

# SHARING

DAY 2

INNOVATION IN ACTION 2015

*This briefing paper includes key takeaways from the second day at Innovation in Action 2015. The theme of the day was sharing methods and challenges. The companies SP, The Absolut Company, SUP 46 and Veryday facilitated shorter workshops. The purpose was to present sharing methods and tools that have been successfully incorporated in the companies. In the afternoon, leaders, creative geniuses and experts interacted and highlighted the importance of diversity and innovative entrepreneurship.*

## SHARING METHODS

### THE ABSOLUT COMPANY

The purpose of the workshop, lead by Paula Eriksson, Anne Enger and Elin Wibell, was to share TAC's successful methods for creating sustainable ideas, to discuss future development of the sustainable ideas and to find partners who want to collaborate on the development of the sustainable ideas. In order to create sustainable ideas, TAC organized a sustainability-hackathon in the summer of 2015- called Creative Space. During the three-day hackathon, sixteen innovators, creators and industrial engineers worked on innovative solutions to address TAC's sustainability challenges. After TAC shared it methods, fruitful discussions with the participants elaborated on market, logistic and design challenges.

### SP

The workshop by SP introduced a new sandbox for learning Open Innovation, called Translucent Innovation. The participants discussed the benefits of open innovation and how Translucent Innovation could potentially be improved. The workshop also aimed to find improvements to Translucent Innovation. Areas that could be improved were the aspect of co-creation, collaboration and how to make a matchmaking process more scalable. Furthermore, it was discussed how this scale should be tackled while not reducing the quality. Making the process more open should also enable the members of problem givers, problem solvers and the middlemen to understand what the capabilities of the network are. Moreover, there are obstacles, which are faced in the process of initiating Open Innovation practices in companies. These obstacles were related to risks, proprietary rights and competitiveness.

### SUP 46

The purpose of this workshop, held by the SUP 46 representative Jessica Stark, was to develop methods, structures, and actions for which start-ups and corporations may collaborate in a better way.

This workshop divided the participants into three groups, with each containing a mix of corporate and entrepreneur participants. The groups then discussed and collaborated separately on different topic areas, followed by presenting their findings to the remaining groups. The three topic areas included:

1. What are the biggest challenges to create collaboration between startups and corporations?
2. What are the biggest opportunities with a great collaboration between startups and corporations?
3. How would the collaboration between startups and corporate look like in a perfect world?

## VERYDAY

The theme of the workshop, led by Lennart Andersson from Veryday, was integration and networking opportunities for refugees coming to Sweden and others countries in Europe. The purpose and task was for the participants was to generate, concretize and present an idea for how refugees can build a network and entry a first job in Sweden. The Workshop participants were divided into groups of three to four participants. Ideation was initially done individually and sub-sequent each group agreed on one idea to move forward with. Then, each group was provided with an Idea Sheet that works as a tool to concretize on the various aspects of the idea, i.e. brief, project name, catchy idea tag-line, idea explanation, value for refugee, value for society, why this is a good idea, how can this be funded, challenges and next step. Thereafter, the groups presented their ideas to another group and also gave and received feedback. Later all groups presented their final ideas to each other. During the last part of the workshop the members discussed pros and cons about the method used during the workshop.

The participants were very enthusiastic from the start and a common presented idea was to use the app-technology to connect refugees and Swedes. Some ideas focused more on arranging personal meetings in order for people to experience each other's cultures and others focused more on how to connect people with the same set of skills on the labour market.

## PANEL DISCUSSION

The panel discussion elaborated on innovative leadership, diversity and how the sharing, both on demand and collaborative, economy has built enterprise as well as many other truly inspiring topics. The panel consisted of different thought leaders, creative geniuses and experts within their field from leading companies in their respective area. The speakers were Andreas Stillborg from AirBnB, Funda Sezgi working with social entrepreneurship at Impact Hub, Leila El-Sherif Wollheim working for diversity and the cultural entrepreneur Jan Åman from Atelier Slice. Dariush Ghatan from Googol and Anna Buckhøj from Move Management moderated the discussion.

The presentations can be summarized through the perspectives of corporate construction, economics, the individual and society at large.

### Corporate construction

Corporations in different industries require different organizational designs and corporate constructions. While Airbnb uses an internet platform based construction with an app and website as central elements, the Impact Hub is based on elaborated network hubs around the world and has physical locations in over 72 spots in 36 countries and more than 11 000 members. Nevertheless, the core values of Airbnb, the Impact Hub and Klara K. were very similar. Trust, courage and collaboration were common values amongst the organizations.

Furthermore, both the Impact Hub as well as Klara K. are network based corporations, meaning that their members account for the most valuable assets of the organization. The new project, A-House, located in the old School of Architecture in Stockholm, also values interaction and collaboration as a valuable tool for growth and increased innovation capabilities.

### The economic

The perspective of economics was central in the presentations. Particularly Airbnb argued that the sharing economy becomes very beneficial to both local tourism and individuals. Anders Stillborg gave the example of how the tourism in Amsterdam have improved where the tourists stayed longer, spent more on average and resided in a more spread part of the city. "Someday we'll look back on the 20<sup>th</sup> century and wonder why we owned so much stuff." Bryan Walsh Time Magazine.

Leila El-Sherif Wollheim from Klara K., presented figures from a fresh report by McKinsey & Co. which also illustrated the vast economic values that are to be realized from a future with gender parity. With the numbers that only 5 % of the Fortune 500 companies were represented with female chief-executives, the need for a continued struggle towards gender equality and the need for a network like Klara K became evident.

## The individual

Another perspective in the presentations was through the individual in the organizations. A common understanding was the importance that individuals in organizations dare to share! Funda Sezgi stated, “Impact cannot happen in isolation, it requires collective action!”, and was followed by Jan Åman, “Innovation needs the whole spectrum!”. Leila El-Sherif Wollheim clarified in her presentation that “Innovation is diversity!”. The quotes imply that, in order to innovate, the individual needs to share and develop his/her ideas with others. In a more and more sharing environment, the individual needs to dare to work with individuals with a different background in order to cover the whole spectrum and realize innovative ideas and developments. Next to daring and sharing with different individuals, it is key for the innovator to dare and share with his customers in order to create meaningful innovations. “Our hosts are our business partners”, stated Andreas Stillborg.

## Society at large

A strong focal point of the discussion was based around current trends and how they are changing society as a whole. Both presenters and questions from the audience discussed specifically the topic of the sharing economy, and the effects it is having today as well as implications for the future. The sharing economy appears to be creating societal wide disruptive changes to government policy, and societal values. The first point, regarding government and policy, is requiring that government be able to create laws, policies and regulations that are adapting to the trends of the sharing economy. These could include fair tax requirements, as well as to governmental systems that do not stifle development and innovation. In regards to the societal impact of the sharing economy, the speakers felt that consumers and society are beginning to question the need of ownership of dormant assets. The sharing economy could be transforming western society to a rental or sharing based economy instead of a purchasing economy. This could have a profound effect on the development of cities, transportation and even consumer goods. This trend need not only apply to individuals, but could have an equally large effect on how businesses operate.

Trends in increasing the diversity of the workplace were discussed as well, with a focus on females in society. Trends showing the increasing rate of women completing higher education, entering the workplace, and holding executive positions were presented in discussed. This global trend will begin to transform governments, corporations, and society at large. By increasing the diversity of governments and corporations, more innovative and solutions will be found for the difficult problems society is facing today. This trend is still facing much resistance global in the effort for equal representation; it is up society as a whole to work together in solving this issue.