



6th European Innovation Summit

A Mandate for Innovation in Europe

17 - 20 November 2014
European Parliament, Brussels

#6EIS

knowledge4innovation

Abstract

Knowledge 4 Innovation Lunch Debate

November 19th 2014, Brussels

Join the Energy Revolution

- Marcel van der Werf**
"We need more intensive collaboration to create energy innovation."
- Frank Pierie**
"The time for energy transition has passed, we need an energy revolution."
- Austin Dsouza**
"Why is Europe not the entrepreneurial hotspot?"
- András Perl**
"We all need to act now for a sustainable tomorrow."
- Sybren Jansma**
"Challenge young talent to create a sustainable future."
- Juliana Montoya Cardona**
"Do not take quality of life for granted, all our resources are limited."

Introduction

During the K4I lunch debate Hanze UAS PhD level researchers of different nationalities will present their ideas about their EU in 2050 in terms of intrinsic qualities. They will discuss how the EU should look in 2050, taking their PhD content into account and will share their views on actions that we should undertake today as a priority. They will also examine to what extent these priorities are in balance with today's practice. This Younger's Revolution is the core of this lunch debate.

Round table discussion

Collaborative society, By Marcel van der Werf.

This is a short paper written for the lunch meeting of the K4I-summit in Brussels in November 2014. This short paper was the basis for the discussion. During this discussion Marcel shaped a future goal for Europe in 2050, focussing on energy and society. Subsequently three actions Europe could initiate to achieve this goal were defined.

The pitch

I experience the energy transition as a positive transition. I do not just see a transition in the energy field but I also see a transition in the society. The energy transition partly means local energy generation. This is caused by bottom up local energy initiatives and this is a good driver for citizen participation in their own society.

However, I also see some impediments in this energy transition. To achieve the inspiring goals of the European Union, set in the Roadmap 2050 and the goal of the IPCC of total exclusion of fossil fuels in the year 2100 I think we not only need a shift in techniques used in processes, but also a shift in mindset.

I would like to enrich this statement with a practical example I experienced myself in my research project. This research project has a focus on the development of heat networks. In one of our cases we deal with the development of energy utilities. However, these utilities to be built, are not involved in our project. Despite we asked them to participate since they produce a lot of heat which could be beneficial for the network. After the completion of the utilities, these utilities started thinking about joining the research project on heat distribution. However, at that time these utilities invested a lot of money in cooling mechanisms to cool their waste heat down before they can spill it into the environment. At this moment the utilities don't have the heat anymore that is beneficial for the heat network.

What we see here is that companies first optimize their own process before they start looking for collaboration with other companies. While the most profit, in financial and environmental way as well, can be gained when the collaboration starts in the initiating phase of process development. Actually the way companies develop today can be stated as rather inefficient. *And I don't want to pay for inefficiency in these processes.* I think we need a change in mindset to change these development processes. I think that Europe can stimulate this change by developing more tangible goals for the energy transition. As a start, I think Europe should set the goal that in 2050 every industrial location will share resources and waste streams between different companies. In my opinion this can be achieved by teaching people to think across borders.

How do you think Europe could help to achieve this thinking across borders?

The discussion

Trying to answer this question, the guests brought to debate that for a better integration of industrial processes the sharing of information is crucial. Subsequently a common language should be the standard for

this information sharing. However it remains hard to create this information sharing between companies. This is caused by the lack of trust and competitive advantage of information. A border to be crossed is for example how could one make sure that the information sharing is based on real data? Europe could help by facilitating in sharing of anonymous information and knowledge. But this should be done step by step. Don't be too ambitious.

A part of the table members think that people are not into changing present ways of thinking. However the other part of the table thinks that the next generation is changing in their line of thinking. This change could be facilitated during training and education of the next generation. Here should be started with acknowledging the possibilities and benefits of thinking across organizations borders. Europe could help by motivating young people to act ambitious by facilitating them in the right way.

Finally the table agreed on the following three actions Europe could initiate to stimulate the collaborative society:

1. Create a better regulation in Europe. Act as a framework facilitator not as an over regulator to stimulate thinking across borders.
2. Create a perfect communication channel about best practices in Europe of new business development. The United States does this for Silicon Valley. Give European success stories of new businesses in every field a good platform. This could work as an incubator and stimulator for other entrepreneurs to develop their own business. This helps in a positive change in the European mindset.
3. Motivate the development of new ideas in collaboration and other business development. This should not only focus on the younger generation but on all generations. It is not only the younger generation that could generate innovation. Keep in mind that change can start with one person. Facebook with Mark Zuckerberg is one of the examples here.

About the speaker

Marcel started his career at the Royal Dutch Military Academy and got his officers degree for the Royal Netherlands Air Force, specialized in military business administration. Driven by his wide interests he decided to start the bachelor study of Human Geography and Planning at the University of Groningen and subsequently he finished the master of Economic Geography. After his study Marcel started working as a consultant at the international engineering and consulting company Tauw bv. In this position Marcel specialized himself in social cost benefit analysis for infrastructural projects and for subsidy initiatives as well. His wide interests created a new switch in his career and Marcel started at the Hanze University of applied sciences as a researcher. Presently his research focuses on the organizational development of newly initiated Industrial Symbiosis Networks.



Word of gratitude

I would like to thank the organization of Knowledge4Innovation to give the Hanze University of Applied Sciences the chance to attend this 6th European Innovation Summit at the European Parliament. A special thank to Wim van Gemert for giving me the opportunity to participate in this lunch debate session. It was quite an honor and a great learning opportunity for me. Finally I would like to thank the participants of my discussion table for their active and inspirational ideas.

Signature

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Appendix I: Notes from note taker

Every industrial location will share resource and waste flows. How can Europe help?

How can we change the mind set?

- Common language → standard
- Example → real data
- Save money
- Use best practices
- Equal playing field

People are not into changing. Therefore facilitate:

- Information
- Knowledge
- Share information anonymously

Is this a too ambitious idea? Make step by step in this process.

Motivate younger generation. As one person can change the world (Mark Zuckerberg with Facebook).

Let experienced people help the younger generation. Here innovative ideas could grow together with important experience in the field.

Europe should facilitate.

1. Better regulation. Act as a framework facilitator not as an over regulator.
2. Good success, best practices and communicate this.
3. Motivate new ideas. Generation doesn't mean anything. Change can start with one person.