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Behavioral change e sostenibilità ambientale

**EUInnovate – Il ruolo degli *user* nelle
innovazioni orientate alla sostenibilità**

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EUInnovate - Sustainable Lifestyles 2.0: End User Integration, Innovation and Entrepreneurship

Project aim: to investigate the innovative and entrepreneurial roles of end users to shape a green EU-economy and their potential contribution to sustainability-driven open innovation processes.

Objectives: to develop and disseminate concepts and tools to enhance the active roles of end users to (co-) invent, (co-) design, (co-) produce and (co-) market novel sustainable products.

KEY FACTS



Project start: 1 January 2014

Project end: 31 December 2016

Funding Scheme: European Commission's Seventh Framework Programme

(Coordination and Support Action)

EU Contribution: 4,500,000 €

Grant Agreement Nr: 613194

Coordinator: TUM School of Management

Project Coordinator: Prof. Frank-Martin Belz



The role of end users in Sustainability Oriented Innovation (SOI)

- To generate SOI concepts (with/for a company – as entrepreneur)
- To test and refine SOI concepts
- To disseminate SOI



The key role of lead-users



Users integration – The Smart Domo Grid case



Energy providers



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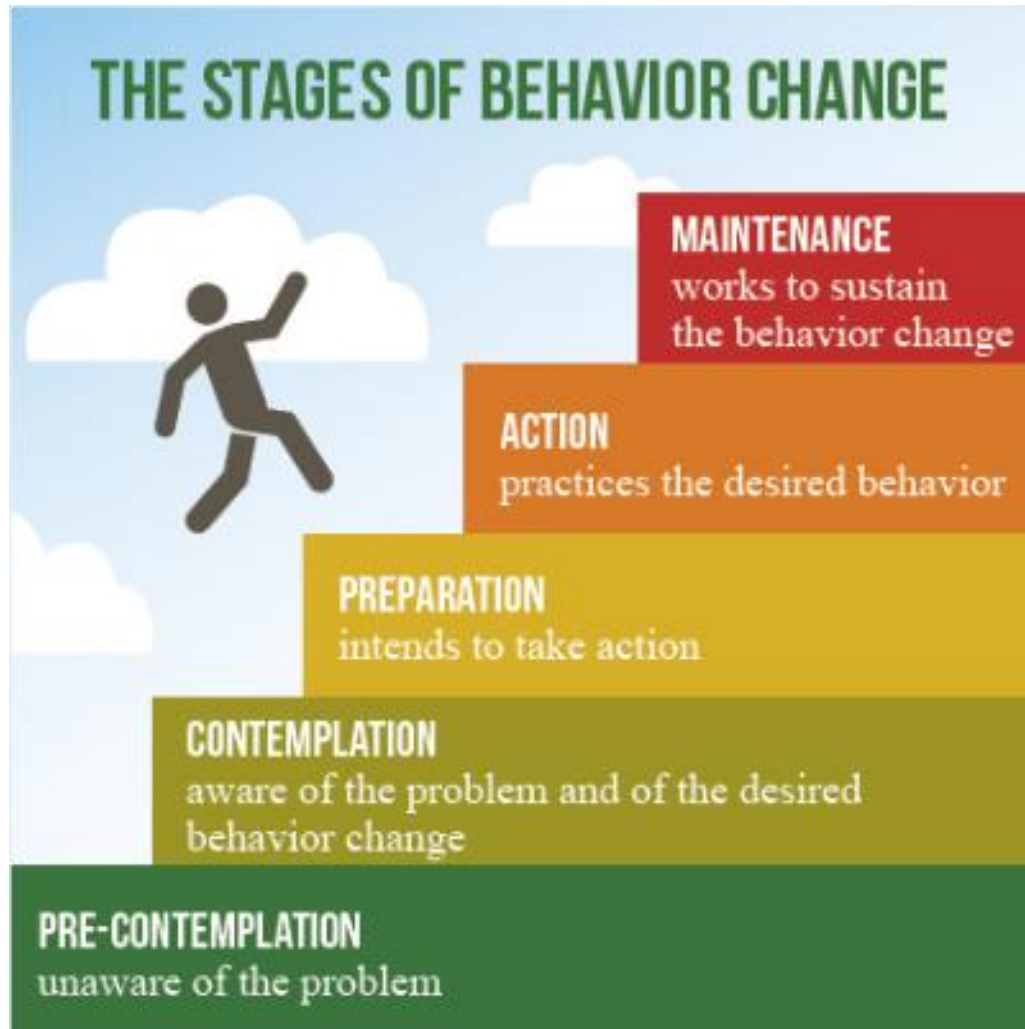
Users



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Department of Management Engineering

The role of end users in SOI and Behavioral Change



Enablers for user integration

