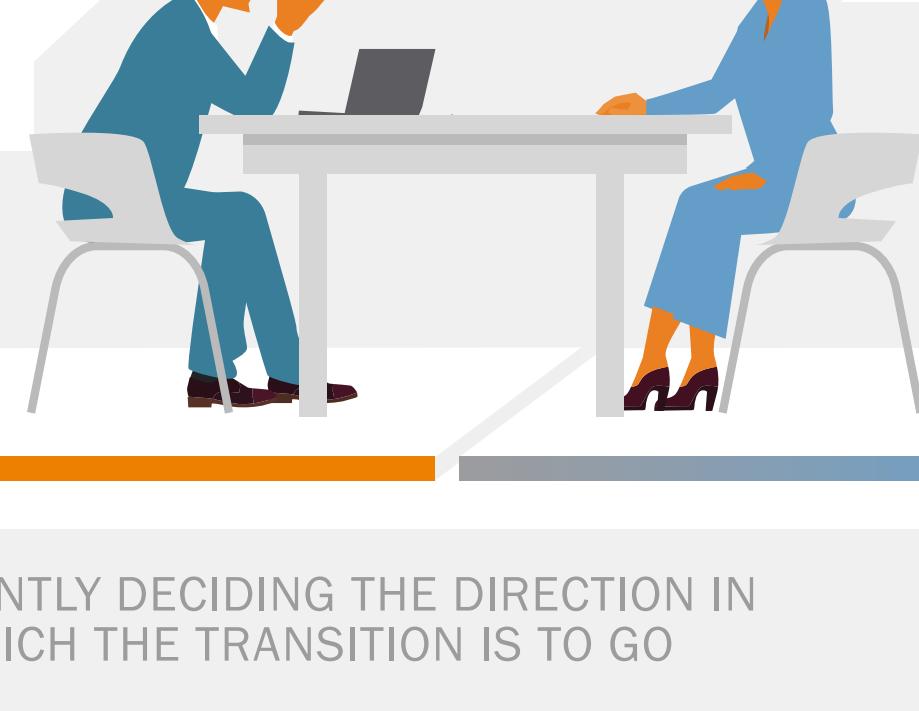


TNO GETS SECTORS MOVING

METHOD FOR DEVELOPING AN INNOVATION AGENDA THAT ENJOYS WIDESPREAD SUPPORT

HOW DO YOU ORGANIZE THE TRANSITION OF A SECTOR?



THE PROCESS CONSISTS OF 7 STAGES

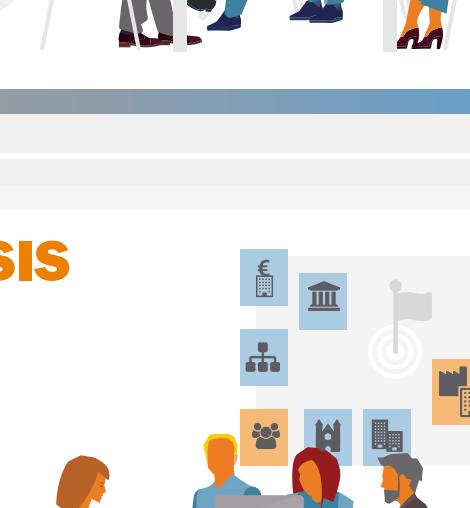
TNO's method for initiating and guiding the step-by-step transition of a sector, with the involvement of every stakeholder

7 STAGES

JOINTLY DECIDING THE DIRECTION IN WHICH THE TRANSITION IS TO GO

1 AMBITION AND SCOPE

DEFINING THE GOAL AND THE CHALLENGES



TNO EXPERTISE

KNOWLEDGE and EXPERTISE

CONTACTS

DISCUSSIONS

COMMISSIONING PARTY/PARTIES

CHALLENGING MOBILIZING

CREATING COMMITMENT

SETTING UP

STEERING GROUP

WORKING GROUP

GOAL RESULT

SCOPE SUPPORT

RESULT

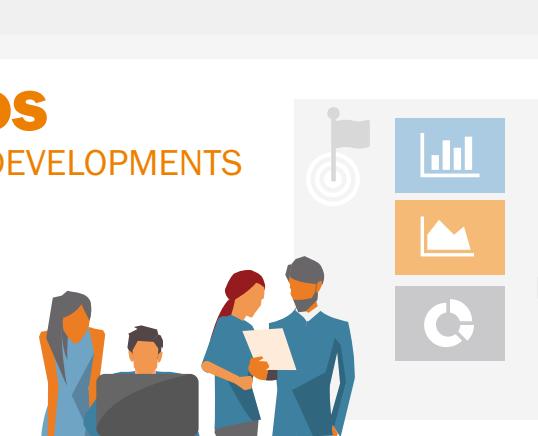
GOAL

SCOPE

SUPPORT

2 STAKEHOLDER ANALYSIS

MAPPING OUT THE ECOSYSTEM



RESEARCH

VALUE NETWORK

ROLES OF RELATIONSHIPS

INTERESTS

INTERVIEWS

WORKSHOPS and VALIDATION

INVOLVING STAKEHOLDERS AT TIME OF CREATION

SETTING UP

FOCUS GROUP

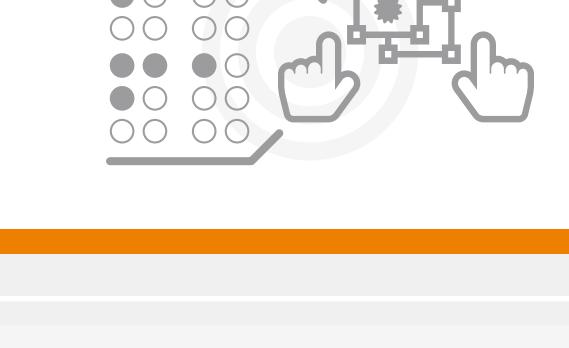
VIEW OF RESULT FROM STAKEHOLDERS

RESULT

VIEW OF RESULT FROM STAKEHOLDERS

3 BROAD SCAN OF TRENDS

MAKING AN INVENTORY OF RELEVANT DEVELOPMENTS



RESEARCH

LITERATURE RESEARCH

KNOWLEDGE and EXPERTISE

INTERVIEWS

EXPERTS

STAKEHOLDERS

ASSESSING WITH

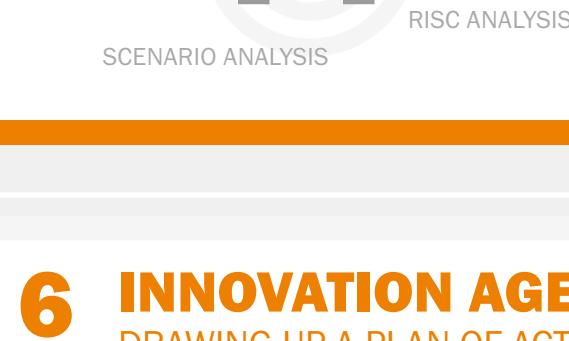
FOCUS GROUP

RESULT

TREND RADAR

4 DETERMINING THE MAIN THEMES

ANALYSING, EVALUATING AND CLUSTERING TRENDS



SELECTING

KNOWLEDGE and EXPERTISE

INTERVIEWS

EXPERTS

STAKEHOLDERS

WEIGHTING FRAMEWORK

RECOMMENDATION

DECISION BY

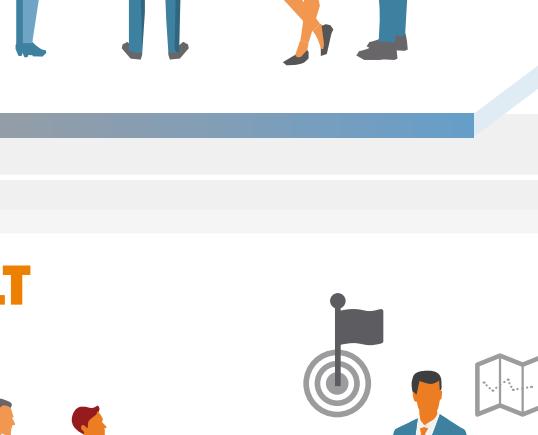
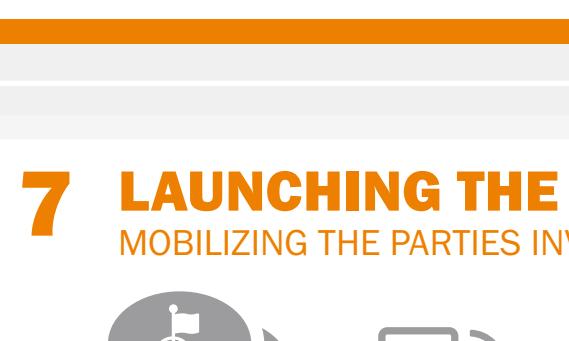
STEERING GROUP

RESULT

MAIN THEMES

5 IN-DEPTH EXAMINATION AND VALIDATION

DETERMINING THE IMPACT ON THE SECTOR



RESEARCH

KNOWLEDGE and EXPERTISE

DISCUSSIONS

WORKSHOPS

COMMISSIONING PARTY/PARTIES

BUSINESSES

FOCUS GROUP

DECISION BY

STEERING GROUP

RESULT

VIEW OF OPPORTUNITIES

VIEW OF CHALLENGES

6 INNOVATION AGENDA FOR THE SECTOR

DRAWING UP A PLAN OF ACTION



DRAWING UP

KNOWLEDGE and EXPERTISE

DISCUSSIONS

WORKSHOPS

COMMISSIONING PARTY/PARTIES

BUSINESSES

FOCUS GROUP

DECISION BY

STEERING GROUP

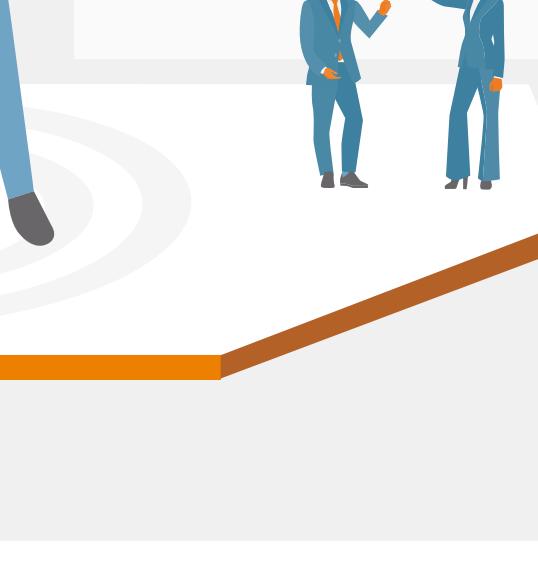
RESULT

INNOVATION AGENDA

PLAN OF ACTION

7 LAUNCHING THE RESULT

MOBILIZING THE PARTIES INVOLVED



MOBILIZING

BUSINESSES

EDUCATIONAL INSTITUTES

TRADE ASSOCIATIONS

OTHER STAKEHOLDERS

COMMUNICATION

PRESENTATIONS

ONLINE and PRINT

FOCUS IN THE MEDIA

RESULT

PUBLICATIONS

EVENTS

MEDIA ATTENTION

RESULT

1 to 7

KEEP UPDATING THE STAGES

RESULTS

NEW

PRODUCTS

REVENUE MODELS

COLLABORATIONS

PERSPECTIVES

BUSINESSES TRADE ASSOCIATIONS KNOWLEDGE INSTITUTES

EDUCATIONAL INSTITUTES PUBLIC SECTOR BODIES

TNO

innovation
for life