



European
Commission

Business Innovation Observatory
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Trend report 'Un-locking
the potential of business and
societal innovation;
how to scale-up successful new
business and production models?'

Understanding and transferring new innovation practices

A number of significant and relevant trends have been identified and analysed in 12 detailed case studies.

This first trend report focuses on the commonalities under the theme of 'New business, organisational and production models' in order to better understand these new innovation practices and they way policies can help to scale-up their impact.

The topic 'New business, organisational and production models' embraces 5 innovation trends: Advanced Manufacturing, Public Private Partnerships, Big Data, Workplace Innovation and the Sharing Economy.



Main messages from the trend report

Trend driving companies have developed innovative solutions addressing the challenges of other companies and society at large. Socio-economic benefits will be generated through the adoption of these solutions by other companies.

Companies need to be embedded in an innovative environment in order to unlock the potential that is dependent on the promotion of the uptake of these solutions. The opportunity to demonstrate these solutions will increase the likelihood of their adoption.

The solutions require an increase in demand-side policy for scaling up new models and in order to increase their socio-economic impact and competitiveness.

One common organisational pattern cannot be recommended to all companies. Actors at various levels of the companies need to be educated in order for these new models to succeed. Companies should also be offered financing in the form of loans so that the implementations put in place achieve optimal success.

In order to scale-up the impact of new business and productions models, one of the main barriers that needs to be overcome is the scepticism and conservatism of potential customers.



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