

Innovating for impact

Creating a prosperous future

Any intelligent fool can make things bigger, more complex and more violent. It takes a touch of genious and a lot of courage to move in the opposite direction.

E.F. Schumacher



Wicked problems



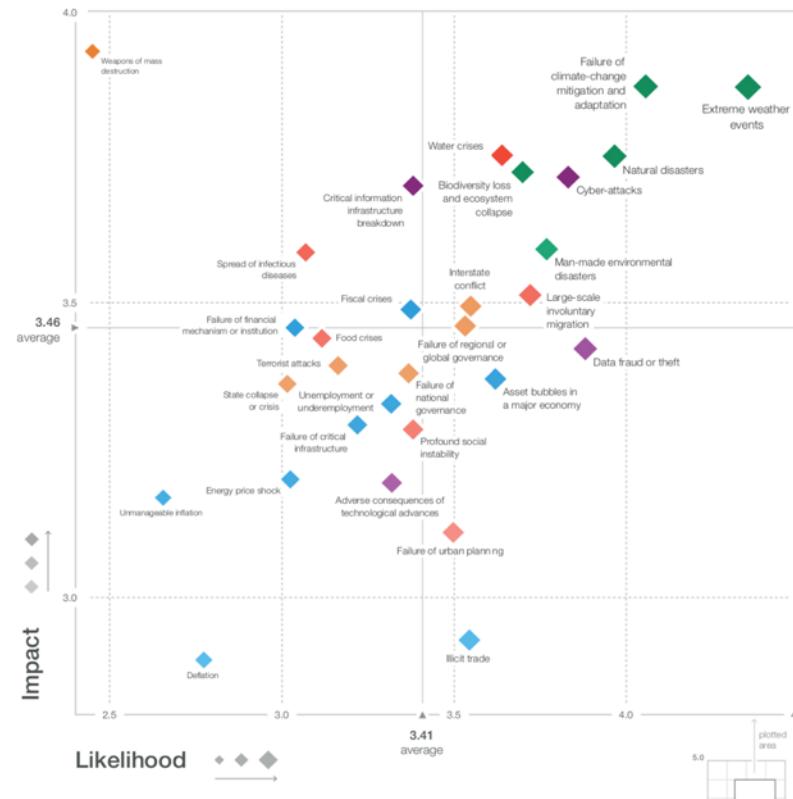
A photograph of a woman with long blonde hair tied back in a ponytail, wearing an orange tank top and blue pants, climbing a light-colored, textured rock face. She is reaching up with her right hand to grip a hold. Her left arm is extended downwards, and she is looking upwards. A safety rope is attached to her harness and is visible on the right side of the frame.

Innovation = Problem
solving

Courage over comfort

Sasha Digulian Source: Wikicommons

World Economic Forum Global Risks Landscape 2019



A business leader has to think about how to solve the societal challenges of today, **because if we don't solve them, we will not have a business.**

Peter Brabeck-Letmathe, Chairman of the Board, Nestlé

Innovation?

LYNK&CO

MEMBERSHIP

SHARING

MOVEMENT

CAR

Logga in

Kontakta oss

A new way to car.

Allt fler människor vill egentligen inte ha bil, de vill bara kunna använda en. Allt fler väljer upplevelser framför ägande. Allt fler bryr sig om miljön. Och vi tycker att de förtjänar mer, helt enkelt.

[Mer om våra medlemskap](#)

Types of innovation: Tech/Market impact

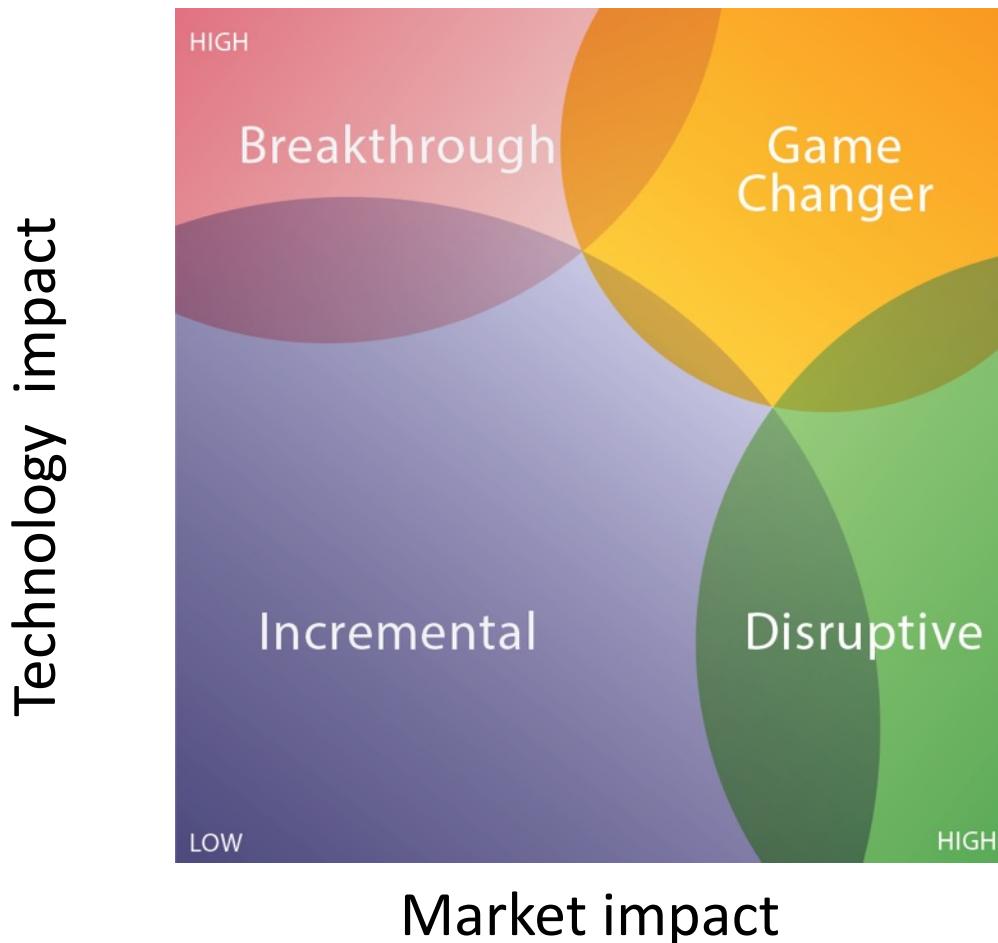


Image source: Jim Kalbach,
Experiencing Innovation

Types of innovation: Problem/Domain definition

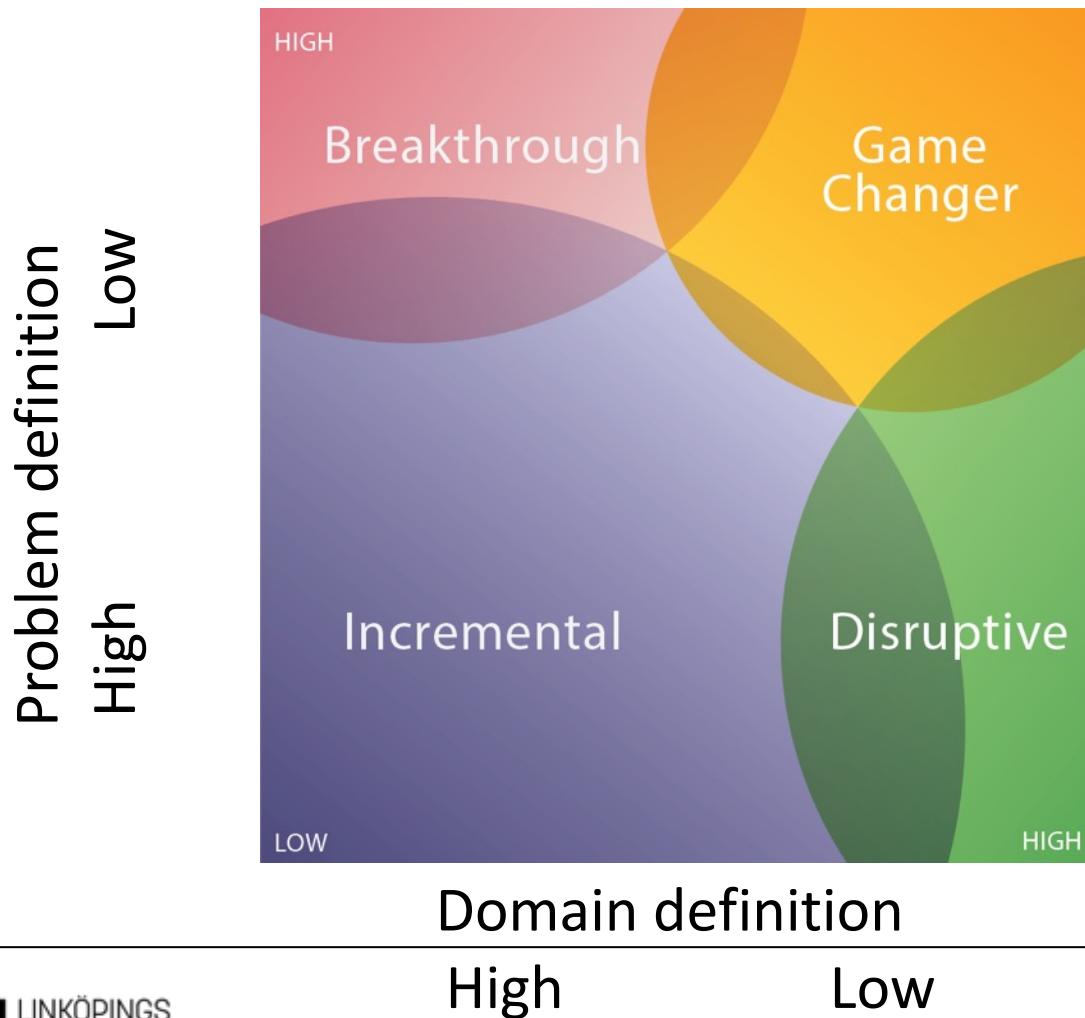


Image source: Jim Kalbach,
Experiencing Innovation

Exercise: Innovation bingo

Yrkesdörren: Job connections for new Swedes



[Om Yrkesdörren](#) [Berättelser](#) [För företag](#) [Vanliga frågor](#)

[Registrera dig](#)



Hur går det till?

1



Registrera dig och matchas

När du registrerat dig kommer du matchas med någon inom samma bransch som du, men som har en annan bakgrund.

2



Träffas i 1 timme

Vi ger sedan ett förslag på när ni kan träffas, men ni bestämmer själva när, var och hur ni ses. Om ni vill kan ni ta stöd av vår samtalsguide under samtalet.

3



Dela 2 kontakter

Efter mötet delar Dörröppnaren med sig av 2 nya kontakter till den som är ny i Sverige!

Läs mer under [Vanliga Frågor](#)

Project Galileo: Cyber security for targeted organizations

Project Galileo



Launched in 2014,

Project Galileo is Cloudflare's effort to protect and optimize vulnerable entities around the world, for free.

~600

Recipients, spread across the globe.

28

Partners to help identify at-risk websites

Where are our recipients from?

41%
North America

30%
Europe

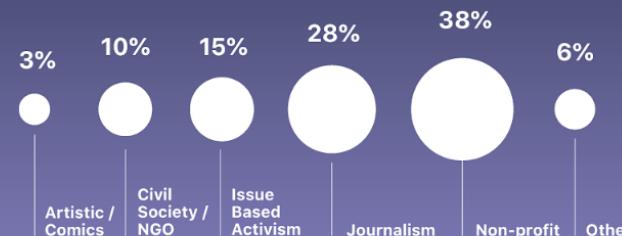
11%
Asia



Attack statistics:

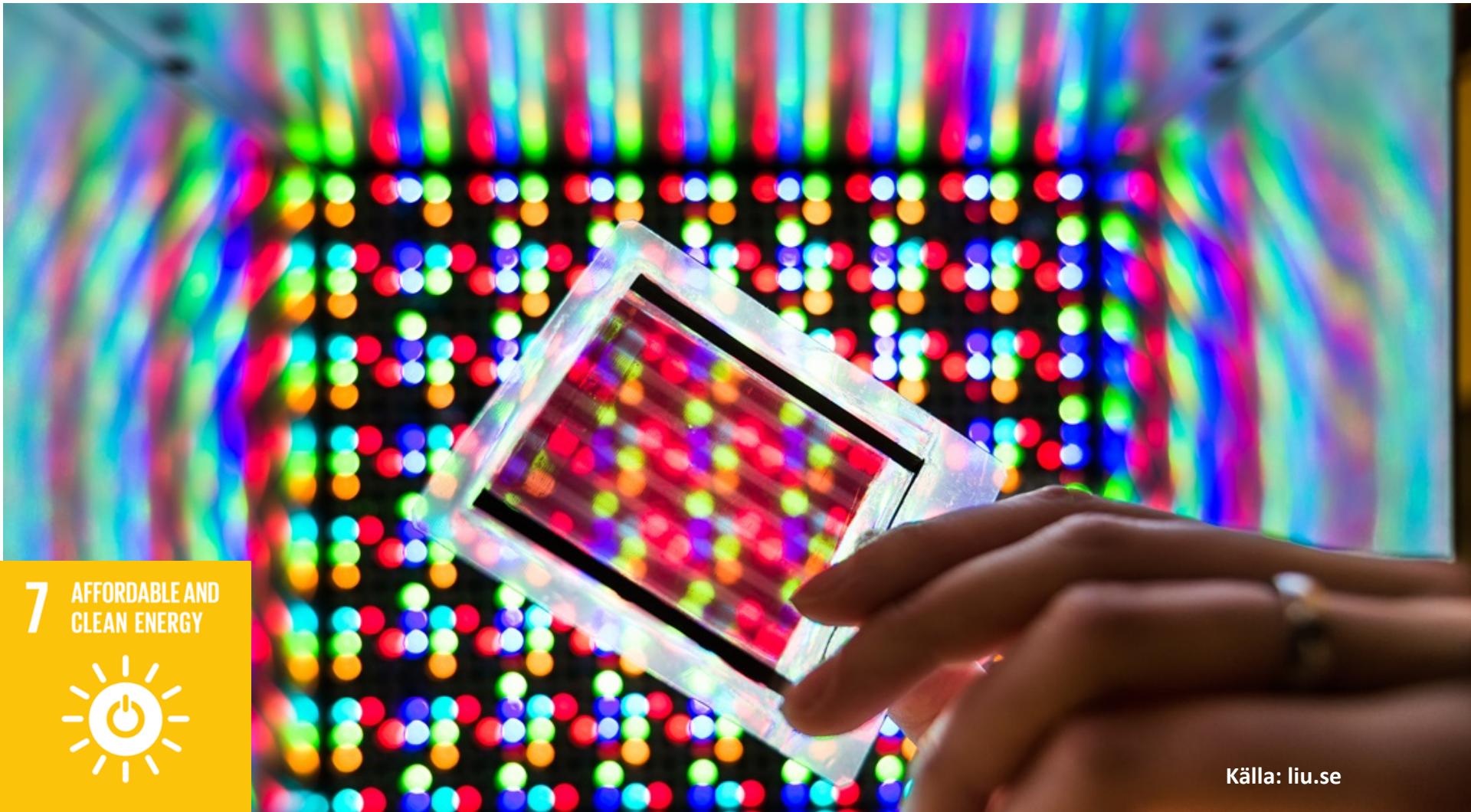
- From April 23rd, 2019 to May 23rd, 2019, 60% of sites experienced attacks daily
- The average Project Galileo site saw malicious traffic for 27 days of the 30 day period

Recipient type



Recipient focus

Epishine: Sustainable infrastructure



7

AFFORDABLE AND
CLEAN ENERGY



BlueDot: Pandemic Warning

Topics

How AI Helped Predict the Coronavirus Outbreak Before It Happened

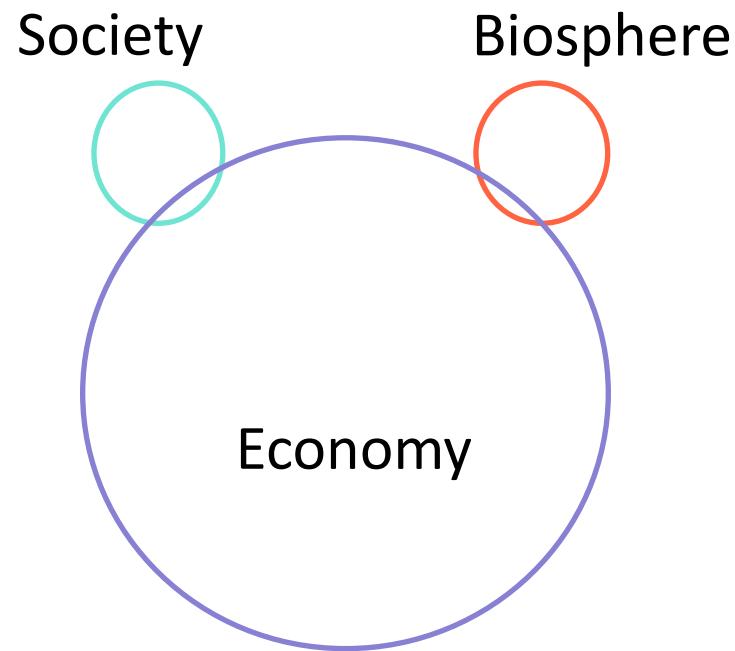
By Marc Prosser - Feb 05, 2020 3,650

Approaching impact

Tracking – Balancing - Driving

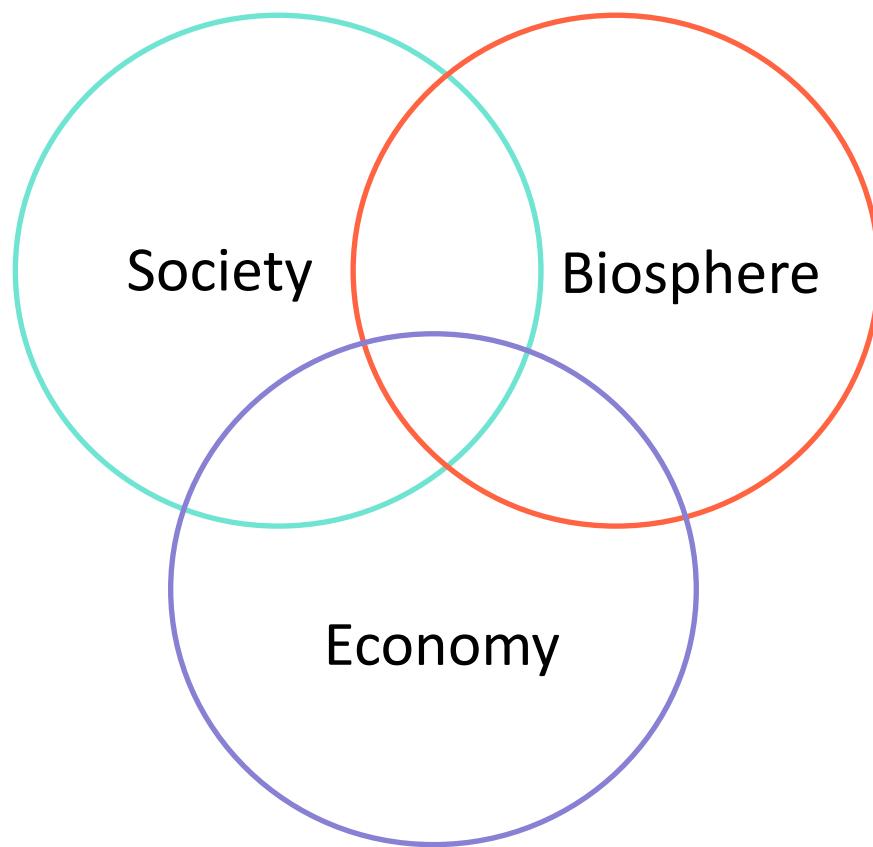
Necessary evil: Transparency in Sustainability

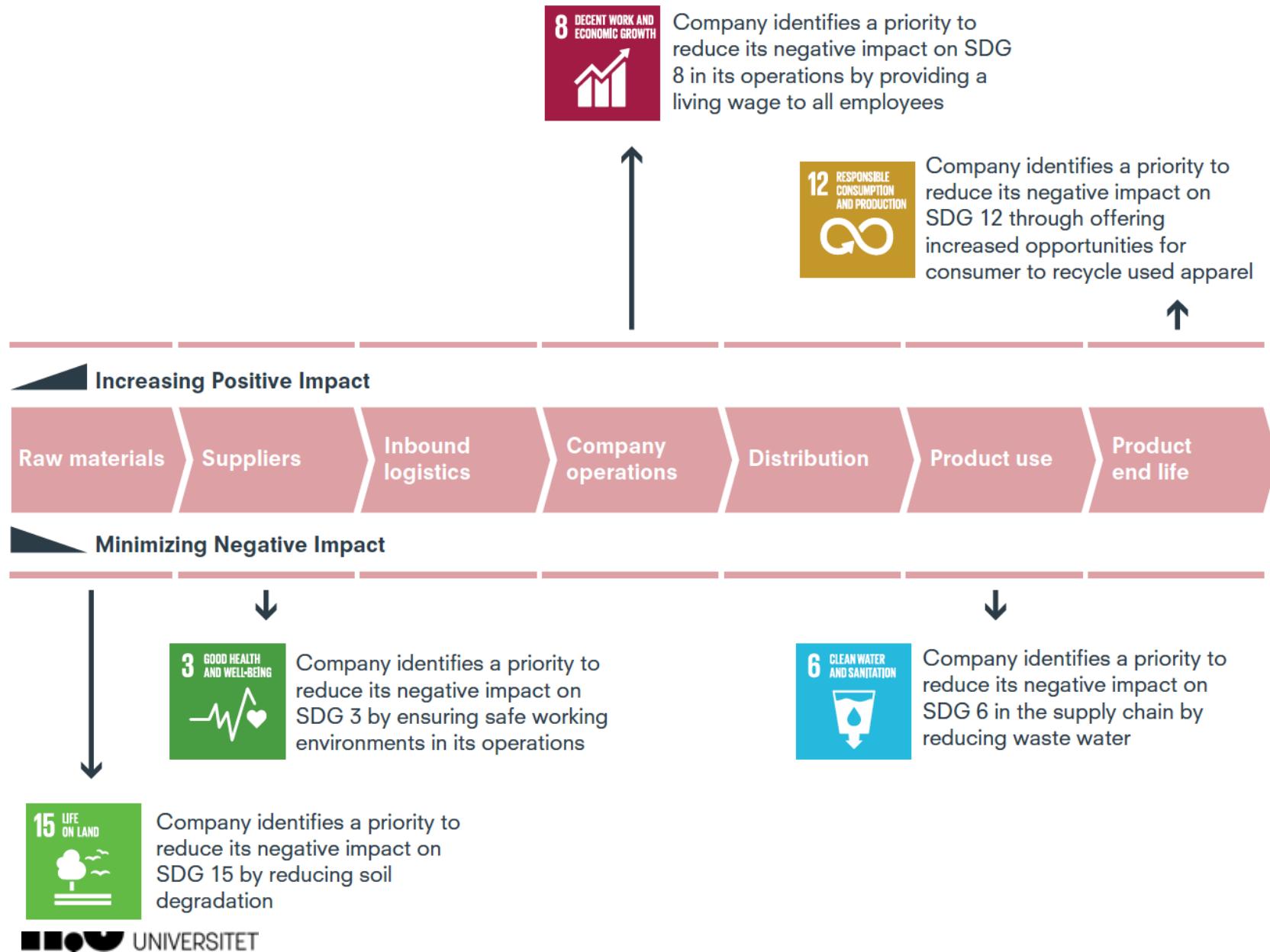
Mickey Mouse – extractive economy (business-as-usual)

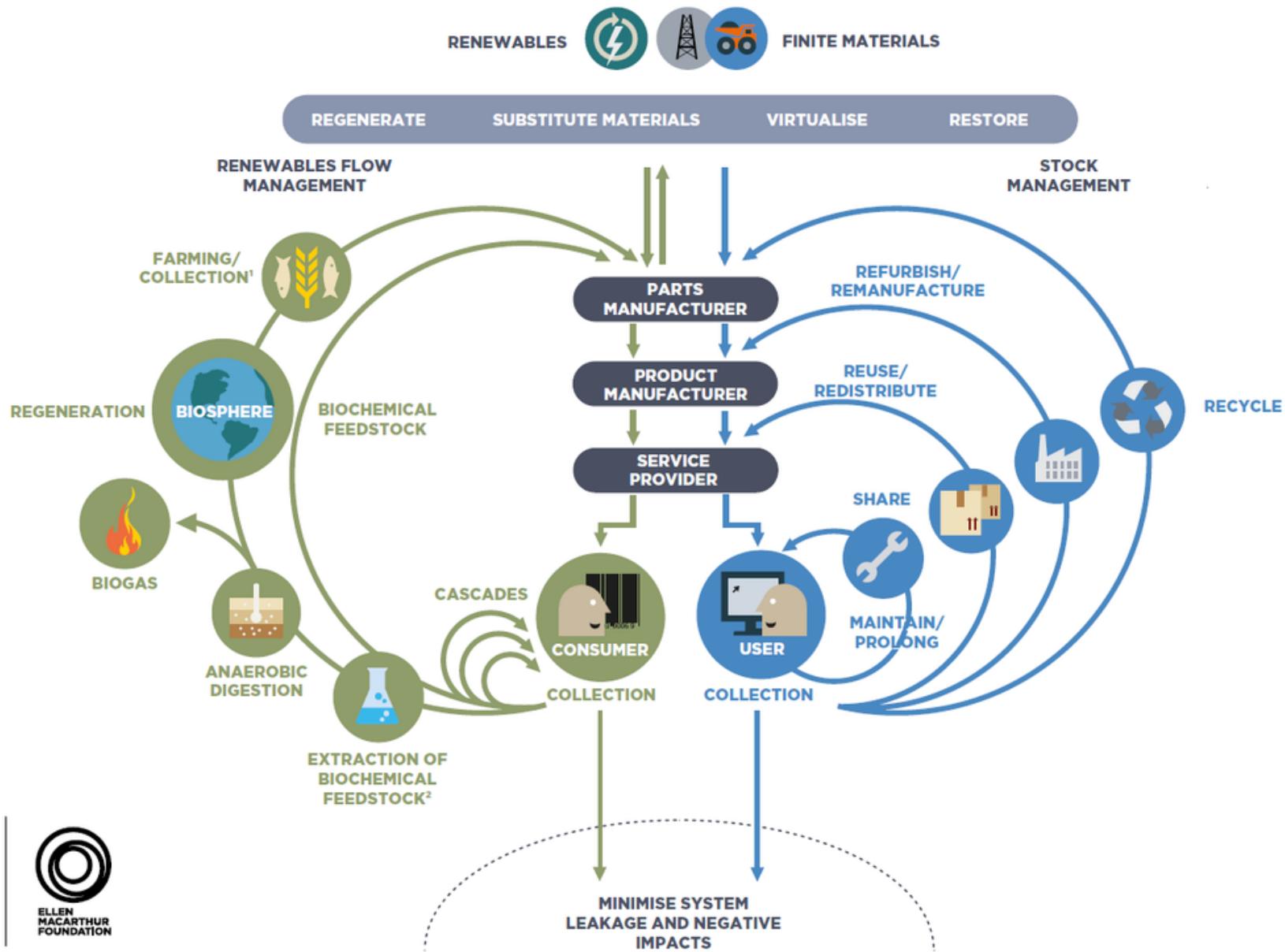


Risk averse: Sustainable management

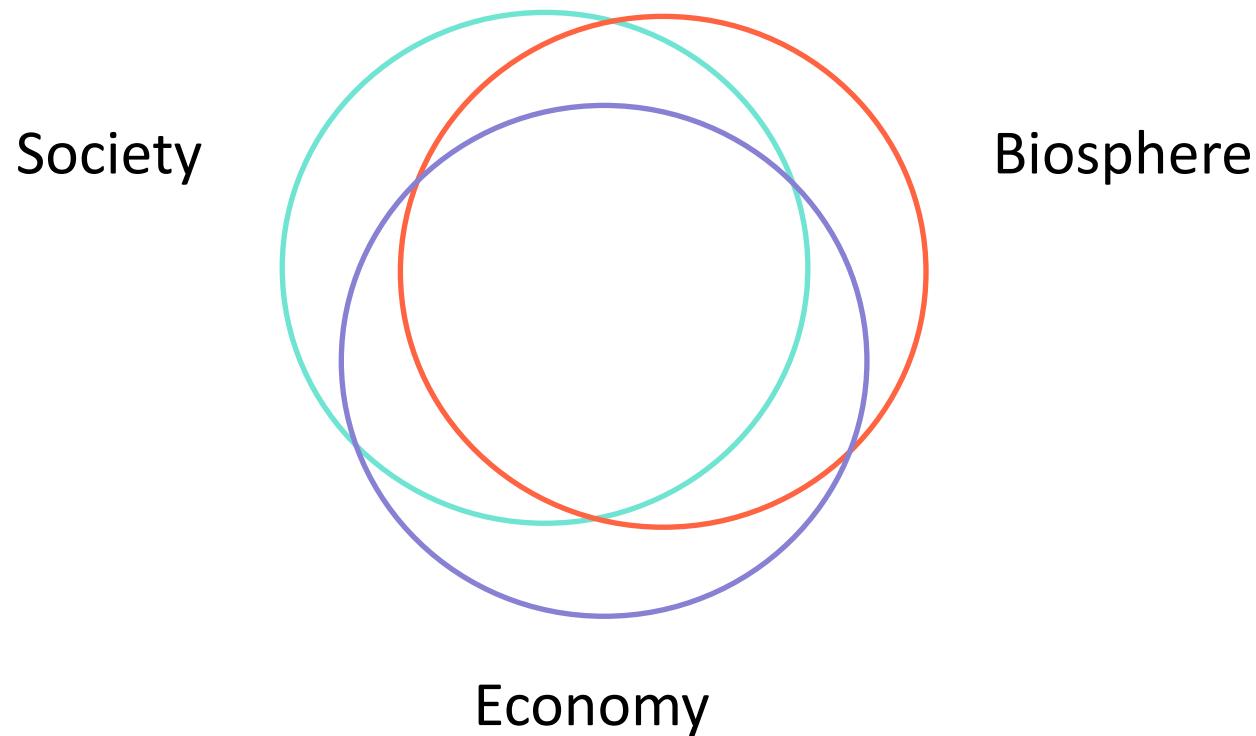
Triple bottom line





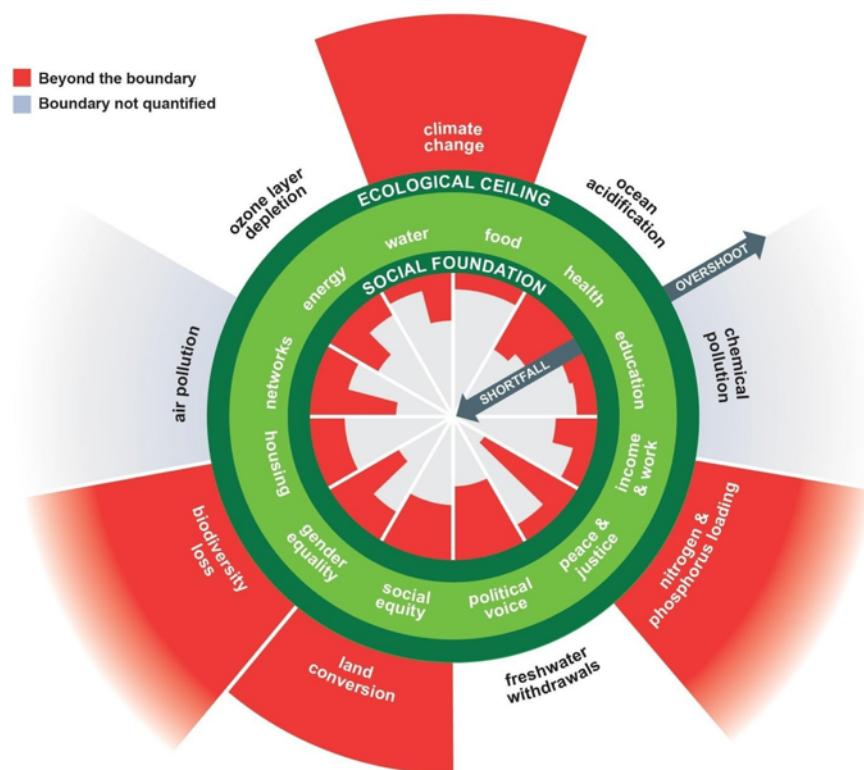


Sustainable business – regenerative economy

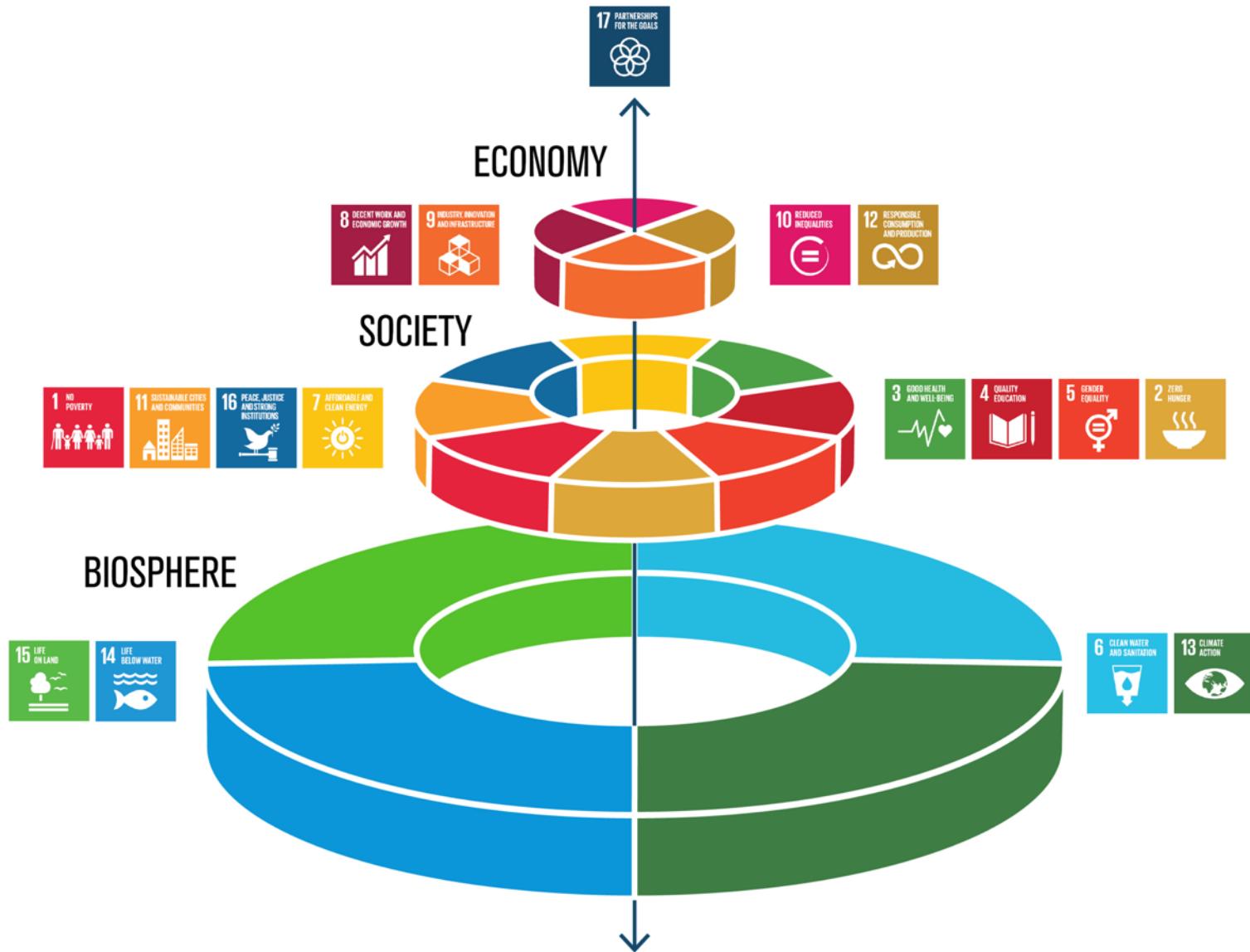


Big ambition:
Challenging the status quo

Business within boundaries



Källa: Kate Raworth, Doughnut Economics

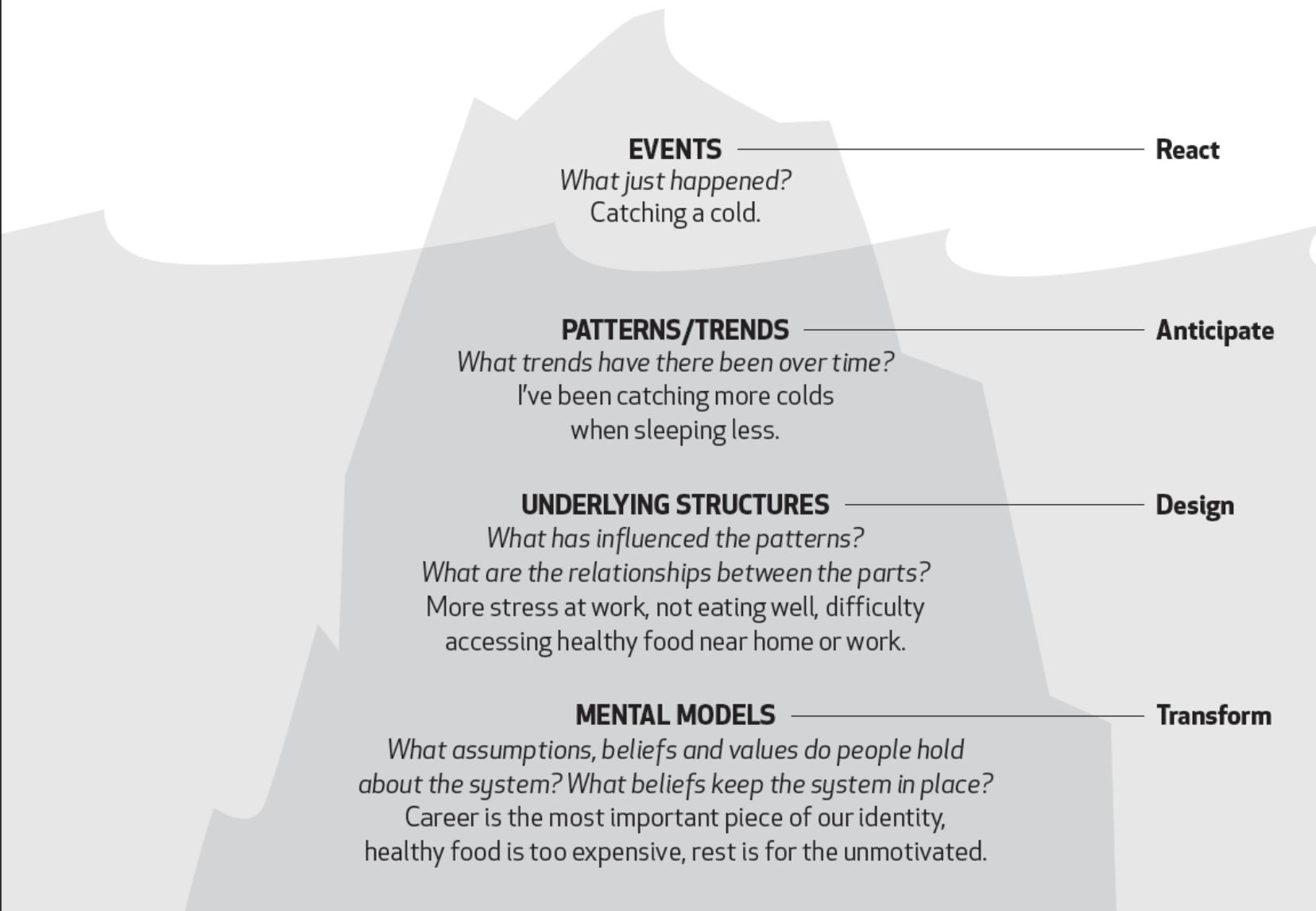


Going for gold

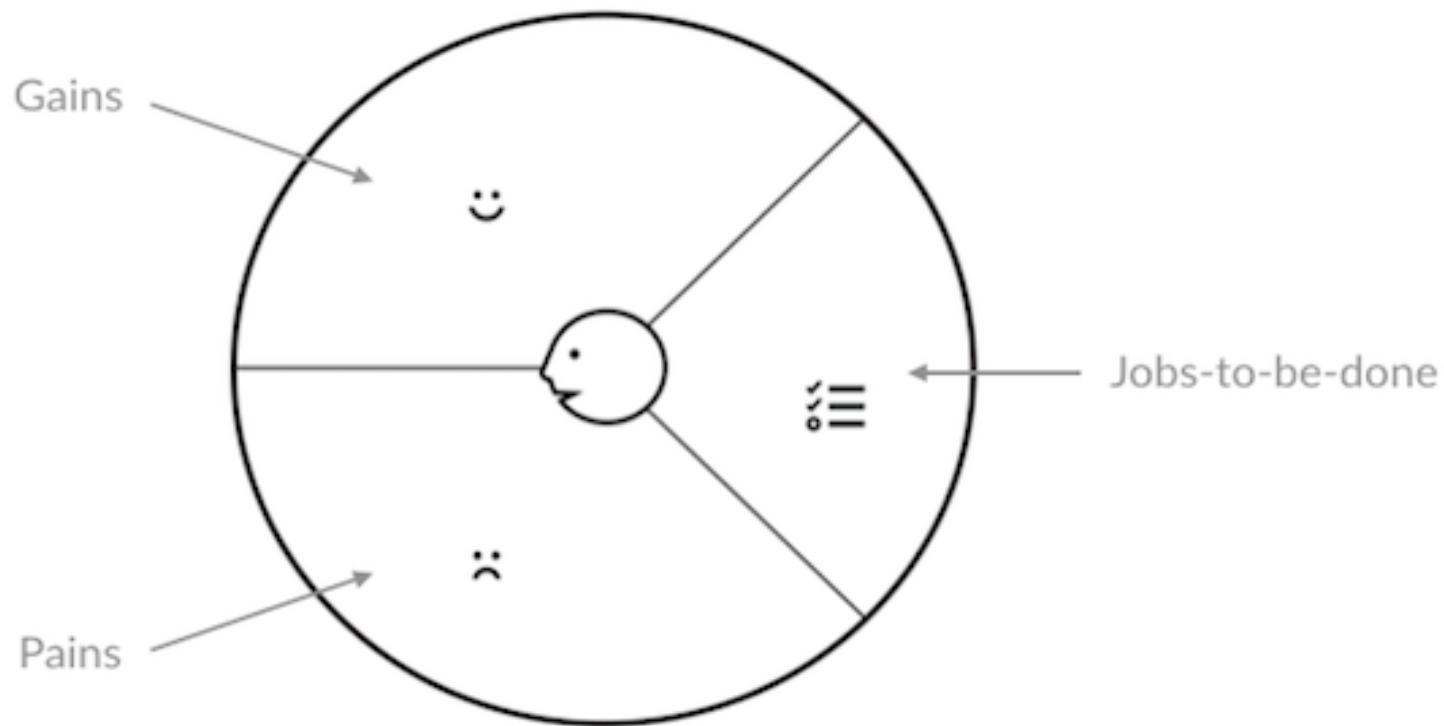
Business driving positive development

THE ICEBERG

A Tool for Guiding Systemic Thinking



Structuring insight



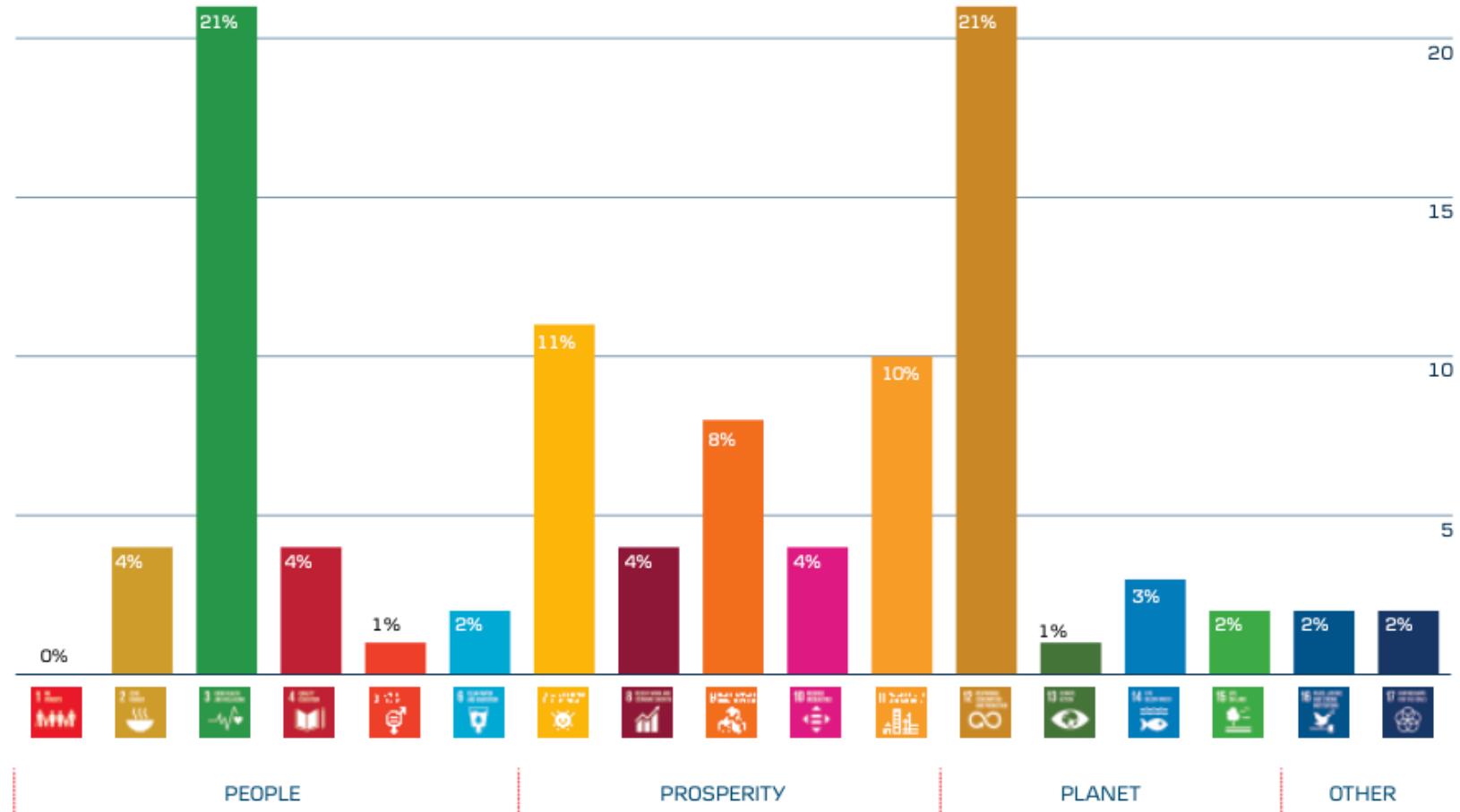
Solving a life-changing problem



Figure 2.1

Distribution of the Nordic impact start-ups' SDG focus area: % distribution of 1018 companies

25



Ligna energy: Circular energy storage



Home

Technology

About

Contact

Sustainable energy storage from our forests

01
OUR VISION

02
THE CHALLENGE

03
OUR SOLUTION

Skira: Digitizing crop sales



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



Skira

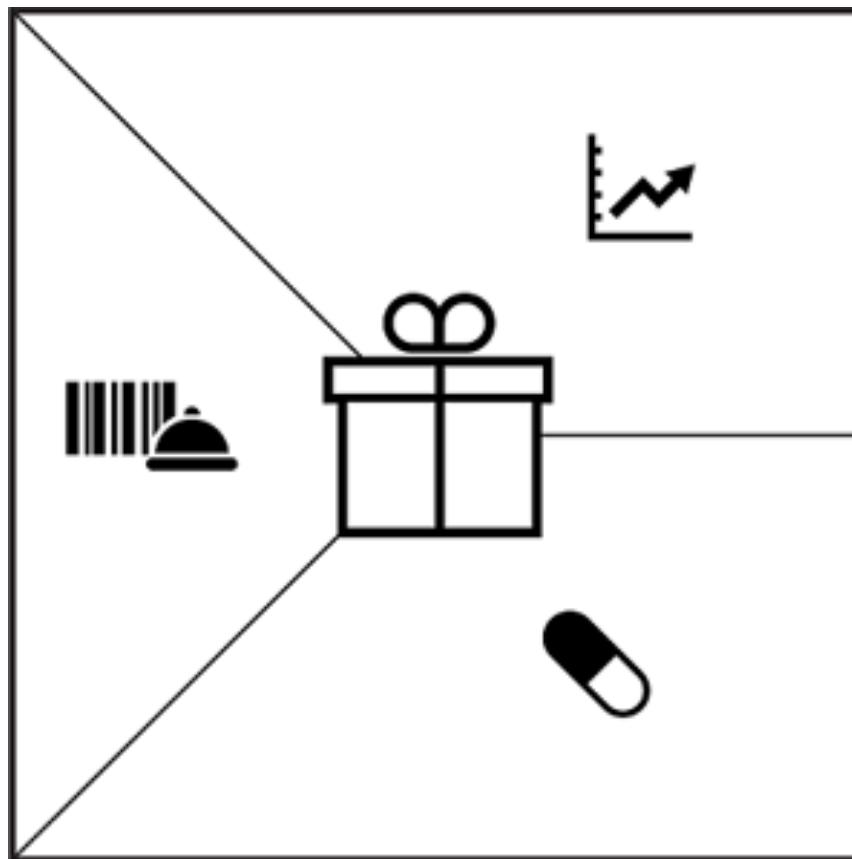
Källa: Skira.se

Patagonia: Business model disruption



Value proposition

Value offer



Gain creators

Pain relievers

A better offer – continuous improvement

- How can you **increase the prospect** of positive impact?
- How can you **reduce the risk** of negative impact?
- How can you **innovate your business model** to drive positive impact?

The best way to predict
the future is to create it

Alan Kay, Xerox Parc

Thank you!

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