



# Competitive green growth; The power of networks and joint visions

*EPIC 2020*

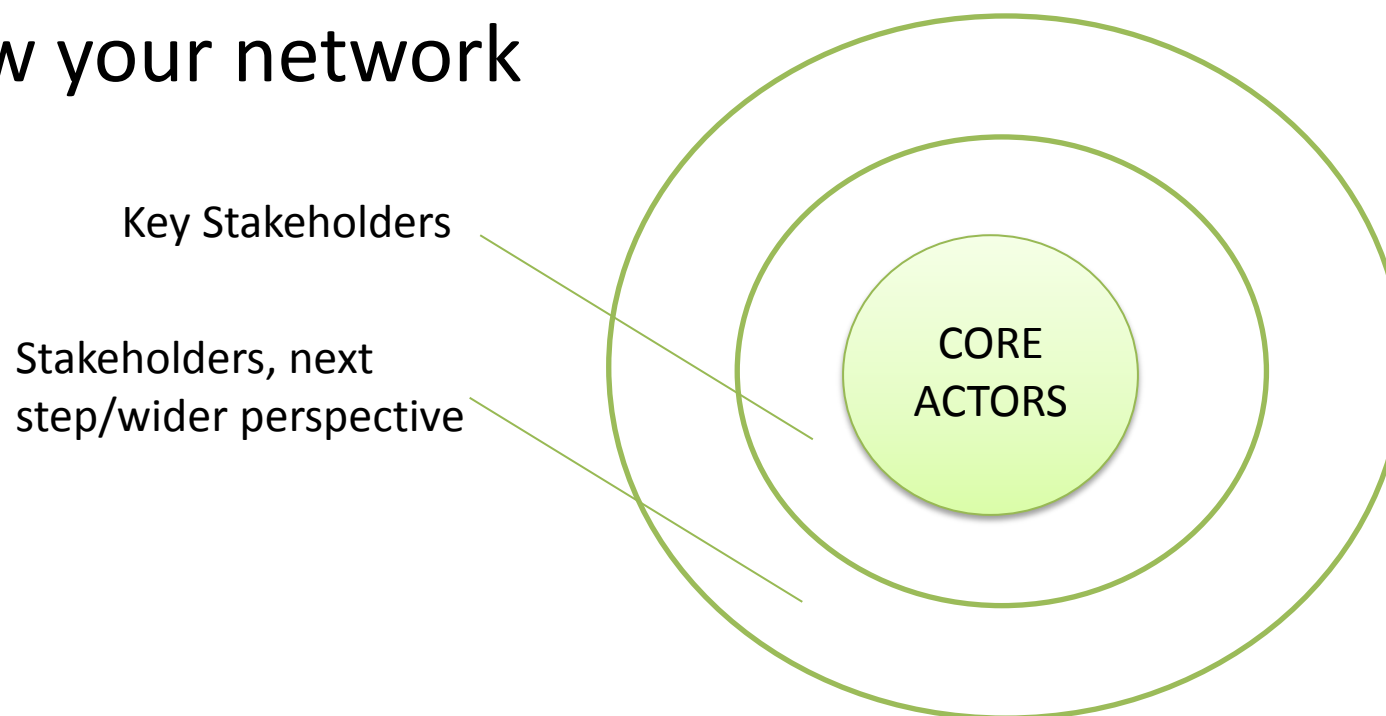
*City of Malmö and E.ON*

*Brussels, 14<sup>th</sup> of March 2016*



# Creating a network

## The ring on the water effect – Start small and grow your network





# Creating a network - Make it everyone's business!

Local and regional authorities  
Academia  
Cleantech networks/organisations

Commercial companies  
Limited companies  
Cooperations  
Industry associations

Holistic perspective

Business perspective

- Local and Regional growth
- Job opportunities created
- Resource efficiency
- Environmental performance
- Optimized use of land

- Core business development
- Possibilities to reduce costs
- Possibilities to increase revenue
- Environmental impact

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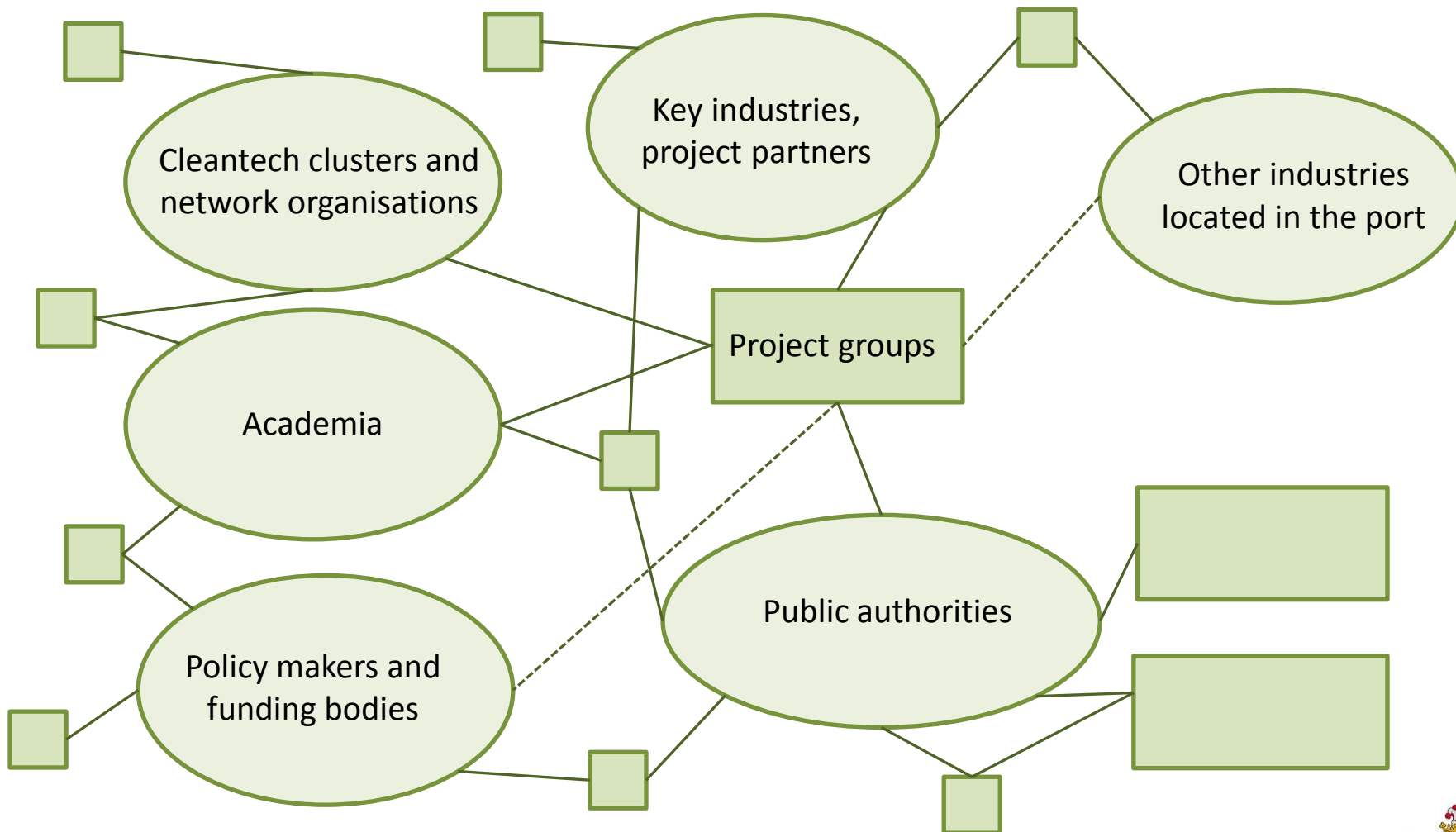
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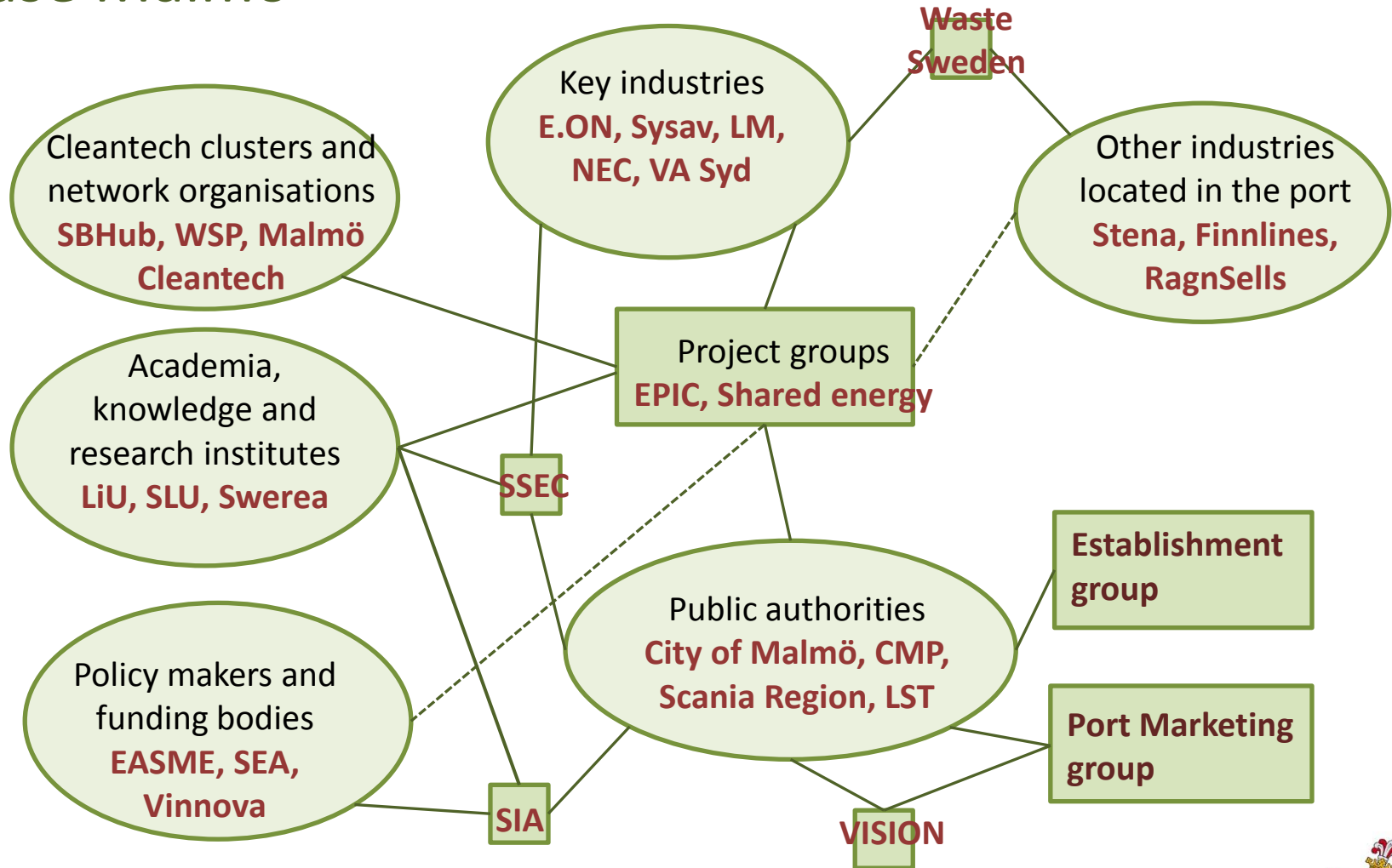
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# A traditional way of mapping works...



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## Case Malmö





Co-funded by the Intelligent Energy Europe Programme of the European Union





...extend it by mapping of roles in a network



Champions	Coordinators	Physical anchors	Institutional anchors
<ul style="list-style-type: none"> <li>• Socially competent actor with local roots</li> <li>• Develop social relations</li> <li>• Address social barriers</li> </ul>	<ul style="list-style-type: none"> <li>• Actors representing private and/or public sector</li> <li>• Coordinate development of a specific area</li> <li>• Important in early stages of development</li> <li>• Address economic social, technical and informational barriers</li> </ul>	<ul style="list-style-type: none"> <li>• Actors controlling large flows</li> <li>• Attracts other actors to establish in the area</li> <li>• Important in early stages of development</li> <li>• Address economical and technical barriers</li> </ul>	<ul style="list-style-type: none"> <li>• Actors representing public sector</li> <li>• Supply knowledge and support</li> <li>• Important in early stages of development</li> <li>• Address social, informational and barriers related to policy instruments</li> </ul>

Brookers	Orchestrators	Decomposers	Scavengers
<ul style="list-style-type: none"> <li>• Actor with a function as intermediary between other actors</li> <li>• Mediate information and material resources</li> <li>• Address economical, social, technical and informational barriers</li> </ul>	<ul style="list-style-type: none"> <li>• Actor with a function as intermediary and coordinator in a network of actors</li> <li>• Mediate information and material resources</li> <li>• Address economical, social, technical and informational barriers</li> </ul>	<ul style="list-style-type: none"> <li>• Actor involved in recycling processes of single flows</li> <li>• Close material flows</li> <li>• Address economical, social, technical barriers</li> </ul>	<ul style="list-style-type: none"> <li>• Actor involved in collection of single flows</li> <li>• Close material flows</li> <li>• Address economical, social, technical barriers</li> </ul>



## Not a traditional network ...

- For common business development
- Identifying and developing new business and roles/responsibilities
- Creation of business ideas over company boundaries
- Verification of business ideas in the network
- Openness and trust is the key for success

Network or → a platform for innovation?



# The value/benefits with our network

- Better knowledge and understanding of your recent and tomorrows partners.
- Focused on one area
- A network or cooperation platform shorten and simplifies the start-up process to new projects, also outside the field of energy
- Common business developments and demo tests
- Common business and trend analysis regarding society development, innovation and business models.

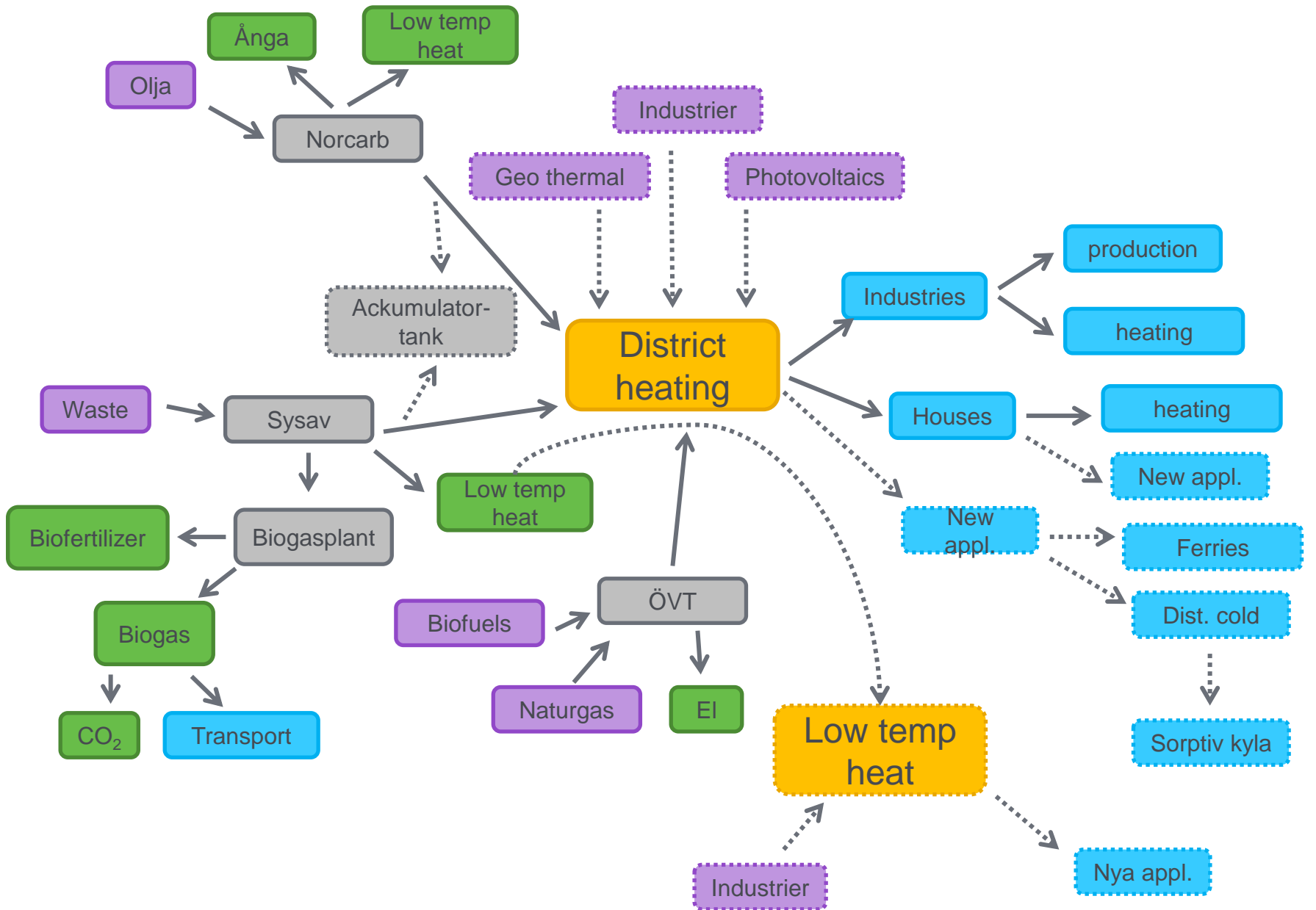
# Step by step development of a competitive innovation platform for industrial symbiosis



- Identify opportunities from own business perspective (inside-out)

- Identify opportunities with other stakeholders (outside-in)

- Establishment of a innovation platform to strengthen symbiotic connections for established actors and new establishments





## Key success factors

- Start small and grow;
- Engagement by addressing specific target points;
- Start focus in one area, energy;
- 1st prio, focus on most obvious → but to grow in a long run other needs to stay in focus as well;
- Focus on the business potential;
- The combination of PPP creates a valuable setting;
- Scale of the project, local, regional or national level;
- Funding for the process;
- Long term perspective very important but difficult



# Thank You!

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