

# Combating Climate Change:

## Can Open Innovation Methods help?

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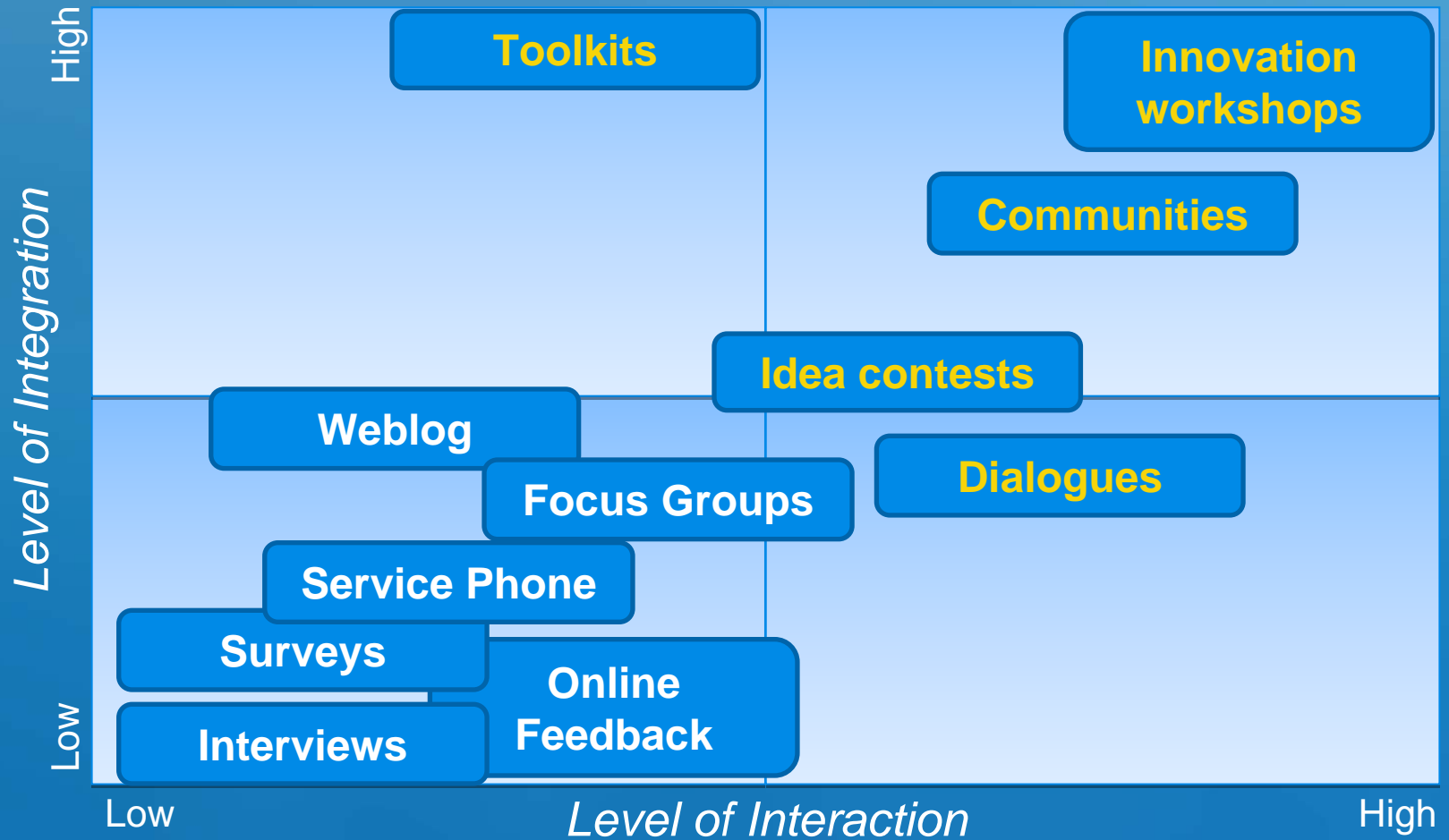
Food Industry Management

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# Agenda

- Open Innovation – Methods and Challenges
- Case Study – Framework and Methodology
- Results and Conclusion

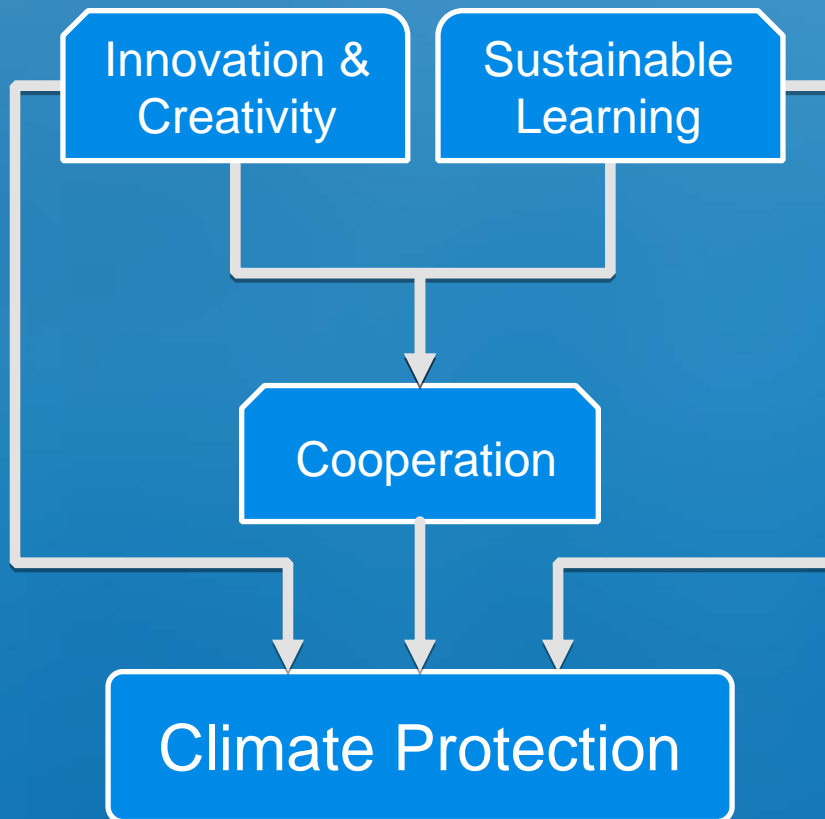
# Open Innovation – Methods



# Open Innovation – Challenges

- Mutually understanding of positions and interests
- Finding and discussing realisable solutions
- Legitimizing corporate responsibility and power
- Holding-up of decisions as well as generating uncertainty
- Selecting authoritative decisions by integrating stakeholders

# Case Study – Framework & Methodology



- 13 German-based companies in fields of
  - Mobility (2 SME, 2 large companies)
  - Housing & Construction (4 SME, 2 large companies)
  - Information & Communication Technologies (3 large companies)
- 10 stakeholder dialogues, 8 innovation workshops, 7 web-communities, 2 idea competitions, 1 toolkit

# Results I – Sustainable Learning

- Companies: increase in knowledge on
  - Users' needs and interests
  - Users' preferences of product and service features
  - Products' contribution to climate change
  - Role of users in innovation management
  - Methods to understand users' needs
  
- Consumers: increase in knowledge on
  - Products and difficulties regarding adoption of user needs
  - Sustainable behaviour

## Results II – Cooperation

- Companies: accept consumers as competent actors
  - Experts of every-day life containing use and solution knowledge
  - Knowledge on products/services
  - Invitation to exchange knowledge
  
- Consumers: bring in their ideas (no rights, but prizes)
  - Adaption of products to user needs
  - Understand role of users in product development
  - More climate-friendly behaviour

## Results III – Creativity and Innovation

- Open innovation methods:
  - Different level of interaction or dialogue orientation and therefore diverse possibilities to support sustainable development
  - Climate protection issues have to be addressed directly
  - Filtering mechanisms due to companies' constraints regarding actions for climate protection and sustainability measures



# Conclusion

- Diverse liability of the level of participation causes different organisational penetration of the learning processes
- To permanently anchor sustainability or the awareness of climate change in businesses, the implementation of open innovation methods is not enough
- Organisational structures are necessary to pass and implement the attained information, knowledge and learning effects into the organisation