

Socio-Technical Innovation for Sustainability: Digitalisation and Circular Economy

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Historical dynamics of three movements Deregulation of TTIP financial sector Monetary easing & **Rise in Regional** Austerity Programs Paid work by **Trade Agreements** Marketization Fall of Berlin married women Wall Market-friendly Bretton Woods reforms & policies Reagonomics New Labor system Beggar-thyneighbour Thatcher New Public **Rise of right-wing** Economic recovery **Reign of** elected policies Management & growth populists Neoliberalism -- Welfare legislation **Discussion about** Social Protection trade protection Environmental laws in US elections Reform of welfare state Sanctions & obligations Expansion of Creation of modern for welfare recipients welfare state welfare state Rio conf. Kyoto protocol Rio 20+ Broad process of emancipation Rio local agenda Fair Trade Open Source Women's movement organizations Humanization P2P Sharing Economy Women's suffrage Founding of Global **Rise of environmental Ecovillage Network** Book: The Great movement Urban commons Rise in Transformation Hippie movement communitarianism 1930 1940 1950 1960 1970 1980 1990 2000 2010 2020 World Fascism wwii **Financial Crisis**

Kemp et al., 2019 Kemp, R., Strasser, T., Davidson, M., Avelino, F., Pel, B., Dumitru, A., ... & Weaver, P. (2016, September). The humanization of the economy through social innovation. In *SPRU 50th anniversary conference*.

Strength of each movement over time

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Layering and Transformation of Multiple Crises

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11. A Global and local structural healthcare crisis (e.g. high healthcare system costs (*insurance*, *medicine*, *operations*) plus high debt for education costs, leading to lack/low levels of personal savings and personal investments or if high, in general, feeds greed) <->

12. A Global and local contemporary housing crisis (e.g. low levels of personal <u>savings</u> leading to being increasingly dependent on lending for housing (mortgage), if not for housing, for other needs, not wants, due to lack/low levels of investment savings) <->

13. A Global and local financial crisis (e.g. Greenspan's team <u>derivatives</u> modelling flaw, and due to key performance criteria of financial providers private predatory lending practices, trade of non-real future options, swapping toxic credits overseas for needs and wants in developing countries) <->

14. A Global and local environmental crisis (e.g. carbon leakage, due to financial crisis, further exploitation of natural resources and outsourcing of production in order to close the gap of former financial loss, need) <->

15. A Global and local data privacy crisis (e.g. meanwhile manufacturing moving to/moved to overseas due to increases in digital services, servitization, and unregulated cybersecurity, legal gaps, alternative currencies, systemic hacks: Wikileaks, ransomware) <->

- **16.** A Global and local trade crisis (e.g. anti-competitive state aid backed products and services leading to trade wars)
- **17.** A Global and local humanitarian crisis (e.g. due to further exploitation of natural resources overseas and low level of livelihood quality of workers' overseas, refugee crisis etc.) <->
- **18.** A Global and local political crisis (e.g. due to populism manipulating to a degree all of the ongoing crises and increasing nano and bio technological capacity of technonalist implementation of big data and AI, flexible robotics, social scoring systems) <->
- **19.** A Global and local Health crisis (COVID-19) (e.g. a zoonotic virus due to low level of nutritional capacity and states' intervention capacity in the livelihoods) <->
- 20. A Global and local crisis at individual and group level (e.g. racism, discrimination, social unrest)









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Digital Economy and Circular Economy: Systemic Transitions & Change

► Time

Increasing structuration of activities in local practices



Türkeli and Kemp (2020) System Transition, Encyclopedia of UN SDGs, Innovation, Industry, Infrastructure, Springer (in Press)

Based on literature: Technological transitions, socio-technical transitions, sustainability transitions literature,

Sources: e.g. Kemp et al. , 2019; Geels 2004; Geels and Schot 2007, 2010; Loorbach 2007; Markard, 2012; Konnola, 2018, Turkeli 2020...

Source: Geels 2011

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Encyclopedia of the UN

Sustainable

Development

Goals

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✓ Springer

Socio-Technical System Actors and Domains

F.W. Geels / Research Policy 33 (2004) 897-920



Fig. 2. Social groups which carry and reproduce ST-systems.



Fig. 1. The three pillars of comprehensive Neo-Schumpeterian Economics.

Hanusch, H., & Pyka, A. (2007). Principles of neo-Schumpeterian economics. *Cambridge Journal of Economics*, 31(2), 275-289.





Industry 4.0 related research streams; the numbers underneath the topics illustrate the assigned articles Brettel, M., Friederichsen, N., Keller, M., & Rosenberg, M. (2014). How virtualization, decentralization and network building change the manufacturing landscape: An Industry 4.0 Perspective. *International journal of mechanical, industrial science and engineering*, 8(1), 37-44.

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The Latest Trends Digital Transformation

- Cyber security and privacy
- Personalization, Automation and Holistic view
- Rise of big data, AI, Blockchain, digital acryptocurrencies,
- Focus on home-office models, digital supply chains
- Data supply chains
- Collaborative digital channels
- Transparent and Advanced hybrid models
- Generational and Gender-based movements e.g. sustainable finance, development



Dijital Ekonomi 2 yatay-kesen (i, ii) ve 4 alan olarak toplamda 6 eksende çalışılmalıdır. Toplamda 41 ilk izleme ve değerlendirme konusu barındırmaktadır.

- i. Dijital dönüşüm altyapısı: Bu noktada 13 izleme ve değerlendirme yapılmalıdır:
- i.1) Teknoloji ve işletmecilikte devlet politikası
- i.2) IT ürün tarifeleri
- i.3) BİT harcamaları
- i.4) Telekomünikasyon yatırımı
- i.5) Denizaltı iletişim kablosu sayısı
- i.6) 4G şebekelerinin kapsadığı yüzde veya nüfus
- i.7) BİT erişimi ve kullanımı
- i.8) Güvenli internet sunucuları
- i.9) BİT yasaları
- i.10) Genişbant hizmetlerinin maliyeti
- i.11) Hız veya geniş bant hizmetleri
- i.12) Fiber ağ
- i.13) 5G geliştirme

ii. Siber Güvenlik: Bu noktada 5 izleme ve değerlendirme yapılmalıdır, ii.1) Yasal konular; ii.2) Teknik konular; (f

ii.3) Organizayonel konular; ii.4) Kapasite Geliştirme; ii.5) Işbirlikleri

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<u>1. Kamu sektörünün dijital dönüşümü</u>: Bu kontada <u>2</u> izleme ve değerlendirme yapılmalidir
1.1) G2G: Kamu kurum ve kuruluşları arasında e-devlet ara-çalışabilirlik (interoperability)
1.2) G2C: Vatandaşlar için e-devlet ve mobil devlet (m-devlet) uygulamaları

2. Özel sektörün dijital dönüşümü: Bu noktada 9 izleme ve değerlendirme yapılmalıdır:

2.1) BIT temelli Temelli Yenilikçi Çözümler üretim kapasitesi, marka ve patentleme

- 2.2) (Yerli , Yabancı) Teknoloji kullanımı
- 2.3) E-bankacılık (Finans)
- 2.4) Kredi kartı mülkiyeti (Finans)
- 2.5) E-ticaret pazarı
- 2.6) B2B dijital işlemler
- 2.7) B2C digital servisler
- 2.8) Açık veri kullanılabilirliği
- 2.9) AI geliştirme



3. Eğitimin dijital dönüşümü: : Bu noktada 7 izleme ve değerlendirme yapılmalıdır

- 3.1) Matematik ve fen eğitiminin kalitesi
- 3.2) Üçüncü derece eğitime (üniversite) kayıt
- 3.3) Telekomünikasyon uzmanları
- 3.4) Dijital yetenekler ve meslekler
- 3.5) Serbest meslek ve uzaktan çalışma
- 3.6) Dijital dönüşüm bilimsel yayınlar
- 3.7) Eğitim teknolojileri ve açık internet temelli eğitim



<u>4. Sosyal sektörün dijital dönüşümü:</u> Bu noktada <u>5</u> izleme ve değerlendirme yapılmalıdır

- 4.1) İnternet kullanıcıları
- 4.2) Vatandaş e-katılımı
- 4.3) Sosyal e-kampanyalar/bağışlar
- 4.4) Toplu farkındalık platformları
- 4.5) Birey ve Dijital Ekonomi



Circular Economy and Transformation



Circular Economy and Transformation

Technical Material Loops

- **Repair** (e.g. Electric Electronic Equipment, Textile)
- Reuse (e.g. Electric Electronic Equipment, Textile, Construction and Demolition)
- Refurbishing (e.g. Furniture)
- Remanufacturing (e.g. Electronic appliances)
- Recycling (e.g. recovery of materials)
- Waste-as-energy

Biological Material Loops

- Food Loss & Waste (e.g. Biogas)
- Composts & Fertilizers (e.g. Soil restoration)







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DUTCH AWEARNESS: IMPLEMENTING A COOPERATIVE ECONOMY THROUGH CHAIN INVESTMENT / A Digital Circular economy ?

In collaboration with Dutch aWEARness and PGGM, business models highlighting a cooperative economy and their financial effects on the value chain were explored.



Technology: Circular Track and Trace

CCMS is a <u>cloud data based platform software program</u>, where chain partners in the extended supply chain can share selected information related to the products they make. It includes a portal to the customers who buy the products and portals to supply chain partners and the government. Tracking and tracing of each step in the supply chain.



What can be done? Types of Eco-Innovation

A business model eco-innovation is a new business model that reshapes the way users receive value based on lower environmental impacts of products (goods and services) and the way these products are produced and delivered.

A business model eco-innovation is often an organisational ecoinnovation, combined with process eco-technology and marketing ecoinnovations, to produce and provide one or more product eco-innovations to consumers.

Business model eco-innovations usually put the superior environmental performance of a product eco-innovation at the centre of the customer value proposition.

Source: Kemp, René, Anthony Arundel, Christian Rammer, Michal Miedzinski, Carlos Tapia, Nicolò Barbieri, Serdar Turkeli, Andrea M. Bassi, Massimiliano Mazzanti, Donald Chapman, Fernando J. Díaz López & Will McDowall, 2019, Measuring Eco-Innovation for a Green Economy, Wirtschaftspolitische Blätter, Special Ister Nachhaltigkeit / Sustainability, 66(4): 391-404,



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Types of Eco-Innovation

- A product eco-innovation is a new or improved good or service that generates lower environmental impacts compared to the products previously produced or used by the unit (see Section 2.2).
- A process eco-innovation is a new or improved process that generates lower environmental im- pacts compared to the process technology previously used by the unit (see Section 2.3).
- An organisational eco-innovation is a new or improved organisational method that contributes to lower environmental impacts compared to organisational methods previously used by the unit. (see Section 2.4). For practical purposes, it is useful to distinguish four additional types of eco-innovations:
- A marketing eco-innovation is a new or improved marketing method for commercialising new or improved products with lower environmental impacts, hence facilitating the adoption of these product eco-innovations by potential users (see Section 2.5).
- A social eco-innovation is a new social arrangement that is environmentally advantageous. Environmental advantages may result from a group of people using fewer natural resources, or from establishing principles of a circular economy among a group of people (see Section 2.8).

Source: Kemp, René, Anthony Arundel, Christian Rammer, Michal Miedzinski, Carlos Tapia, Nicolò Barbieri, Serdar Turkeli, Andrea M. Base Massimiliano Mazzanti, Donald Chapman, Fernando J. Díaz López & Will McDowall, 2019, Measuring Eco-Innovation for a Green Economy, *Wirtschaftspolitis*, 66(4): 391-404, *Special Issue on Nachhaltigkeit / Sustainability*, 66(4): 391-404,

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Kemp et al., 2019 Kemp, R., Strasser, T., Davidson, M., Avelino, F., Pel, B., Dumitru, A., ... & Weaver, P. (2016, September). The humanization of the economy through social innovation. In *SPRU 50th anniversary conference*.



Keynesian Welfare - Schumpeterian Workfare

JOUW OUTER

-> Neo-Schumpeterian Corridor

- Sustainable production •
- Sustainable distribution
- Sustainable consumption •

Sustainable finance? ٠





Sustainable Consumption: Rebound effect for the case of consumers



Monetary reasons are often suggested:

When consumers save electricity, their expenses are reduced and money is saved. With this money they can consume more of the same or other products. In the case of direct rebound effects, this is called *the price effect*: more energy can be consumed for the same money. Indirect rebound effects can occur from income effects - incomes rise, more goods can be demanded.







Social Issues

Steve Glaveski , The Case for the <u>6-Hour</u> Workday, December 11, 2018 <u>https://hbr.org/2018/12/the-case-for-the-6-hour-workday</u>

Daniel Bernmar, Ignore the headlines: <u>a six-hour working</u> day is the way forward, **2017** <u>https://www.theguardian.com/commentisfree/2017/jan/06/ignore-headlines-six-hour-working-day-swedish</u>

2020 Finland's new PM, Sanna Marin, is considering a fourday working week and six-hour-long shifts



The Commission's actions on social innovation stem from the <u>Innovation Union initiative</u> (2010) and of the <u>Social Investment</u> <u>Package</u> (2013).

Source: EC https://ec.europa.eu/growth/industry/policy/innovation/social_en

Celbis, Mehmet Guney & Serdar Turkeli, 2015, Does Too Much Work Hamper Innovation? Evidence for Diminishing Returns of Work Hours for Patent Grants, *Journal Global Policy and Governance*, 4(1):

This study suggests that individual time is an important factor that needs to be considered in innovation research. We define two types of time: work time and free time. We find that work time has a positive but diminishing effect on innovative output such that after a certain point the innovation-enhancing role of work time is taken over by individual free time. Using a sample of OECD countries and Russia, we estimate a quadratic relationship between work time and per capita innovative output. For a hypothetical economy that has no other holidays but weekends, we estimate that individuals should not work more than about <u>6.6 hours a day for maximizing innovative output</u>. We also present a categorization of countries based on their innovative output and work hours that may kindle interest for certain case-specific future research.

Key words: Innovation, Patents, Working Hours, Time, Neo-Capital Theories, Network Failures JEL Classification: 030, 031, J08, J22, M5

Wintjes, René, Serdar Turkeli & Florian Henning, **2013**, *Innovation Policy in Metropolitan Areas: Addressing Societal Challenges in Functional Regions*, Regional Innovation Monitor, Thematic Paper 6, European Commission.

Turkeli, Serdar & René Wintjes, **2014**, Towards the societal system of innovation: The case of metropolitan areas in Europe, UNU-MERIT Working Paper <u>2014-040</u>



Sustainable Finance

INDICES < THEMATIC

Last Value

Daily Return

Weekly Return



The Index selects the 50 top capitalized companies in the Global Market which are exposed to the opportunities offered by the Circular Economy.

Last update: 13-Nov-2020 EUR (Net Returns) Ŧ YTD Resources Ticker GALPHCEN 7.18% Calculation 1Y End-of-day 9.82% Index rules PDF 3Y Components 50 38.96% Weighting Equal Weighted 5Y 68.34% Factsheet PDF Excluded Sectors YES CAGR 16.6 % Rebalancing Frequency Annual Volatility Semiannual 14.78% Constituents XLS

-24.38 %

-34 43 %

-30.39%

End of day level

XLS

2,952.70

4.03 %

0.62 % (18.31)

Var 95%

Var 99%

Max Drawdown



Niches and an Eco-system of New Finance



(2)

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Source: Türkeli S (2020). Vrije Universiteit Brussel, Money and Law, Guest Lecture, Nov 16, 2020

Niches	Cases	Regime Elements (incl. issues and frontiers)	Cases
Free and Open Source Disintermediation Software and Platforms	Data: Parse, Twilio, Bitcoinj, Github and Amazon	Private Software, Platforms, Banks, States	FINOS
Personalized Value Purpose-based Robo-Advisors	wealthbot.io	Personalized Risk based algorithmic Robo-Advisors	Too many (e.g. e.g. Betterment, Wealthfront, Scalable Capital)
Fractional Share Impact Investing	symbid	Threshold Budgets	Too many
Responsible Equity Crowdfunding,		Generic for Start-up Equity	Too many
Thematic Equity Index Funds (OTC)	symbid ECPI Sense in Sustainability	Generic Index Funds Thematic Index Funds	Sense in sustainability
Participatory (Direct) Budgeting	>>> Conceptual	Public sector budgeting, Participatory budgeting	Citizenlab
(Lifeworld) Deal and (Post-) Taxonomy	>>> Conceptual	Green Deal and Taxonomies	
Societal Financial Capital	>>> Conceptual	Financialisation	~ €260 billion a year from 2020 to 2030 Green Deal; fine tuned €547.2 billion could be made available for investments over the next seven

waars to halp achieve the FU's elimete goals



Existing conceptions of modes of governance in politics, polity and policy dimensions



policy is "aiming at planned formation of social domains through collectively binding decisions" (Vowe, 2008), which is <u>embedded</u> into

polity -communities, forms of politically organised societiesand

politics - the power struggle between the players inside the polity- consisting of several <u>plans, programmes and</u> <u>projects</u> (Vowe, 2008).

Source: Treib et al. (2007)



Policy instruments

Three broad categories of policy instruments:

- -a) economic and financial instruments (carrots),
- -b) regulatory instruments (sticks)
- –c) <u>normative instruments (soft, sermons, voluntary)</u> (Borrás and Edquist, 2013).



Policy Instruments

Table 4. A taxonomy of innovation policy



Source: Edler and Georghiou (2007, p. 953), based on authors' inventory of policy measures.



A Governance Framework







New roles for intermediaries: e.g. ShareNL platformization and automation

"Welcome to a new world. A world where everyday, there is <u>more technology in our lives</u>, and <u>more life in our technologies</u>. A continuous interflow of humanity and technology is reshaping our society. Finding an equilibrium between 'man and machine' is of the essence. We invite you to join us today, in order to develop the opportunities and take on the challenges of tomorrow together."

Our journey began during the emergence of the sharing economy. Over the years we developed a deep understanding of how online platforms are reshaping the way people connect and how this affects industries and societies. We evolved into an agency with a unique global perspective and network. An ecosystem consisting of the world's largest online platforms, world leading companies, and some of the most advanced city-, state- and intergovernmental organizations. We have developed a strong track record on strategically consulting the leadership of governments and businesses.

Today we are firmly rooted in the sharing & platform economy, but as our ecosystem evolves we comprehend that digital platforms are only forming the foundations of where we are heading. New technologies like artificial intelligence, blockchain and internet of things will build and grow on these platforms and bring us new levels of platformization and automation. Together with our ecosystem we embody this change, always with an eye for the 'people perspective.'

Collaborating with us means you get access to **insights, inspiration, intelligence and interaction**. We are here to help you see, feel, think and create the change. From an inspiring keynote presentation to a highly effective one-on-one. From a creative concept to adapting your strategy. And from organizing an unforgettable experience or event to participating in a pilot project. We encourage you to explore what we have to offer you. Come on board, join our ecosystem and start 're:shaping the way we live, work & play.' "

Source: ShareNL



New Scope for Finance

- Financing for sustainable and **digital** innovation, start-ups and non-listed companies;
- Making it easier for sustainable and IT companies to enter and raise capital on public markets;
- **Responsible** investing for long term, infrastructure and sustainable investment;
- Leveraging banking capacity to support the wider economy;
- Facilitating responsible investing; and
- Fostering retail and institutional responsible investment.

European Commission, 'Capital Markets Union'. Implementation table. Available at: <u>http://ec.europa.eu/finance/capital-markets-union/implementation-table_en.htm</u>



Concluding Remarks

- 1. Data-critical digitisation (review of digital data needs in business processes, supply chains, human resources, production process, marketing & sales, maintenance & repair, take back and collection systems, track and trace systems)
- 2. Open source transition (phasing out licensed software costs, phasing in open source software and platforms)
- **3.** Bottom up accumulation of industrial needs and policy demand (aggregation of operational needs)
- 4. Addressing the Productivity Paradox (Intangibles, Open innovation, Knowledge Spillovers and Servitization, Pre-competitive Collaborations)
- **5.** Increasing importance of Sustainable Cities and Chambers (e.g. intermediary, industrial, supra-industrial issues, everyday issues of citizen)
- 6. Knowledge bases on B2B & B2C for internal and export markets (e.g. monitoring changing demographics and lifestyles in cities)

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Concluding Remarks

- 7. Industry-Higher Education interaction for Labor Market (e.g. Labor Market demand; quotas, diploma/curriculum design in higher education based on industrial needs and targets, vision)
- 8. Efficiency in resource, energy and product (re)use.
- **9.** Multiple-value creation orientation (e.g. public, private, social innovation, working hours)
- **10.** Financial market development (e.g. equity indices, OTC)
- **11. Technology and Policy Intelligence** (e.g. technology needs assessment, scanning, scouting, selection, vertical and horizontal coordination)
- 12. Glocalisation (Globalisation, Localisation of Sustainable Development Goals)



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Q&A

