



ERC - FEN - ISEA Colloquium at E.ON ERC

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CEO Celviva

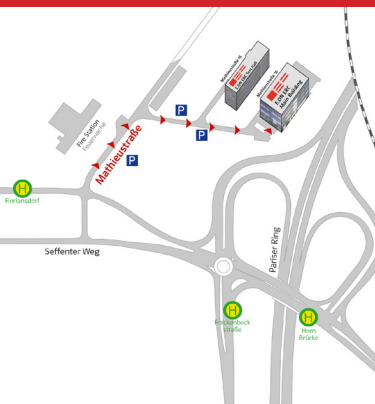


Tuesday, 12th May 2015

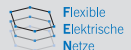
at 4:30 p.m. Room 00.24 - followed by discussion and “get-together“

VISION 2050: what does that mean for today?

Early 2010 the World Business Council for Sustainable Development (WBCSD) announced: in 2050 some nine billion people live well and in the limits of the planet. Where did it come from? In 2008, when the global financial crises surfaced for everybody with Lehman Brothers' bankruptcy, the WBCSD had just initiated a project called: VISION 2050. Twenty-nine multinational corporations representing different industry sectors worked together for 18 months to share perspectives on the state of the world, define a common goal to align business purposes and envisage initial milestones to realize the vision. They were supported by a broad variety of academics and NGO representatives and enriched through grass-root dialogues that were held globally especially to inform the development of a pathway-map to action. It became clear that future innovation needs to become “system innovation”. What does that mean? It became clear that new innovation processes are required? How should current processes change? It became clear that both the innovation context and the innovative solutions need to transform concurrently. Who will orchestrate this? Philips and the van Abbemuseum in Eindhoven made first steps that might serve as inspiration ...



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