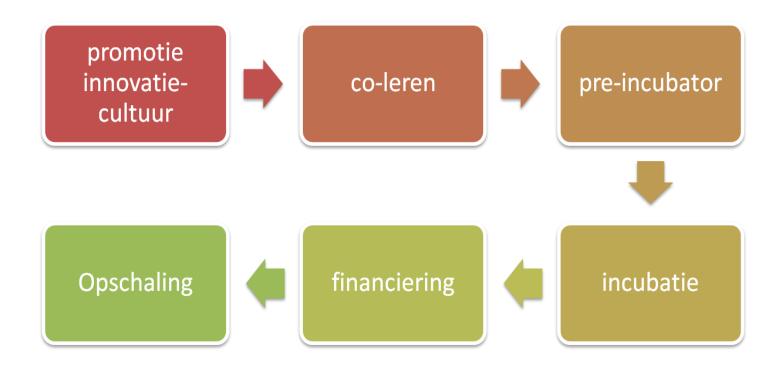


Local production and consumption



Innovation trajectory: 6 fases





Envisioning workshops/brainstorms/ideajams



te bestaan. Verder opperde een deelnemer dat er werk gemaakt moest worden van onderzoek naar natuurlijke grondstoffen voor 3D-printing. Pas als aan die voorwaarden is voldaan, kan de technologie ingeschakeld worden om op ecologisch verantwoorde wijze gepersonaliseerde objecten te maken. Vooral brillen, gebitten en andere verfijnde lichaamsonderdelen zag men al gemakkelijk uit een 3D-printer te woorschijk komen.

Een lokale 3D-smid?

Zodra de verbeelding de vrije loop gelaten werd, zagen leuke ideeën het daglicht. Een daarvan was het in ere atellen van de lokale amid, elke gemeente zou zijn lokale '30-smid' moeten hebben. Dit moet een specifiek 'ambacht' worden, dat stond buiten kijf. Een 30-smid moet in de eerste plaats goed zijn in het (virtueel) ontwerpen an objecten met dearwast in virkleh habben in de lotefare.



PLAN C

EDODTAGE ATELIEDS

ATELIER 3

Lokaal, kort en hoogwaardig gesloten materiaalkringlopen

Insteek van het atelier

Welke rol kan een technologie zoals 3D-printing spelen in het sluiten van lokale productie- en consumptiekringlopen?

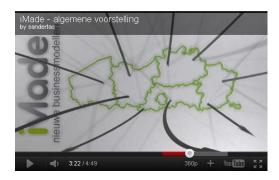
Inleidend

Theo Jongeling zette met zijn verhaal over innovatie binnen DSM NV de toon van dit atelier. De grote marktspelers volgen innovaties vandaag met argusogen en integre(ii) Welke rol zou 3D-printing in uw bedrijf kunnen spelen? (iii) Welke concrete stappen kan ik nemen in mijn organisatie om aan lokale productie op maat te doen?

Van scepsis tot vernieuwende ideeën

De groepen aan de tafels tekenden vaak buiten de lijntjes die Hendrik had uitgezet. Toch was er een duidelijke structuur te herkennen: eerst rees scepsis, daarna doken de vernieuwende ideeën op. Een van de terugkerende vragen was of de 3D-technologie niet tot juist meer ver

Promoting the challenge www.imade.be







0497/55.22.44 floris@i-propeller.com

Op deze website

Over iMade Plan C presenteert iMade Plan C en iMade ViA-Ronde Tafel (06-06-11) NV)

(Melotte NV)

Presentatie Bart Van Der

Contact

Floris Van Cauwelaert

Presentatie Simon Dewulf (Creax Presentatie Mario Fleurinck

Partners





Tempst

iMade op Twitter

BBC News - Engineers pioneer use of 3D printer to create new bones http://t.co/MNnZ2zTu 3 months ago

3D printing: Difference Engine: Making it | The Economist http://t.co/PLeWXiT7 3 months ago

3D-printing: een nieuwe industriële revolutie? - Humo: The Wild Site

Trigger the expertise in the network ...



... to develop a 'thick', comprehensive and integral innovation coalitions

OVAM

Philips Innovative Apps

Vito

Robbrechts

KU Leuven MRC

KU Leuven Incentim/FabLab

Sirris

Telenet

Materialise

Ecover

Melotte

Royal Haskoning

Komosie

Howest Industrial Design Center

Sustenuto

D&C Services

Colruyt

Flanders in Shape

Pars pro toto

Lessons learned

Huge challenge to keep the position of the first 2 years.

Partly explained by problems in the internal functioning of the network:

- the trial-and-error process of organisation and content development has been hindered by a lack of funding to support the process and the development of experiments,
- a search by involved actors (government, industry, knowledge sector, ngo's) to define their role and position vis-a-vis each other,
- the difficult translation of the discourse into action,
- · uncertainty about the future status of the network.

At least equally important for explaining the current position of Plan C are developments in the context: pressures at landscape, regime and niche level lead to a situation where different kind of actors in different policy domains (waste/materials, socio-economic innovation) are catching up with Plan C and threatening to overrun it.

Current challenges

Towards Plan C 2.0









Current challenges

Adaptive financing mechanisms for experiments and projects



Embedding in political context





Current challenges

Improving the building blocks, toolbox







Thank You!

Questions? Need more Information? Feel free to contact us.



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PLAN

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