



EU INNOVATE

Deliverable D 8.1

Project launch flyers for different stakeholder communities

Project name: Sustainable Lifestyles 2.0: End User Integration,
Innovation and Entrepreneurship

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Number of deliverable: D 8.1

Name of peer-review: Marianne Kreissig





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Sustainable Lifestyles 2.0:

End User Integration, Innovation and Entrepreneurship

An Introduction for
Business & Society



EU-InnovatE

Is a groundbreaking, three year research project which addresses the obstacles and prospects for sustainable lifestyles and green economy in Europe through to 2050.

It aims to make a significant interdisciplinary contribution to the understanding of *“...the underlying factors, challenges and opportunities linked to the transition to a sustainable society from an economic, social and environmental point of view”*.

EU-InnovatE therefore responds directly to two of the European Union’s strategic priorities: generating ‘smart, sustainable and inclusive growth’ within its member states while effecting the systemic transition to a low-carbon society.

About EU-InnovatE

EU-InnovatE will be one of the world's largest social science research projects linked to sustainable development. Supported by almost €5 million in European Union funding, it brings together 40 researchers from 14 leading institutions in nine different countries.

Building on existing wisdom & insights

EU-InnovatE draws scientific inspiration from the outcomes of the SPREAD 2050 Sustainable Lifestyles initiative, an European Social Platform which convened expert stakeholders over two years to develop a new vision for sustainable lifestyles in Europe in 2050. SPREAD 2050 created a roadmap for strategic action around four key domains: energy, food, living and mobility. It also generated a range of fundamental questions to be tackled by research, business and society in the years to come – some of which EU-InnovatE will directly address.

How will EU-InnovatE benefit business and society?

A central thesis of EU-InnovatE is that end users and user entrepreneurs will play an essential role over time as innovation drivers in the transition to sustainable energy, food, living and mobility. This will apply within existing corporate value chains and – increasingly enabled by technologies and big data – among users and entrepreneurs in new spaces and networks.

Our scientific investigation will provide new insights, evidence, tools and models around two major concepts:

- The role of end users and user entrepreneurs in sustainability innovation processes
- The long-term opportunities and obstacles for company-driven and user-driven sustainability innovations to enhance sustainable lifestyles and green economy

Creating impact in the societal context

EU-InnovatE integrates a deep and varied set of approaches to create strategic impact with non-academic stakeholders, in particular end users & user entrepreneurs, companies, and policy-makers.

Our project will pursue two overarching goals:

- To make end users aware of the possibilities to be active and become user entrepreneurs (by creating institutions, organisations and opportunities)
- To demonstrate the scale of opportunity for user entrepreneurs to create wealth, jobs and well-being within the context of Europe's transition to sustainable lifestyles and green economy

It will enable end users & user entrepreneurs to co-design 'the future that they want' as a new context for user sustainability innovation. It will deliver new insights to companies on the potential of users to support corporate innovation design and process. And it will empower policy-makers to become co-creators and co-innovators in advancing user sustainability entrepreneurship in Europe.

How business and society can engage

EU-InnovatE features dynamic platforms through which key societal stakeholders can share their knowledge, exchange experiences, and jointly shape pathways towards sustainable lifestyles. These include:

- Annual User Sustainability Innovation & Entrepreneurship Awards
- Scenario development to 2025 and 2050
- Sustainable Futures design and simulation
- Specialist learning networks
- Laboratory experiments on new leadership and financing models
- Policy innovation workshops
- Open access databases on company- and user-driven sustainability innovations

Through these, EU-InnovatE will enable new communities of practice and innovation to emerge and flourish beyond the lifespan of the project itself.

Which institutions are behind EU-InnovatE?

Coordinator



Technische Universität München

Coordination Support



ABIS – The Academy of Business in Society

Partners



Aalto-Korkeakoulusäätiö, Finland



The Forum for the Future, United Kingdom



Aarhus Universitet, Denmark



Katholische Universität Eichstätt-Ingolstadt, Germany



Akademia Leona Kosminskiego, Poland

POLITECNICO DI MILANO



Politecnico di Milano, Italy



Copenhagen Business School, Denmark



Technische Universiteit Eindhoven, Netherlands



Cranfield University, United Kingdom



Universidad de Navarra, Spain



Università Cattolica del Sacro Cuore



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Universiteit van Amsterdam, Netherlands

How to learn more about EU-InnovatE

Visit our website: www.euinnovate.com

Contact the TUM Coordination Team:

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Access the resources from SPREAD 2050:

www.sustainable-lifestyles.eu



The EU-InnovatE project receives funding from the European Community's Seventh Framework Programme FP7/2007-2013 under grant agreement number 613194.



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Scientists & Researchers



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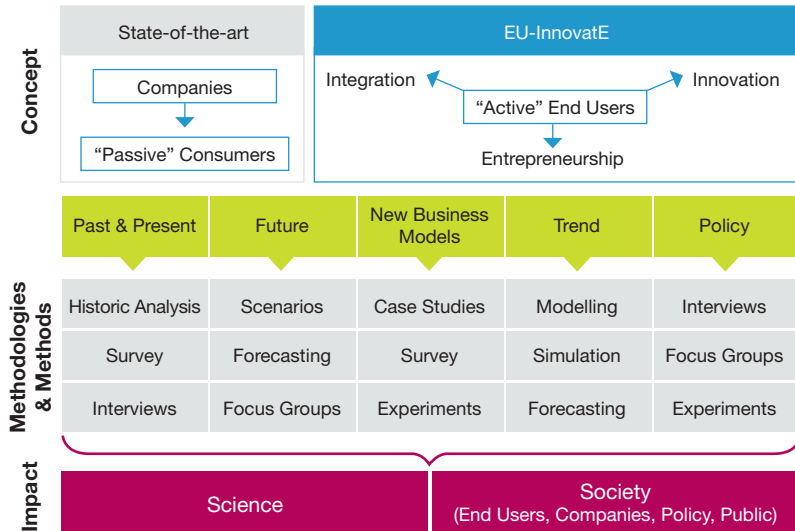
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What makes EU-InnovatE scientifically significant?

A central thesis of EU-InnovatE is that end users and user entrepreneurs will play an essential role over time as innovation drivers in the transition to sustainable energy, food, living and mobility.

Our scientific investigation is therefore grounded in two major concepts:

- The role of end users and user entrepreneurs in sustainability Innovation processes
- The long-term opportunities and obstacles for company-driven and user-driven sustainability innovations in the Multi-Level Perspective (MLP)



The Impact of EU-InnovatE on international science

EU-InnovatE will expand the boundaries of current field of knowledge and research, not least by integrating user sustainability innovation (USI) and entrepreneurship into the Multi-Level Perspective for the first time.

Our project will pursue two overarching scientific goals:

- To establish user sustainability innovation and entrepreneurship as a legitimate interdisciplinary research domain (i.e., beyond traditional management studies)
- To accelerate user sustainability innovation and entrepreneurship as a thriving field of study, which attracts young, passionate researchers in the next 5-15 years – thereby linking research directly with societal purpose and benefit

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