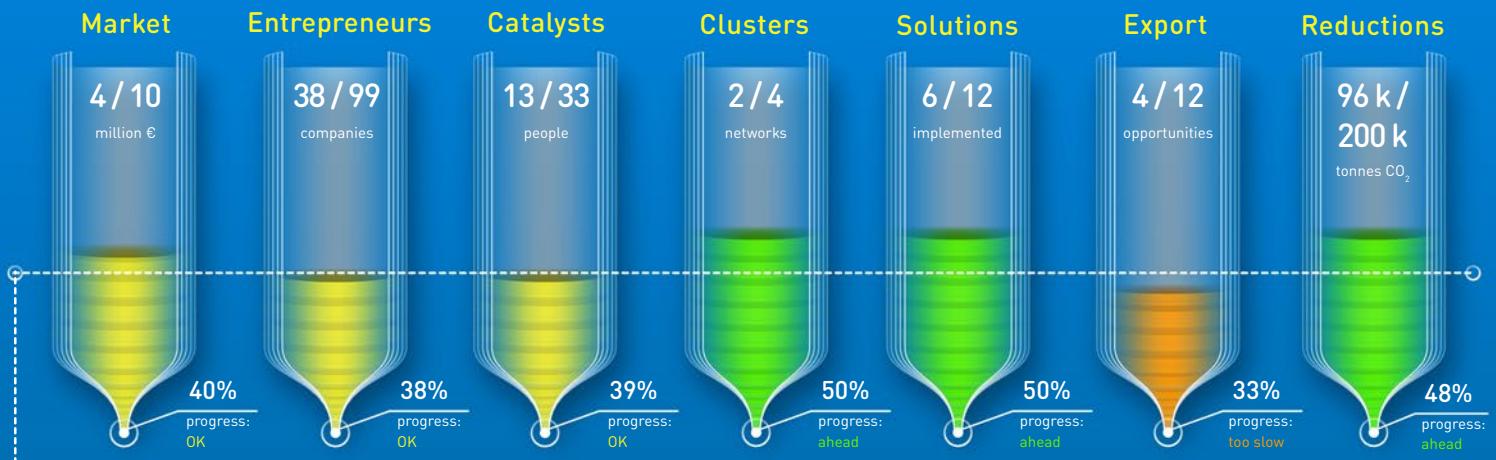
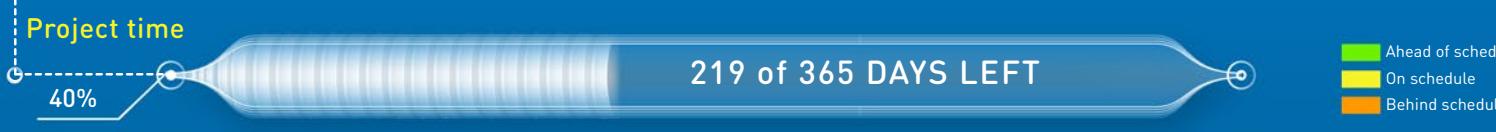
CLUSTER PLATFORM FOR TRANSFORMATIVE SOLUTIONS

Pilot: Delivering results with platform 1.0

Platform Goals Usage Statistics **Last updated:** 25 October 2013





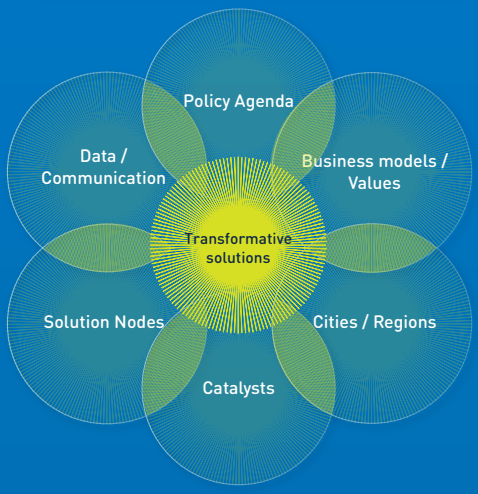
Objective

The objective of this cluster platform is to support the creation of a new generation of clusters that can help accelerate the uptake of transformative solutions for the 21st century.

Focus is on three areas: mobility/meetings, buildings/living and food/nutrition. These are areas where the demand is growing fast, but where the resource consumption of current, conventional solutions is high and unsustainable.

The transformative solutions that are rapidly emerging in these three areas must be implemented in order to ensure global sustainability, including avoiding dangerous climate change. The companies, cities and other actors that provide these solutions are also likely to be the winners in the 21st century, as such solutions will be in high demand around the world.

Of special interest to the platform are solutions that can be deployed rapidly on a global scale and particularly in cities, as well as contribute to measurable and significant positive impacts.



Deliverables

The platform will help deliver concrete results that benefit the participants. Beside user specific goals, the platform also has a number of goals that all participants will help to achieve together:

- A €10 million market for transformative solutions
- 99 entrepreneurs with transformative solutions
- 33 catalysts supporting transformative solutions
- 4 new clusters with transformative solutions within one year
- 12 innovative solutions that will be possible to implement in cities around the world within two years
- 12 export opportunities ready for export within two years
- 200 000 tonnes reduced CO2 emissions globally in five years

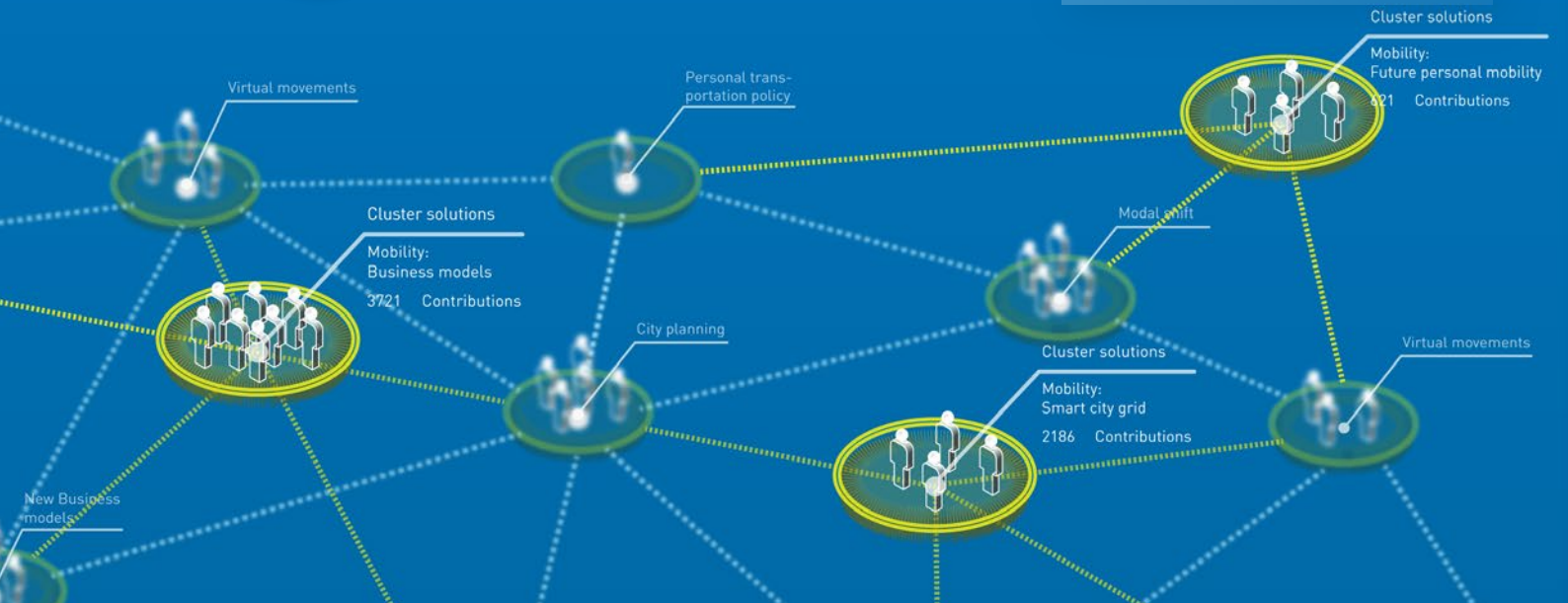
In addition to delivering on the concrete goals above, the platform will help users and solution providers to better understand transformative solutions, including how to identify and encourage the uptake of them. The platform will also help participants to better understand different opportunities that new tools for collaboration and connectivity provide.

Context

The time when only incremental solutions were enough is over. Within just a few decades, the world will look fundamentally different with a global population expected to reach approximately 10 billion people by 2050. This is combined with rapid urbanisation, changing demographics which make unsustainable trends, such as resource depletion and increasing greenhouse gas emissions, even more urgent to address. As many of the investments in the structure providing us with mobility, nutrition and buildings have implications for decades to come transformative solutions must begin to be implemented now.

Still, with 20th century structures and tools many businesses and cities, as well as governments at different levels, keep using yesterday's unsustainable solutions as well as keep investing in the same solutions although transformative solutions for the 21st century already exist. The rapid pace of change coupled with old institutions and the small resources many of the solution providers have access to, is one of the reasons to why transformative solutions are not being implemented more than marginally.

In order to deliver tomorrow's solutions in an effective way, new tools for collaboration are necessary that bring together stakeholders that usually do not collaborate. This platform builds on today's connectivity to create a tool that can meet tomorrow's needs today. It is created based on the assumption that stakeholders exist who are willing to take on a leadership role and try new tools for collaboration that can identify and implement transformative solutions in ways that turn global challenges into opportunities.



A 21st Century Collaboration Platform

To make new partnerships possible and capable of implementing transformative solutions, as well as to bridge the current gap between demand and supply, the world's first virtual cluster platform to support transformative solutions will be developed. Four characteristics will form the core of the platform:

Collaborative Cluster Development: In order to move beyond incremental improvements in existing systems new collaborations are needed. With a virtual cluster platform stakeholders that otherwise would not meet can connect and collaborate in ways that have never been possible before. The platform has a collaborative development structure where the decisions made by the users of the platform decide how the platform will evolve, including how clusters can be supported to deliver the solutions needed and what features the platform will include to help the clusters deliver on the goals.

Tailor-Made User Experience: The platform design is based on current best practice features for web and mobile solutions, enabling the platform to provide a tailor-made user experience for each individual user. Such tailor-made user experience will for example allow the platform to provide the kind of information that the user wants, when the user wants it, in the format that the user wants. Rather than adding information a tailor-made user experience allows the platform to help users filter information and provides inspiration.

Goals Reported in Real-Time: In order to ensure concrete delivery of results – and to be a part of the transformative transparency of data that is emerging – the platform will communicate progress towards its goals in real-time. This real-time transparency will also allow for rapid adaptive learning as new challenges and opportunities emerge, as well as make it easier for new stakeholders to join and contribute to the goals.

Web 3.0: The exponential development of connected devices together with the capacity to process and present large amounts of data allow for new unique opportunities. Not only will the development of the platform be shaped by data provided from machine to machine (M2M) connectivity, the platform will also provide an overview of important emerging trends, including weak signals, based on the user's preferences.

Transformative Solutions

Transformative solutions are based on what is sustainable in a world with 9-10 billion people, assuming that no solution should use more than the fair share of the planet's resources. This requires solutions that perform much better than current methods of providing a given service or function, in terms of use of limited resources, often by a factor of five or more (i.e. >80%). The need for such significant improvements typically requires the service or function to be provided in an entirely new way compared with conventional solutions.

Three kinds of transformative solutions exist:

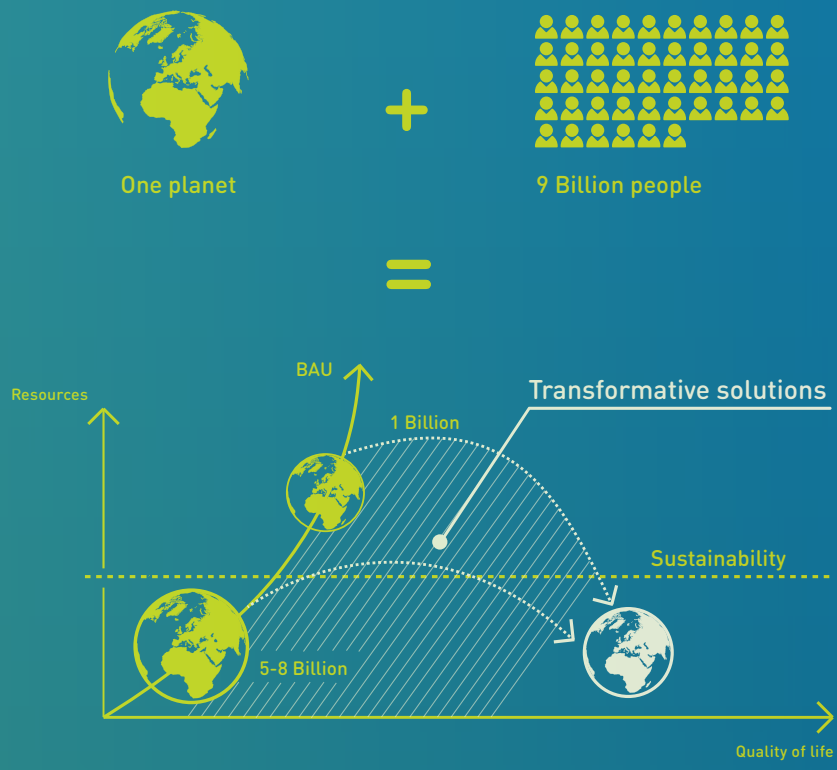
- New technology, such as video conferencing instead of air travelling, telecommuting instead of car commuting, eBooks instead of conventional paper books.
- New integrated solutions, such as eHealth, eSchool, and eManagement.
- New system solutions and lifestyles that help turn problems into solutions, such as buildings that are net energy providers, instead of energy consumers.

All these solutions require us to rethink the way we do things today; in particular they require analysis and assessments that are not limited to improvements in current technologies and systems.

Two kinds of transformative solutions pertain to business models:

- Business models based on function, rather than product. This means that materials and product modules are designed and used so that cradle-to-cradle impacts and costs are optimized and functions are for rent, rather than products being for sale.
- Business models that fundamentally change traditional ways of accessing markets and contribute to new business processes, i.e. disruptive business models.

The initial focus of the platform is natural resource efficiency and reduction of greenhouse gas emissions in the areas of mobility/-meetings, buildings/living and food/nutrition. Future areas under development include health/wellbeing and education/capacity.



Co-Developers

The initial structure of the platform has been based on dialogues with a group of stakeholders from different sectors that took place during the pre-study leading up to the current pilot. These stakeholders are now part of the development group that have committed to help develop the first version of the platform through the pilot phase.

During the pilot the platform will also be open for those who are interested in participating as VIP beta testers. A VIP beta tester will have one, or both, of two roles:

1. Stakeholders that are potential, future and strategic users of the platform, and who already want to try it before it is released for general use.

2. Stakeholders, such as for instance communicators, designers and coders, that can help develop specific features of the platform.

The difference between VIP beta testers in this project and ordinary beta testers that are often used in other projects is that the team coordinating the development of the platform will actively work with these VIP beta testers during the pilot to ensure that they get the best possible support.

For more details about the possibility to participate as a VIP beta tester and about the development group, please see the contact details below.

Contact

For more information about the platform, including participation as a VIP beta tester, please contact:

Madeleine Enarsson,
Platform coordinator,
madeleine@transformative-clusters.net

Twitter:
@Clusterplatform
Web:
www.transformative-clusters.net

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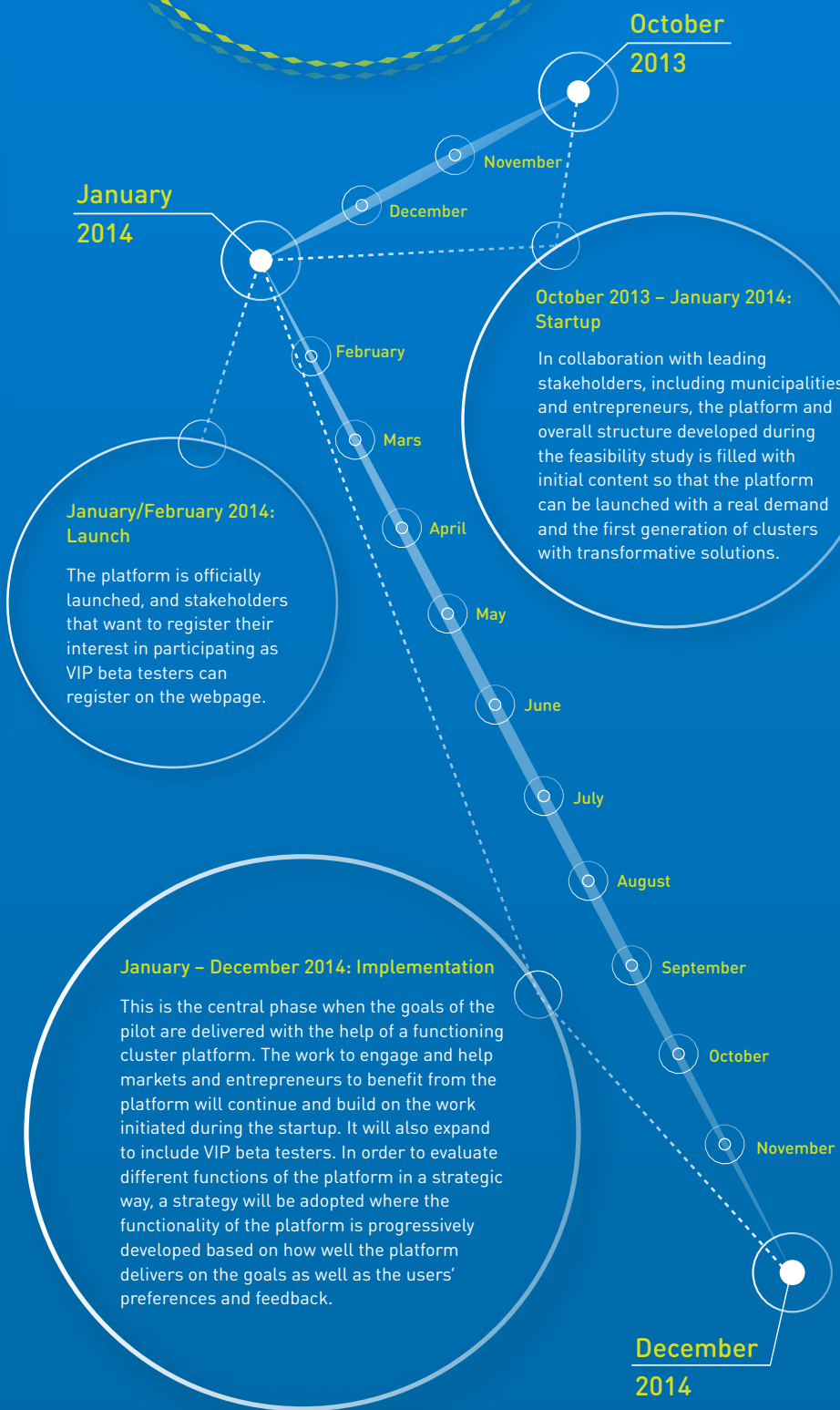
TILLVÄXT VERKET
SWEDISH AGENCY FOR ECONOMIC AND REGIONAL GROWTH

Pilot

The aim of the pilot is to develop a working virtual cluster platform that can deliver transformative solutions with the help of a new generation of tools. This pilot will allow participating stakeholders to deliver on important goals, both individual and platform specific, while at the same time better understand how a new generation of solution providers/clusters can be supported. If the pilot is successful the platform will be scaled up to a fully functioning version for general use and where new areas such as health/wellbeing and education/capacity, that deliver on other goals can be added.



October 2013 – January 2014: Startup

In collaboration with leading stakeholders, including municipalities and entrepreneurs, the platform and overall structure developed during the feasibility study is filled with initial content so that the platform can be launched with a real demand and the first generation of clusters with transformative solutions.

January/February 2014: Launch

The platform is officially launched, and stakeholders that want to register their interest in participating as VIP beta testers can register on the webpage.

January – December 2014: Implementation

This is the central phase when the goals of the pilot are delivered with the help of a functioning cluster platform. The work to engage and help markets and entrepreneurs to benefit from the platform will continue and build on the work initiated during the startup. It will also expand to include VIP beta testers. In order to evaluate different functions of the platform in a strategic way, a strategy will be adopted where the functionality of the platform is progressively developed based on how well the platform delivers on the goals as well as the users' preferences and feedback.