

## Comments/messages from an industrial perspective



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## Comments/messages from an industrial perspective

Dietmar Theis

Technical University Munich,  
former Siemens R&D Manager

## Questions that move us

How can we create economic growth and reduce the consumption of **energy** and **resources** at the same time?

How can **cities** grow and at the same time offer a high quality of life?



How can we make **industrial production** more flexible, efficient and competitive?

How can we ensure **healthcare** that is both excellent and affordable?

## Comments/messages from an industrial perspective



1- Societal challenges have been used as starting points for our innovative business operations: from challenges to opportunities!

# Company Statement 2014 – Vision 2020

Global Trends = Societal Challenges → Markets & Business

## Global trends

### Digital transformation

Networked world of complex and heterogeneous systems

### Globalization

Global competition driving productivity & localization

### Urbanization

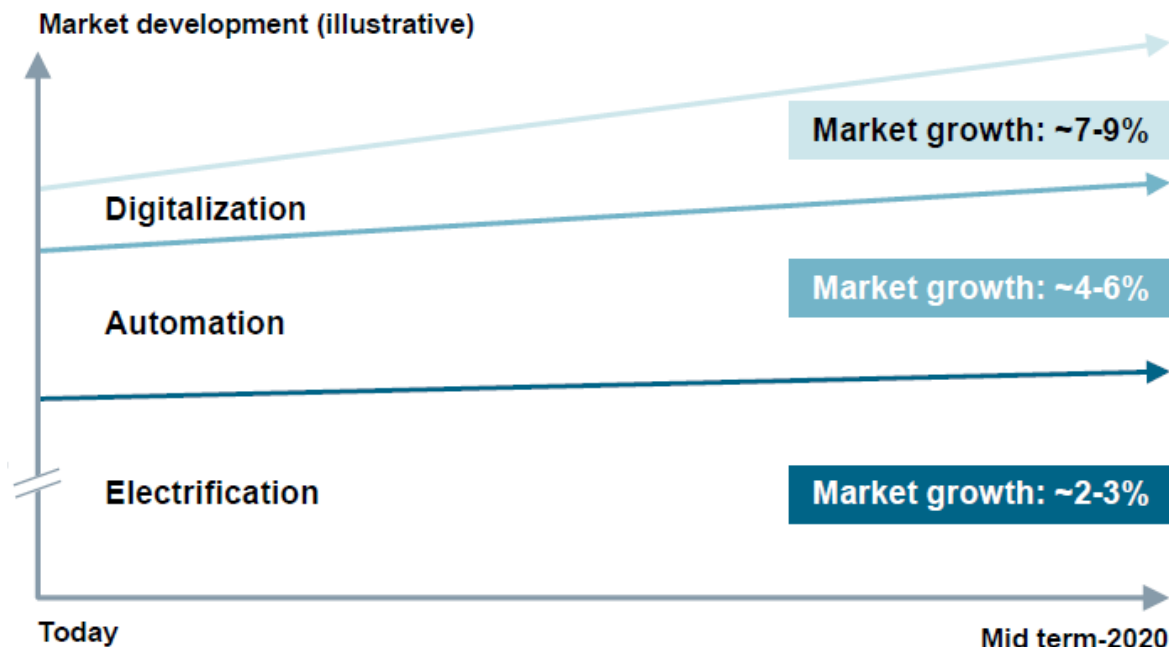
Infrastructure investment needs of urban agglomerations

### Demographic change

Decentralized demand of a growing and aging population

### Climate change

Higher resource efficiency in an all-electric world



From challenges to opportunities...



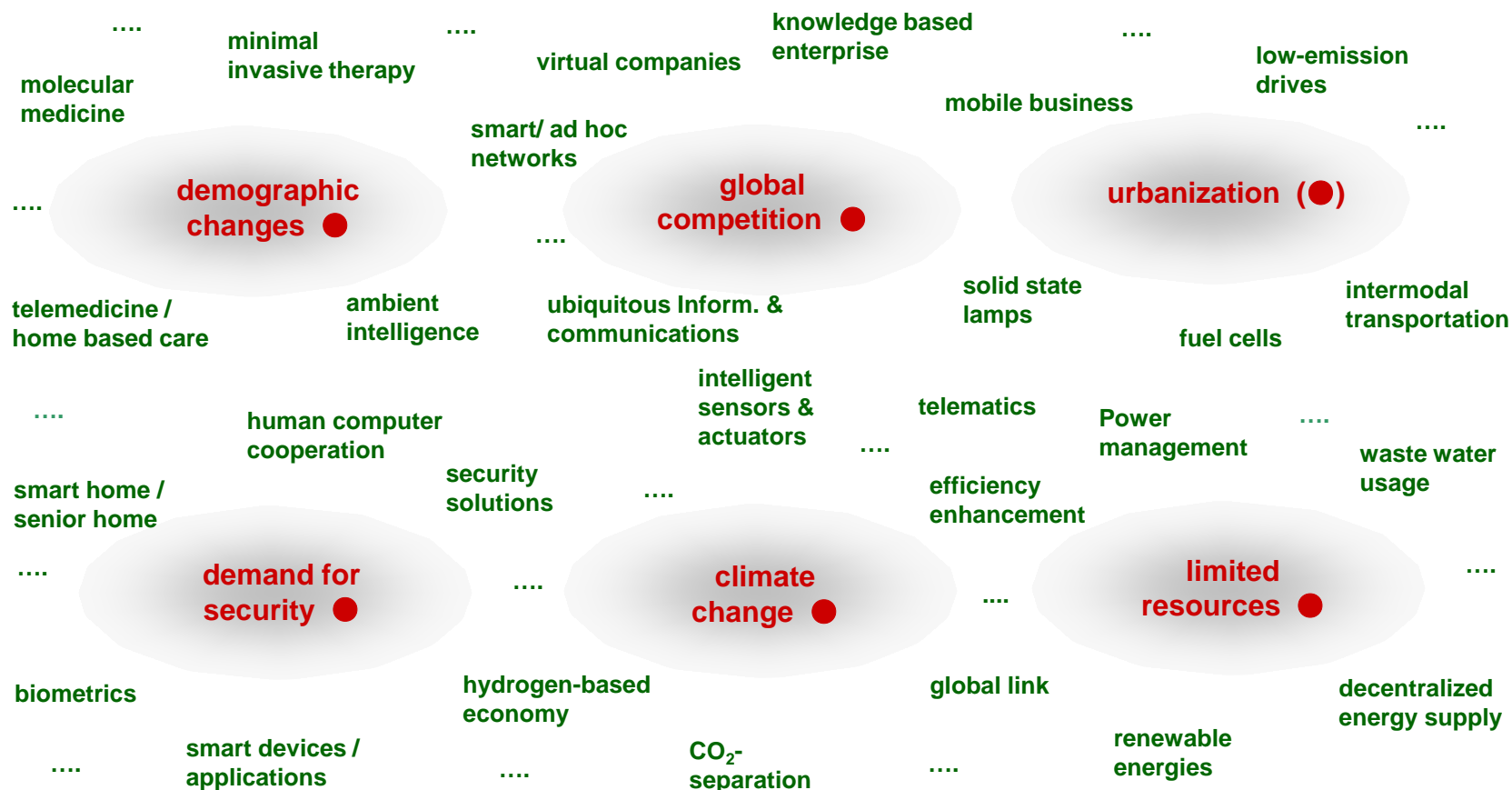
## Comments/messages from an industrial perspective



- 1- Societal challenges have been used as starting points for our innovative business operations: from challenges to opportunities!
- 2- There is no major dissent on the definition of societal challenges

# Company Statement 2006

Today's and tomorrow's **global challenges** require **innovative solutions**



# How SC shape VERA scenarios



## Comments/messages from an industrial perspective



- 1- Societal challenges have been used as starting points for our innovative business operations: from challenges to opportunities!
- 2- There is no major dissent on the definition of societal challenges
- 3- The 4 VERA scenarios fit to a scenario design rationale with the two axis „Societal Trends“ and „Organizational Structures“



# VERA Scenarios: R&I Landscapes in Europe in 2030



## *Scenario 1: Private Knowledge – Global Markets*

With public austerity policies enduring, R&I expenditure is dominated by firms and philanthropic organizations; knowledge production takes place in globally inter-connected knowledge hubs.

## *Scenario 2: Societal Challenges – Joint Action*

As urgency of some SC becomes more intense, joint actions emerge at EU-level as large programmes complemented by NGO investment and activities.

## *Scenario 3: Solutions apart – Local is beautiful*

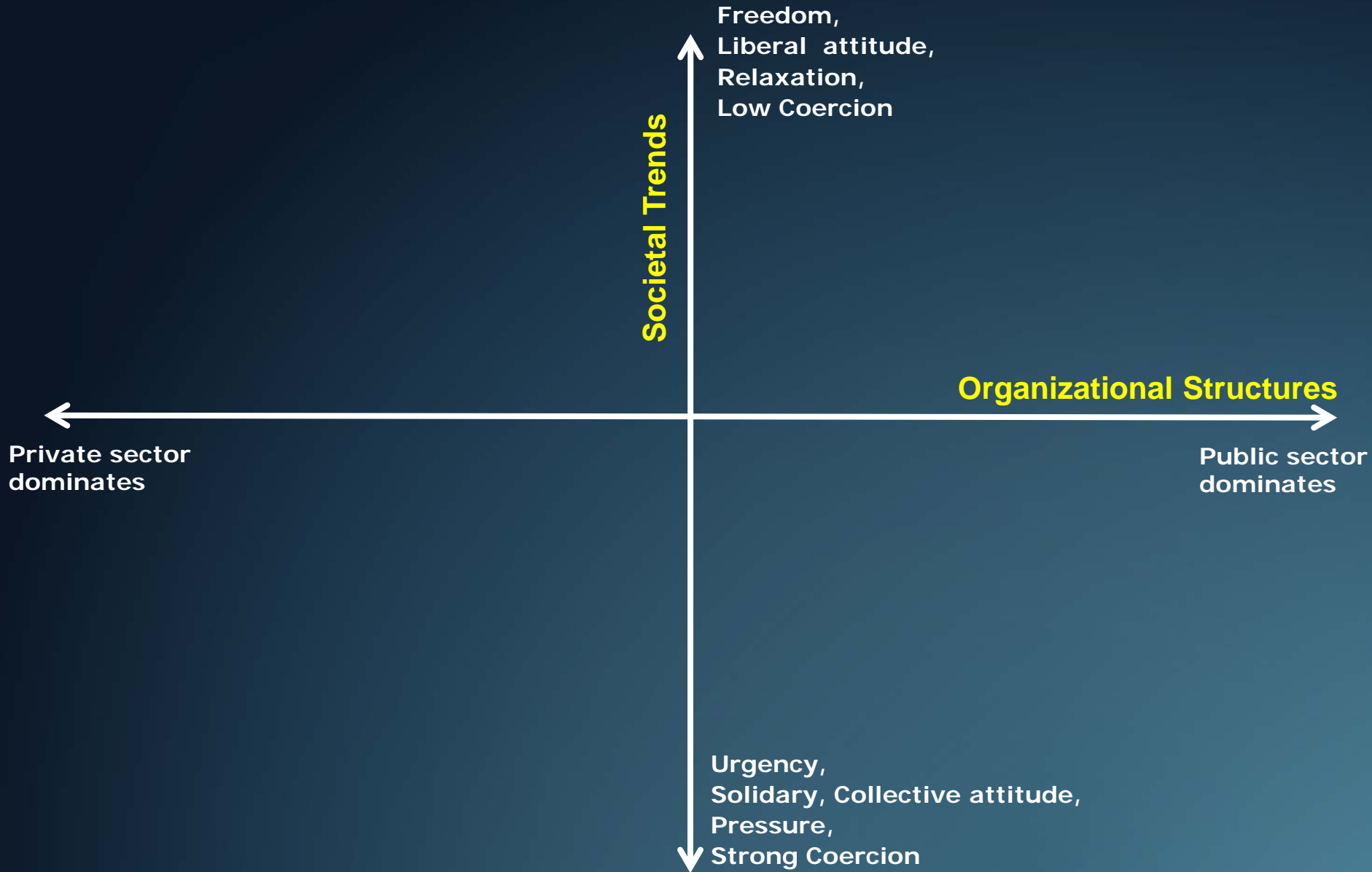
A paradigmatic shift towards new lifestyle and self-optimization entails a preference for local solutions to social problems and influences the attitudes towards R&I heavily.

## *Scenario 4: Times of Crises – Experts at the Wheel*

A new sense of 'deep sustainability' on which all economic, political and societal activities are based requires targeted scientific adaptation solutions.



## Scenario Design Rationale (proposal D. Theis)



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**Scenario 1:  
Private Knowledge –  
Global Markets**



**Societal Trends**

Freedom,  
Liberal attitude,  
Relaxation,  
Low Coercion

**Organizational Structures**

Private sector  
dominates

Public sector  
dominates

Urgency,  
Solidary, Collective attitude,  
Pressure,  
Strong Coercion

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**Scenario 3:**  
Solutions apart –  
Local is beautiful

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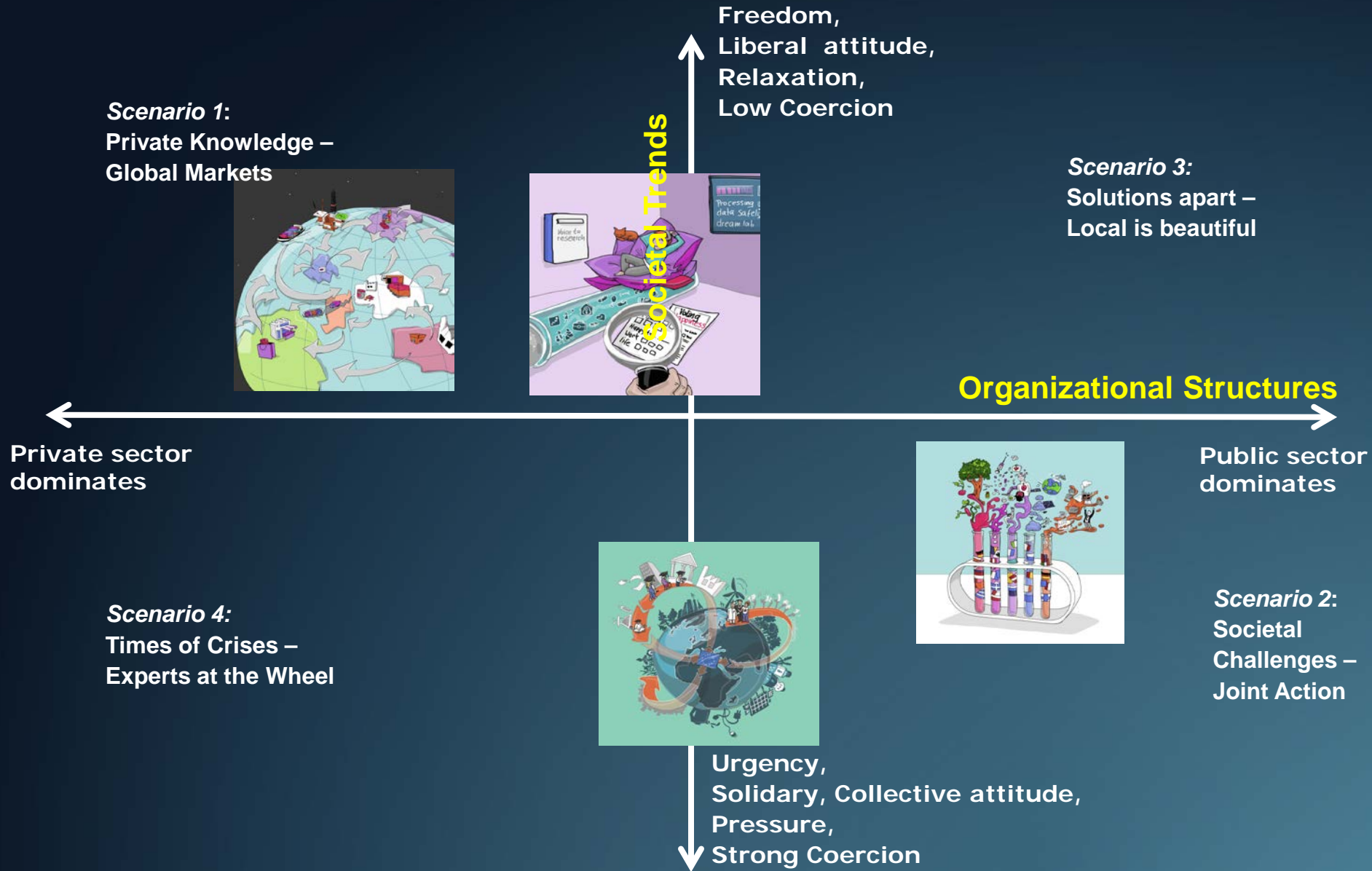
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Societal Trends

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- 1- Societal challenges have been used as starting points for our innovative business operations: from challenges to opportunities!
- 2- There is no major dissent on the definition of societal challenges
- 3- The 4 VERA scenarios fit to a scenario design rationale with the two axis „Societal Trends“ and „Organizational Structures“
- 4- From my perspective industry should have no major problem to support results of the VERA project – the ultimate aim must be fostering the global competitiveness of Europe!