


BUSINESS OF INNOVATING: BRINGING LOW-CARBON SOLUTIONS TO MARKET



Initiative

- Exploring best practices in low-carbon business innovation
- Funded by a grant from 
- Focus is on identifying:
 - Unique barriers to low-carbon innovation
 - Effective methods used by companies to bring low-carbon technologies to market
- Report Launch and Conference on October 25-26, 2011

Project Components

- *Expert author:* Dr. Andrew Hargadon, UC-Davis
- *Three BELC Workshops:* Opportunities for companies to present and share lessons learned
- *Survey of Executives:* To capture quantitative data and broad trends in low-carbon innovation strategies and activities
- *Case studies:* In-depth profiles of 8 technologies at 4 companies

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DAIMLER

Johnson
Controls

Research Findings

Unique Challenges

1. Mature vs New Markets
2. Scalability, Reliability, and Profitability
3. Risk and Uncertainty
4. The “Breakthrough Bias”

Keys to Success

1. Managing Policy Uncertainties
2. Clear Direction and Commitment
3. User-focused Value Propositions
4. Business Model Innovations
5. Nexus Work
6. Robust Innovation Strategies
7. Partnerships, Investments, Acquisitions

Sustainable Solutions Panel

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