

# Innovating for Sustainability: The State of the Art and Beyond

## Schedule and Venue:

August 5 2016 from 8:00AM to 10:00AM, in room Grand Ballroom  
Salon H at the Anaheim Marriott.

<p>Introduction (10 minutes) :</p> <p><b>I4S project introduction</b></p> <p><b>Sally Randles</b></p> <p>Senior Research Fellow</p> <p>University of Manchester, UK</p> <p><b>Business model innovations for sustainability</b></p> <p><b>Stefan Schaltegger,</b></p> <p>Professor</p> <p>Centre for Sustainability Management, Leuphana University Lüneburg, Germany</p>	
<p><b>State of the Art and future challenges for SDI</b></p>	
<p>Challenges and Facilitators of SDI (5 minutes)</p> <p><b>Steve Kennedy</b></p> <p>Assistant Professor</p> <p>Rotterdam School of Management, Netherlands</p>	<p>Accelerating the theory and practice of SDI (5 minutes)</p> <p><b>Jason Jay</b></p> <p>Senior Lecturer</p> <p>MIT Sloan School of Management, US</p>
<p><b>Business Models Innovation for a future compatible with Sustainable development</b></p>	
<p>Can business models be compatible with and drive sustainable consumption? (5 minutes)</p> <p><b>Nancy Bocken</b></p> <p>Associate Professor</p> <p>TU Delft, Netherlands</p>	<p>A digital perspective on the challenge of sustainability (5 Minutes)</p> <p><b>Richard Adams</b></p> <p>Senior Research Fellow</p> <p>University of Surrey, UK</p>
<p><b>Normative orientations and leadership of SDI</b></p>	
<p>Normative orientations ad values-centred leadership of SDI (5 minutes)</p> <p><b>Sally Randles</b></p>	<p>Embedding CRS into Business Models: The Dynamics between devices and De-Facto Business Models (5 minutes)</p>

Senior Research Fellow  
University of Manchester, UK

**Oliver Laasch**  
Marie Curie Fellow  
University of Manchester, UK

**Four Roundtable Discussions (30 minutes)**

1. Biomimicry as an approach to SDI  
Chair: Steve Kennedy  
Activating Paper: Taryn Mead

2. Business Models Innovation for Sustainable Change  
Chair: Sally Randles  
Activating Paper: Monique de Ritter

3. Inter-organizational dynamics as SDI drivers  
Chair: Oliver Laasch  
Activating Paper: Amanda Williams

4. SDI in the Built Environment  
Chair: Mario Pansera  
Activating Paper: Lara Hale

**Plenary discussion of key outcomes (20 mins)**  
Facilitated by: **Stefan Schaltegger / Roundtable Chairs**

**Roundtable Activating Papers:**

**Led by Taryn Mead**

**"Biomimicry as an Approach to Sustainability-Oriented Innovation in Multinational Corporations"**

*Biomimicry, the practice of learning from nature for design and innovation, has gained significant traction in recent decades and is increasingly popular amongst corporate innovation managers. This roundtable will discuss factors that contribute to the success of biomimicry as a corporate innovation strategy and case examples of its impacts on the regeneration of socioecological systems.*

**Led by Monique de Ritter**

**"Business Model Innovation in Entrepreneurial Ecosystems for Sustainable Change"**

*Entrepreneurs are business model innovators and therefore important actors to generate innovation and change. However, often entrepreneurs lack the resources and knowledge to create fundamental sustainable change on their own. Therefore, it is argued, thinking and working in entrepreneurial ecosystems is of key importance to create larger scale sustainable impact. However, what are the characteristics of such entrepreneurial ecosystems to indeed have this potential?*

**Led by Amanda Williams**

## **“Inter-organizational dynamics as a driver of sustainability transformations”**

*Collaboration is essential for driving transformations towards sustainability. The dynamics of inter-organizational relations are complex and call for scholarly attention. This roundtable will discuss such issues as, what is the value of networks or innovation platforms for sustainability? What are the drivers of cross-scale change? What are the dynamics of collaboration and competition?*

**Led by Lara Hale**

## **“Experimental Innovation in the Built Environment”**

*As new governance modes interweave the activities of industry and governments, experimentation becomes a significant pathway for the emergence of innovative standards and norms that further sustainability across the built environment. Standards are key tools for influencing practice, and ultimately legislation, in the building industry; and experimentation with these standards in building demonstration projects exposes the dynamics between user values and defaults. This roundtable will discuss some of the challenges of governing through standards, learning experiences and innovation within large-scale experimentation, and the interplay between voluntary rules and consumers.”*