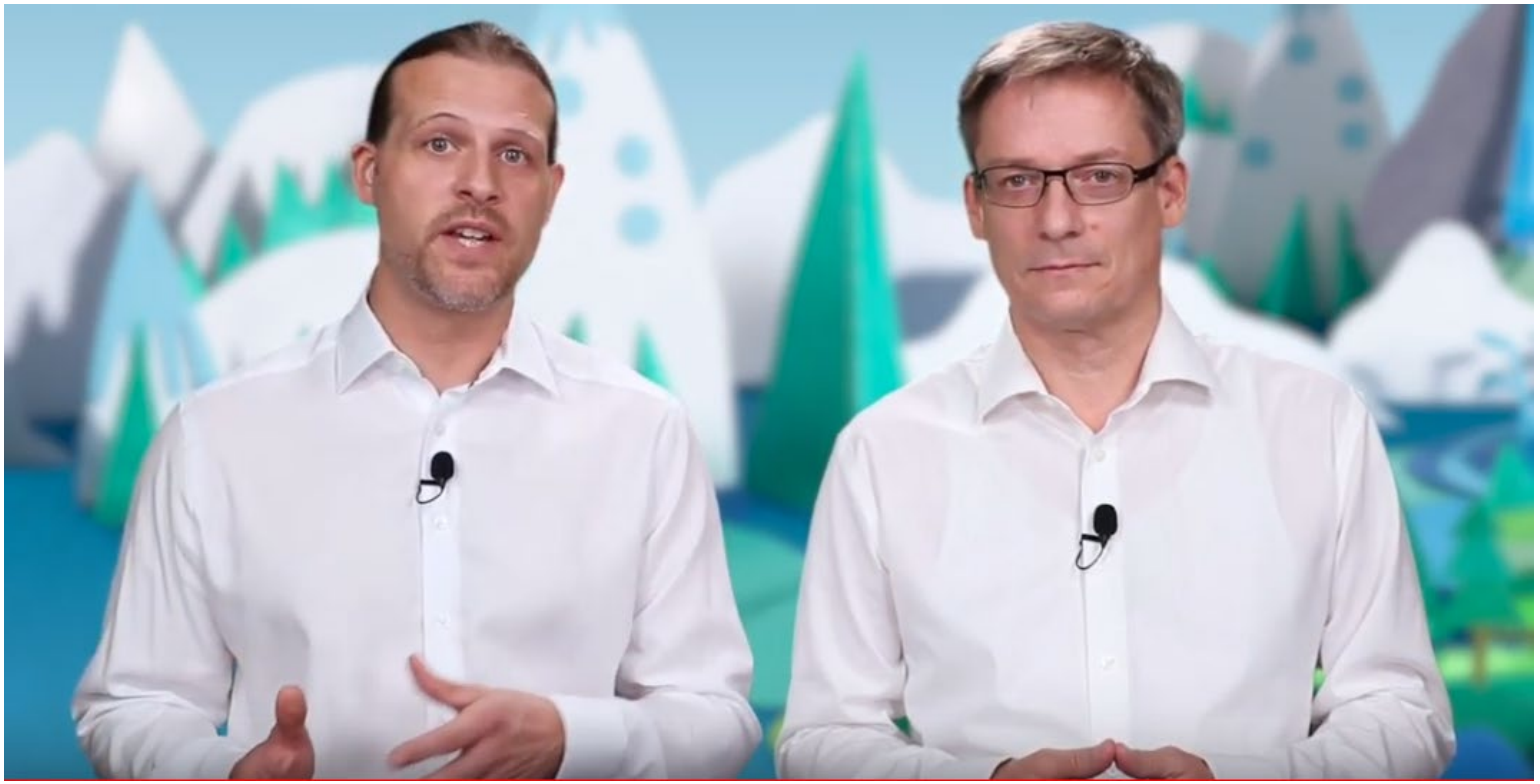
WELCOME & INTRODUCTION

Values-Based &
Sustainable
Innovation



https://youtu.be/2D1tbRJKN5c

Innovating in Times of Crisis

SIG
Values-Based &
Sustainable
Innovation

Purpose of the SIG

Values-Based & Sustainable Innovation

The purpose of the SIG is to better understand the functions and impact of values, culture, and sustainability considerations on innovation and its management. The goal is to develop suitable research and facilitation methods to establish values and culture as sources, levers, and orientation marks for sustainable innovation.

https://www.ispim-innovation.com/sig-values-based-innovation

Background

Values-Based & Sustainable Innovation

- From user-centered design and customer-centricity to **stakeholder** inclusiveness
- From customer needs and short-lived interests to **values**, i.e. notions of the desirable, held by individuals or a social group
- Every company pursues values and normative orientations – the question is not if an organisation should pursue values, but **how** it does work with values.
- Innovation can be good or bad, and should be managed based on **what we care about** (i.e. values).

Cases

SIG Values-Based & Sustainable Innovation

Cases show that **innovation cannot be well understood, designed or managed** without recurring to the values and normative orientations of those involved.

Why do we need this SIG?

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- Values remain widely untapped as **sources** of and **drivers** for innovation.
- Related frameworks (e.g. of social, sustainable, responsible, open innovation) barely cover the role of different stakeholder values (e.g. of intrapreneurs).
- Novel **facilitation methods** are needed to manage values for innovation, e.g.
  - Reframing existing methods (e.g. values-based business modelling, retrospectives)
  - Developing new, collaborative, experiential and practise-oriented interventions
  - Impact assessment and management ensuring values provide frameworks for action

Different management dimensions

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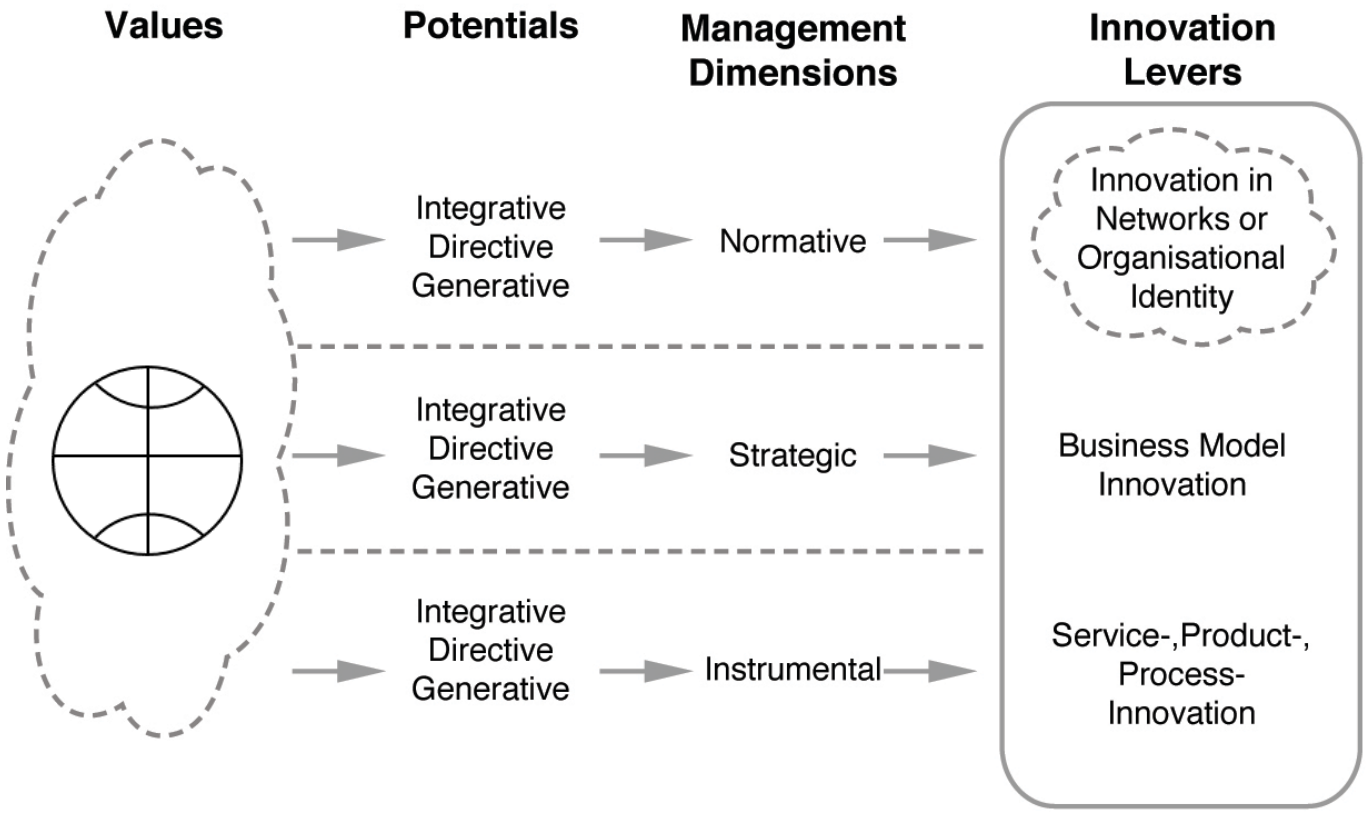
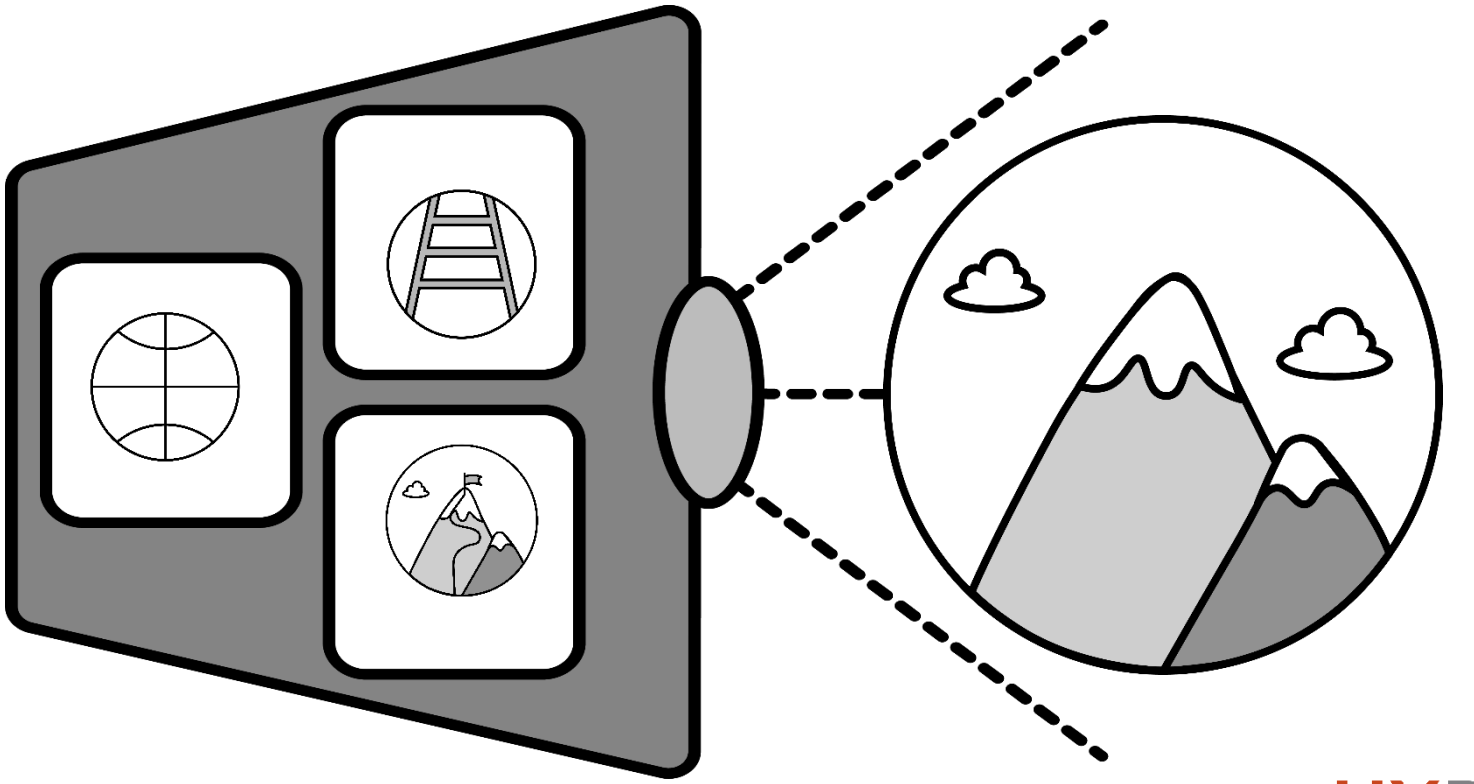


Normative Management

SIG Values-Based & Sustainable Innovation



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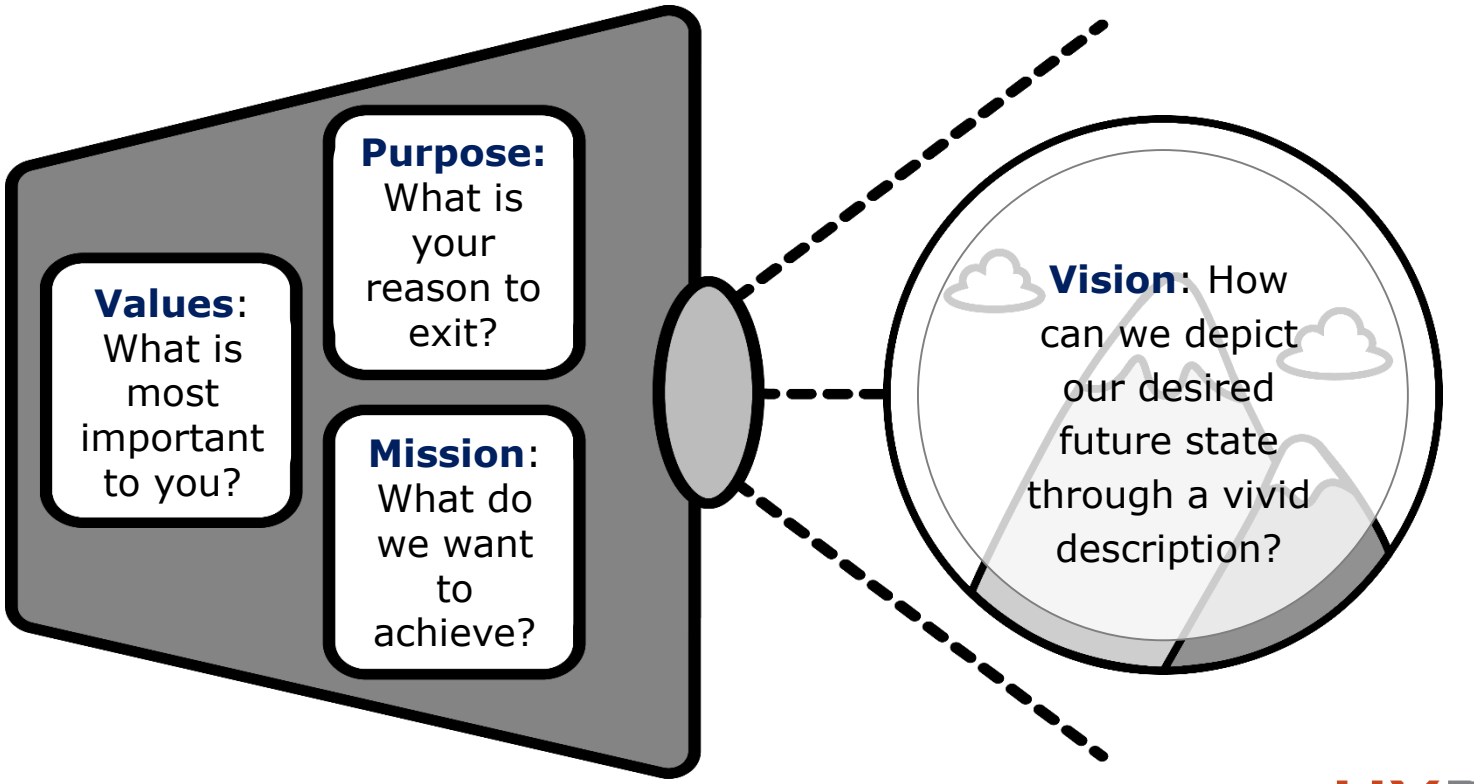
Normative Management

SIG Values-Based & Sustainable Innovation



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Strategic Management

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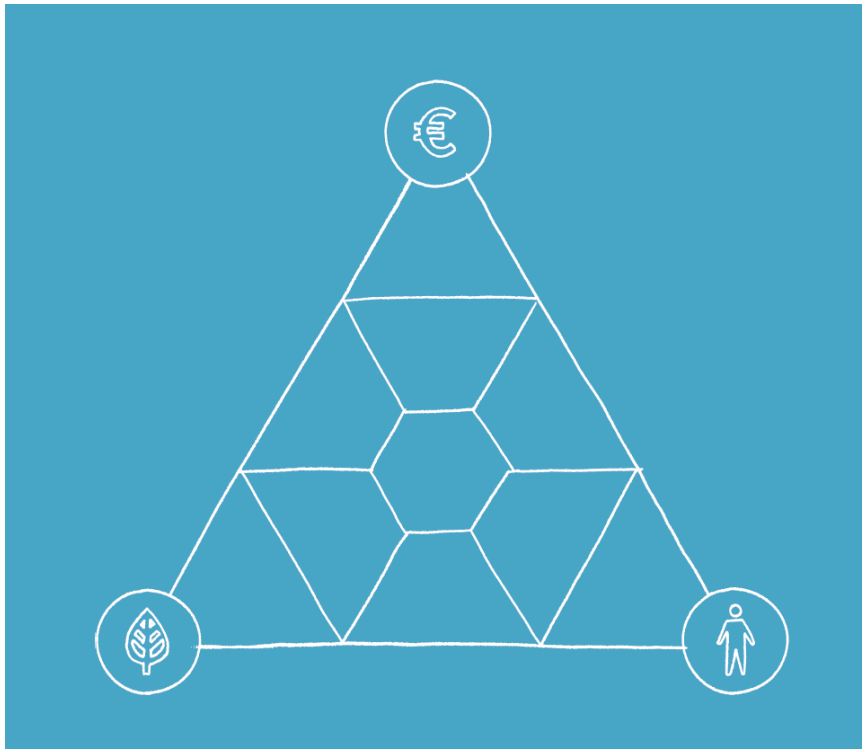
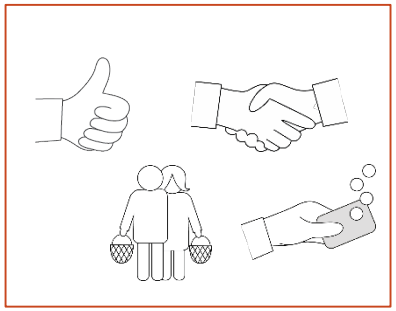
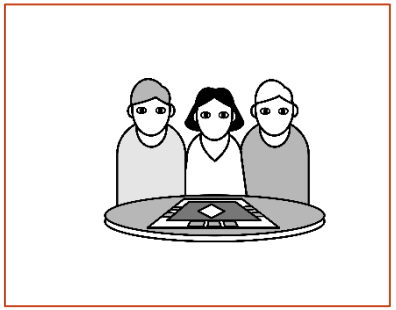


Sustainable business model patterns and how to apply or utilize them for values-based business model innovation.





Instrumental Management

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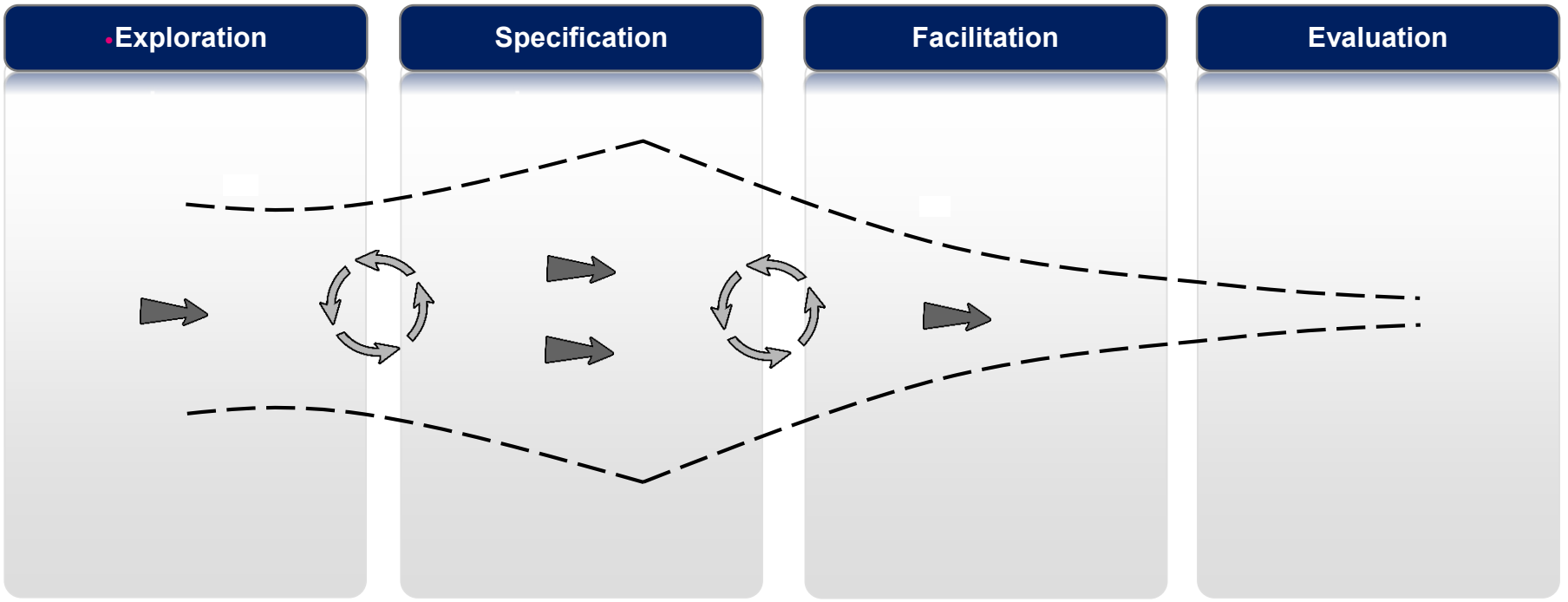


Topics

Values-Based & Sustainable Innovation

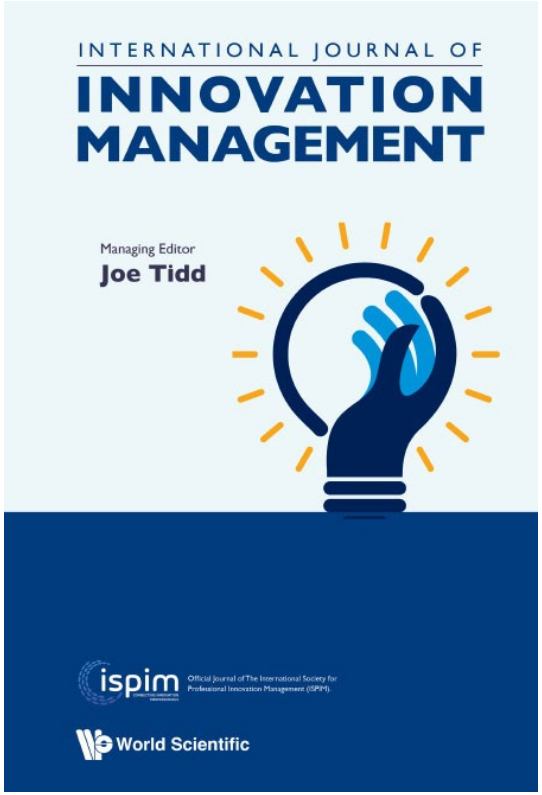
- **Phenomenology**: How do values and culture impact and direct innovation and its management? How are different stakeholders' values recognized?
- **Tools and methods**: Appropriate research, facilitation and management methods are required to work with values. How to design or reframe methods to leverage the – heuristic, directive, and integrative - potentials of values for innovation?
- **Impact**: How to estimate, manage, and measure the impact of innovation on values-based goals?

Research /// IJIM Special Issue

SIG Values-Based & Sustainable Innovation

- **Title**: Managing Values for Innovation — Cases, Methods, and Theories
- **Edited** by Henning, Florian and John Bessant

- **Inviting**: Empirical studies, research and facilitation methods, theoretical contributions
- **Timeline**: Full paper submission between 1st July and 31st August 2020
- **Online**: https://www.worldscientific.com/page/ijim/callforpapers02



Next: Thematic Leaders

SIG

Values-Based & Sustainable Innovation

Matthias Rauterberg: Human values-based design

Sven-Uwe Müller: Values-based business model innovation in the Lab of Tomorrow

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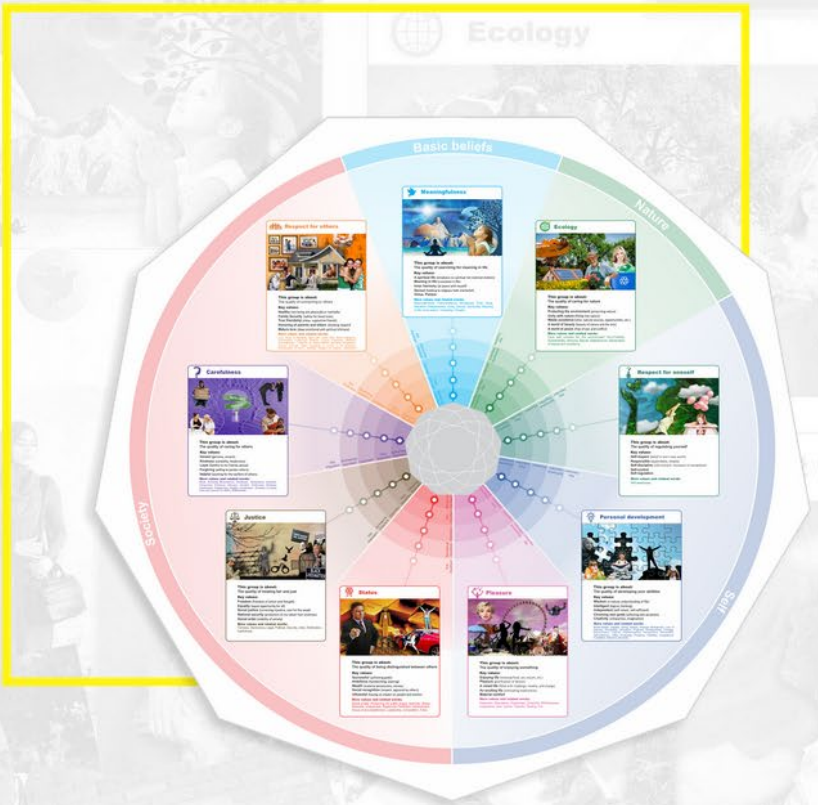

Research /// lab-of-tomorrow.com

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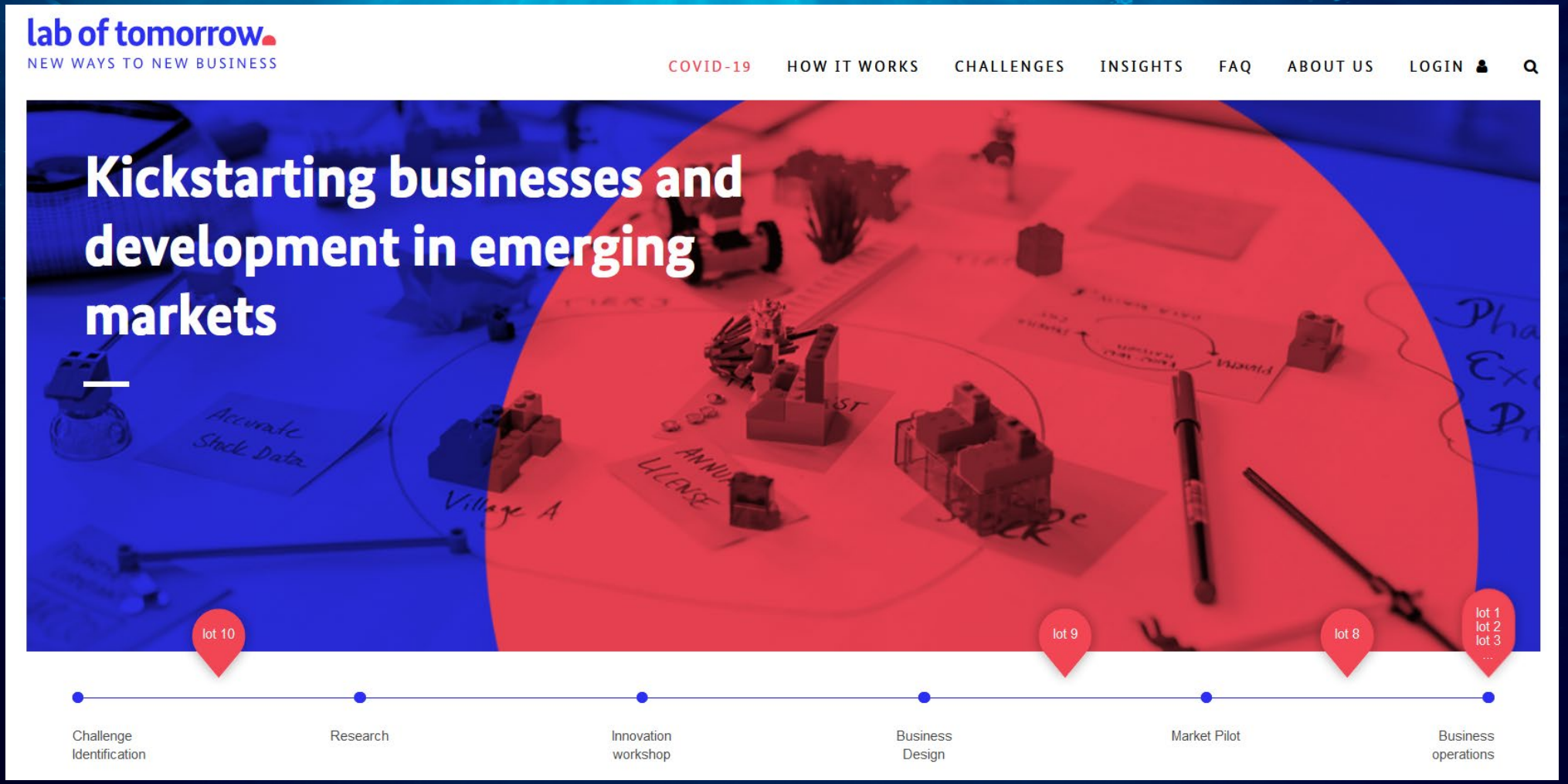

Thematic Leader Panel

Our Thematic Thought Leaders for Today

SIG Values-Based & Sustainable Innovation

- **Corie Wiren**,
  Senior Product Manager at Ecosia – the search engine that plants trees
- **Roman Meier-Andrae**,
  Divisional Head of Corporate IT & Digitalisation, TUEV Nord Mobility
- **Sven-Uwe Müller**,
  Programme Leader, Lab of Tomorrow at GIZ/BMZ
- **Matthias Rauterberg**,
  Prof. of Designing Interactive Systems, Eindhoven University of Technology
- **Stefan Schaltegger**,
  Prof. of Sustainability Management, Leuphana University Lüneburg

Our Schedule for Today

Values-Based & Sustainable Innovation

08.30-09.00: Introduction to the SIG (by Henning & Florian)

09.10-10.10: Thought Leader Presentations by

- Matthias Rauterberg: "Human values-based design"
- Sven-Uwe Müller: "Values-based business model innovation in the Lab of Tomorrow"

11.40-12.40: Paper presentations

12.50-13.50: Paper presentations

14.00-14.40: Panel Discussion on Values-Based and Sustainable Innovation: From good will to good practice (approach, challenges, controversy, stakehoders and future research)

16.10-17.10: Paper presentations

17.20-18.20: Paper presentations

Thank you for your participation!

SIG Values-Based & Sustainable Innovation

Coming Up

- **ISPIM 2021** in Berlin with „values-based and sustainability-oriented innovation" as focus topic: https://www.ispim-innovation-conference.com/
- **IJIM Special Issue** on Managing Values for Innovation: www.worldscientific.com/page/ijim/callforpapers02

Further information

- **SIGs:** www.ispim-innovation.com/sig-values-based-innovation
  www.ispim-innovation.com/sig-teaching-coaching-innovation
  www.ispim-innovation.com/sig-responsible-innovation
- **Book Website**: www.valuesbasedinnovation.com
- **GAMIFY** Project: www.gamify.site

UXBerlin Innovation Consulting

Hochschule für Medien Kommunikation und Wirtschaft University of Applied Sciences HMKW

ESCP EUROPE BUSINESS SCHOOL

Meet you next year in Berlin!

www.ispim-innovation-conference.com

SIG Values-Based & Sustainable Innovation

Discussion: From good will to good practice

SIG Values-Based & Sustainable Innovation

- **Corie Wiren**,
  Senior Product Manager at Ecosia – the search engine that plants trees
- **Roman Meier-Andrae**,
  Divisional Head of Corporate IT & Digitalisation, TUEV Nord Mobility
- **Sven-Uwe Müller**,
  Programme Leader, Lab of Tomorrow at GIZ/BMZ
- **Matthias Rauterberg**,
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Panel Discussion

Values-Based & Sustainable Innovation

- **Approach**: What is your approach to values and sustainability in innovation management (sustainability or design management)?
- **Challenges**: Where do you see the essential challenges in your work or your organisation when it comes to considering values and sustainability in innovation?
- **Solutions:** How do/would you address these challenges?

Panel Discussion

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- Does the **Green Deal** add on to European values? How can this normative framework motivate effectively values-based and sustainable innovation?
- Which **potentials, challenges and limitations** do you see in putting these policies into practice (von der Leyen on the Green Deal).

Related to European values: ec.europa.eu/commission/sites/beta-political/files/political-guidelines-next-commission_en.pdf

Panel Discussion

Values-Based & Sustainable Innovation

- **Future research:** Where do you see the more urgent need for research-based insights and methods to make values-based and sustainable innovation the new normal?

Meet you next year in Berlin!

www.ispim-innovation-conference.com

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