Open innovation as EnTranCe to the new energy market

EnTranCe: Centre of Expertise Energy

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share your talent. move the world.
Innovation paradox of the (Fosile) Energy Industry

- WorldWide the (fosile) energy industry has a comfortable seat.
  - Gas sells itself and it will always do
  - New Fields, so no shortage to be expected?
  - New markets will emerge
Innovation paradox of the (Fosile) Energy Industry

• The (Gas) Industry is convinced that they have a superior product
• Their “problem” is customers do not always understand
• But they can excellently explain each other the superiority of our product
• So: no need to innovate?
• But: times they are a changin’
Times they are a changin’

Global agenda is changing rapidly: many agenda’s to serve
- Climate Change & Paris Agreement
- Sustainability vs security of supply
- Empowerment of general public
- Geo-political developments

New Innovation-models needed
Co-Creation and open innovation

• To secure energy supply in the future we need to
  – Create new sustainable value chains
  – Integrate the chains with the needs of society
  – Secure young brains being able to work on these new value chains

• At Hanze University of Applied Sciences, together with partners from industry we co-created EnTranCe as an open breeding ground for this.
Co-creation: speeding up the development cycle

- Innovation Accellerator
- Partners share knowledge
- Sustainable value chains are created
- Young people with fresh focus finding their future
The Energy Transition Centre EnTranCe
Example

Household level P2G2P
FC : 5 kW
Electrolyser : 5 kW
Storage : 35 bar 5 kg
For you

Extensive network

Access to knowledge and experience

Support local communities

Experimental facilities

Office- and workspace

Collective Intelligence

Energy related events

Access to launching costumers

Awareness creation

Young talented Brains!
“If we want things to stay as they are, things will have to change.”

Contact
Thank you for your attention.

Intrigued?
We welcome you as a Partner

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