

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

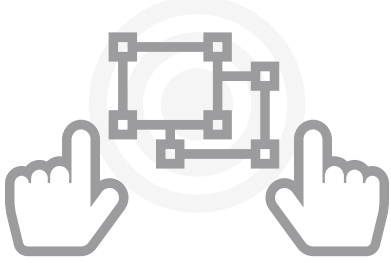
TNO's method for initiating and guiding the step-by-step transition of a sector, with the involvement of every stakeholder

7 STAGES

JOINTLY DECIDING THE DIRECTION IN WHICH THE TRANSITION IS TO GO

1 AMBITION AND SCOPE

DEFINING THE GOAL AND THE CHALLENGES



RESULT

TNO EXPERTISE

KNOWLEDGE and EXPERTISE
CONTACTS

DISCUSSIONS

COMMISSIONING PARTY/PARTIES

CHALLENGING | MOBILIZING

CREATING COMMITMENT

SETTING UP

STEERING GROUP

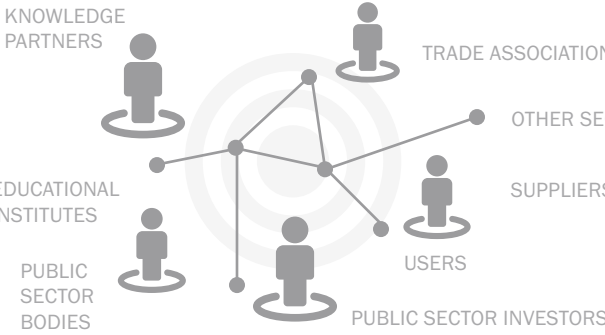
WORKING GROUP

GOAL | RESULT

SCOPE | SUPPORT

2 STAKEHOLDER ANALYSIS

MAPPING OUT THE ECOSYSTEM



RESULT

RESEARCH

VALUE NETWORK

ROLES OF RELATIONSHIPS

INTERESTS

INTERVIEWS

WORKSHOPS and VALIDATION

INVOLVING STAKEHOLDERS AT TIME OF CREATION

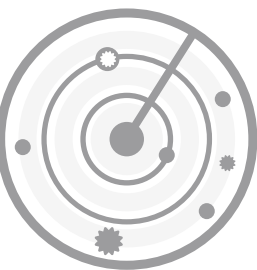
SETTING UP

FOCUS GROUP

VIEW OF RESULT FROM STAKEHOLDERS

3 BROAD SCAN OF TRENDS

MAKING AN INVENTORY OF RELEVANT DEVELOPMENTS



- DEMOGRAPHIC
- ECONOMIC
- POLITICO-LEGAL
- ECOLOGICAL
- SOCIO-LEGAL
- TECHNOLOGICAL



RESULT

RESEARCH

LITERATURE RESEARCH

KNOWLEDGE and EXPERTISE

INTERVIEWS

EXPERTS

STAKEHOLDERS

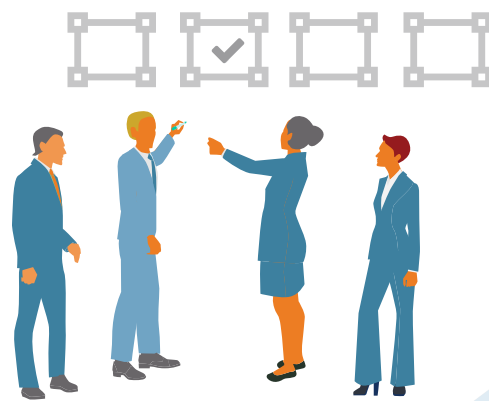
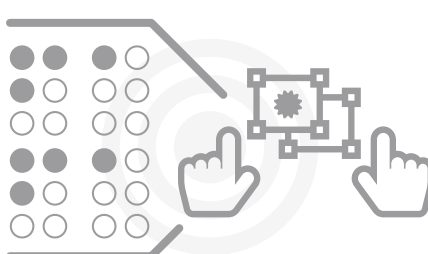
ASSESSING WITH

FOCUS GROUP

TREND RADAR

4 DETERMINING THE MAIN THEMES

ANALYSING, EVALUATING AND CLUSTERING TRENDS



RESULT

SELECTING

KNOWLEDGE and EXPERTISE

INTERVIEWS

EXPERTS

STAKEHOLDERS

WEIGHTING FRAMEWORK

RECOMMENDATION

DECISION BY

STEERING GROUP

MAIN THEMES

5 IN-DEPTH EXAMINATION AND VALIDATION

DETERMINING THE IMPACT ON THE SECTOR

IMPACT ANALYSIS

MARKET ANALYSIS

USE CASES

SCENARIO ANALYSIS

RISC ANALYSIS



RESULT

RESEARCH

KNOWLEDGE and EXPERTISE

DISCUSSIONS | WORKSHOPS

BUSINESSES | CUSTOMERS

EDUCATIONAL INSTITUTES

OTHER SECTORS

ROADSHOW

ASSESSING WITH

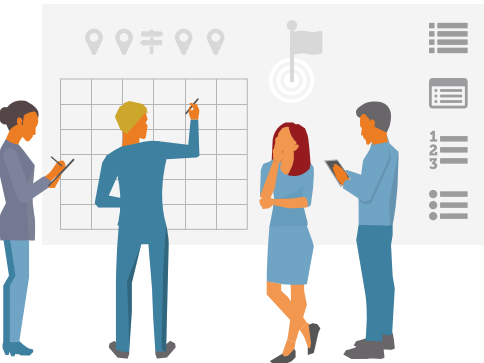
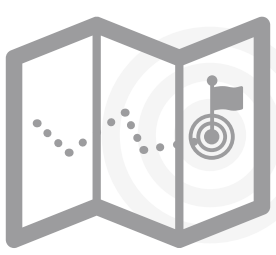
FOCUS GROUP

VIEW OF OPPORTUNITIES

VIEW OF CHALLENGES

6 INNOVATION AGENDA FOR THE SECTOR

DRAWING UP A PLAN OF ACTION



RESULT

DRAWING UP

KNOWLEDGE and EXPERTISE

DISCUSSIONS | WORKSHOPS

COMMISSIONING PARTY/PARTIES

BUSINESSES

FOCUS GROUP

DECISION BY

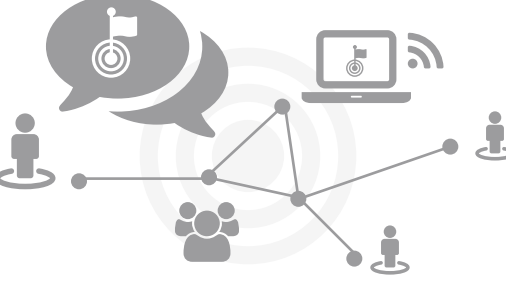
STEERING GROUP

INNOVATION AGENDA

PLAN OF ACTION

7 LAUNCHING THE RESULT

MOBILIZING THE PARTIES INVOLVED



RESULT

MOBILIZING

BUSINESSES

EDUCATIONAL INSTITUTES

TRADE ASSOCIATIONS

OTHER STAKEHOLDERS

COMMUNICATION

PRESENTATIONS

ONLINE and PRINT

FOCUS IN THE MEDIA

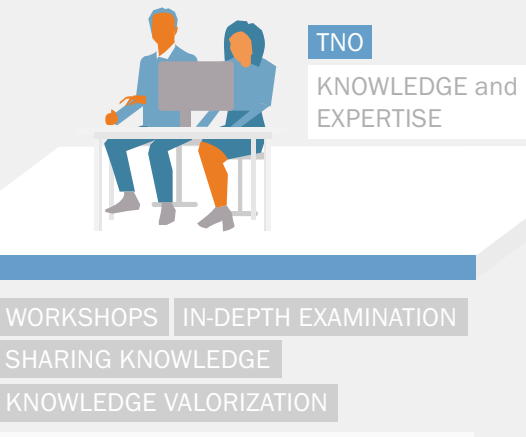
PUBLICATIONS | EVENTS

MEDIA ATTENTION

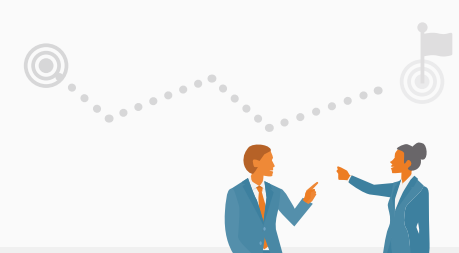
IMPLEMENTING THE AGENDA

NOW IT'S UP TO THE SECTOR

START



WORKSHOPS | IN-DEPTH EXAMINATION
SHARING KNOWLEDGE
KNOWLEDGE VALORIZATION



KEEP UPDATING THE STAGES

RESULTS

NEW

PRODUCTS

REVENUE MODELS

COLLABORATIONS

PERSPECTIVES

BUSINESSES | TRADE ASSOCIATIONS | KNOWLEDGE INSTITUTES
EDUCATIONAL INSTITUTES | PUBLIC SECTOR BODIES