Enabling Technologies for Environmental Sustainability

A toolkit
for businesses, policy-makers and academics

Project Objectives

Case studies
to support business cases, policy decisions and lobbying .

A Low Carbon Coalition

The Academy of Business in Society

EUROPE TechAmerica

SAP

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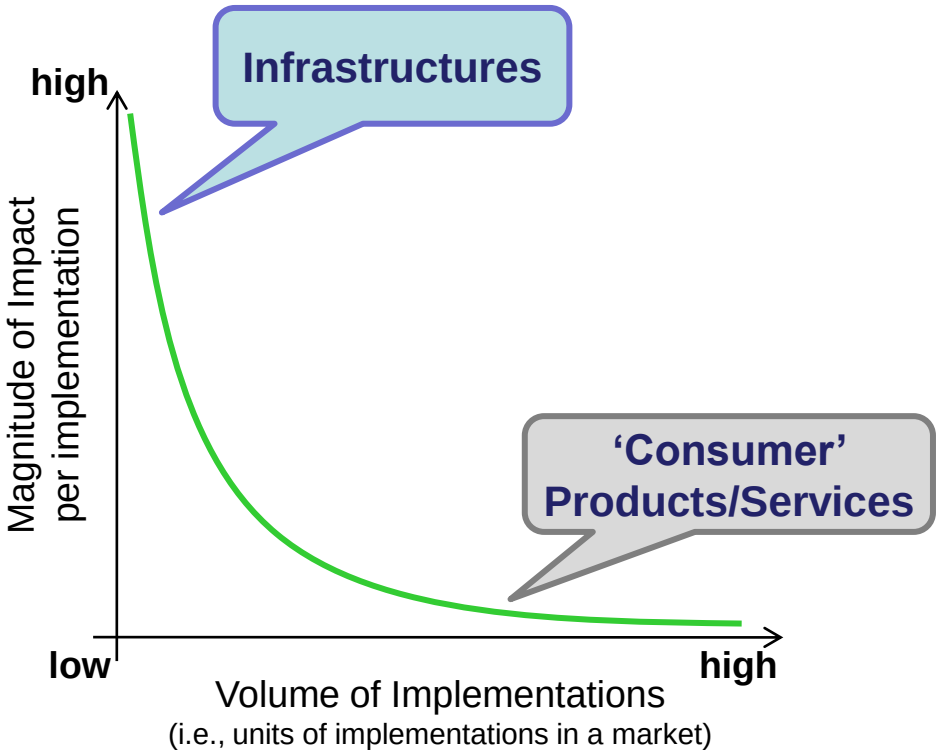
Enabling Effects of ICT: A Complex Landscape

Two fundamentally different categories of enabling ICT

... but in driving transformation technology is not always the problem



- **'supply-side' uncertainties** – will enabling technologies be developed enough?
- **'demand-side' uncertainties** – will the products/services/infrastructures be adopted widely enough?
- **policy/business practice uncertainties** – are business leaders employing the best strategies in conducive public policy environments?

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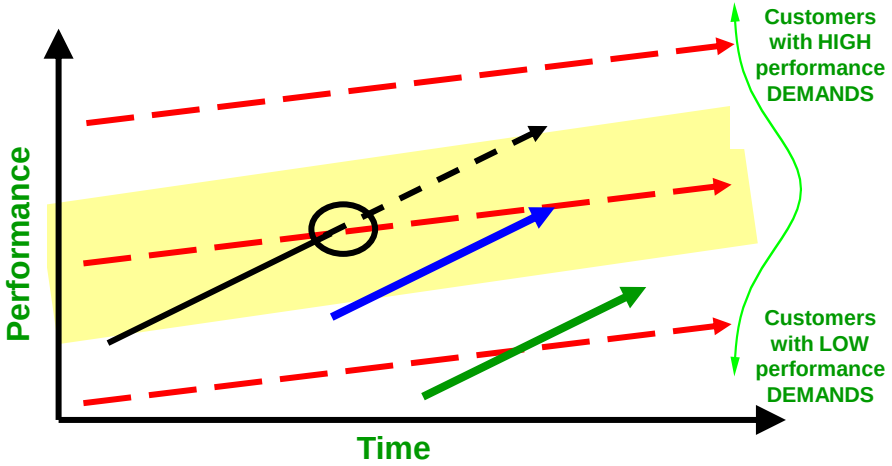
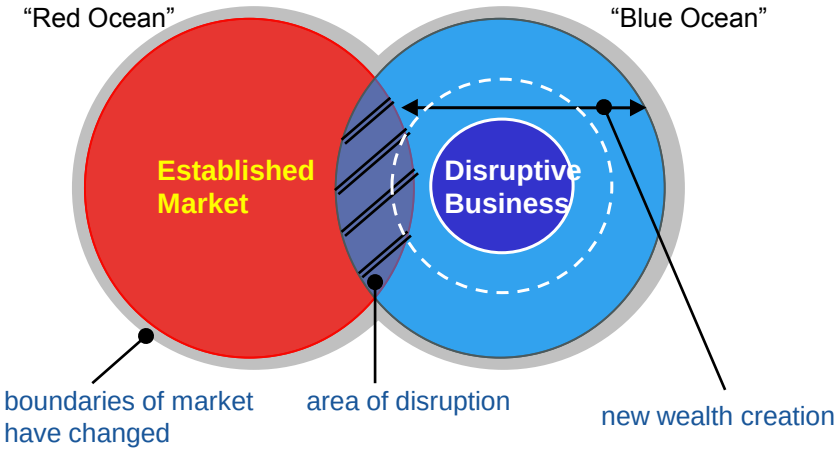
Driving transformation: what can we learn from disruptive innovation?

Disruptive innovations transform industries by introducing technological and business model innovation to low-end or new, emerging 'niche' markets





Disruptive innovations...

- usually technologically straightforward – recombining existing technology in new platforms;
- *do not* initially offer what established core markets currently demand;
- *do* offer attributes valued by 'niche markets' considered unimportant to mainstream incumbents, whether low-end or emerging;
- consolidate 'foothold' markets, then drive transformation through 'niche marketing' (crossing the chasm)
- key: patient for growth but impatience for profit/benefits

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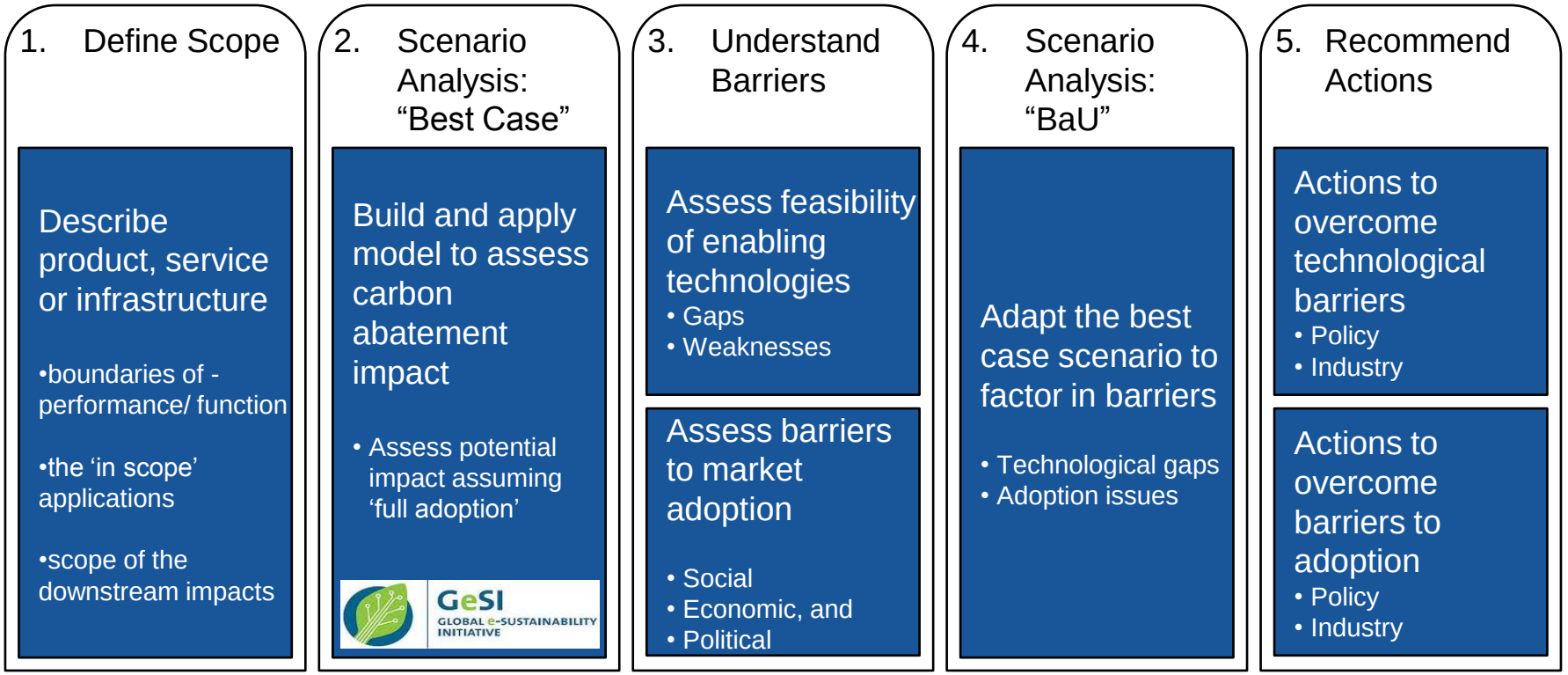
Christensen (1997, 2000, 2003, 2004)

Towards a Standardised Toolkit

We have developed a 5-step process to systematically analyse specific products, services or infrastructures applied in specific countries



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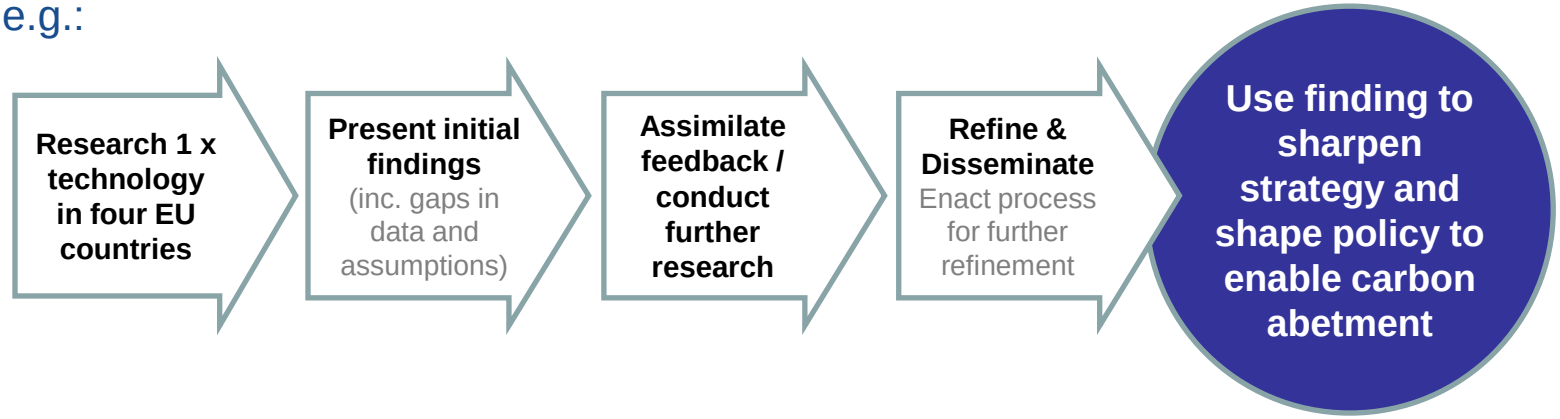
Research Process and Case Study Development

An iterative feedback process with members of the project coalition

- This will produce:
  - a series of independent case studies
  - validated business tool

e.g.:



- There are three coalition membership levels:
  - Bronze – reviewers
  - Silver – commissioners
  - Gold – commissioners and directors

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