

Tip of the iceberg –
Narrow Innovation
Agenda

Tip of the iceberg
– Leads to narrow climate innovation
agenda: just looks at events and
patterns and everything below
remains unquestioned

Full iceberg
– Expanded climate innovation agenda:
question and changes in every level,
starting by mental models around
innovation and well-being

Events

**Reducing resource and carbon intensity of activities
in different sectors (mainly via new technologies)**

- Contribution to net-zero pathways even when these heavily rely on unproved technologies at the end of the century to capture emissions that have potential large trade-offs

Impact of Innovation

**Improved well-being and reduced/avoided total
demand of energy, materials, resources**

- Contribution to net-zero pathways that bring early mitigation and reduce reliance of unproved technologies (with large potential trade-offs) at the end

Events

Patterns

**Increasing accuracy in data gathering around (BAU)
patterns (considered inevitable) to reduce carbon
intensity**

e.g. better data on where people drive

Data to Inform Decisions

**Getting new data that allows understanding progress
in changing the system's structure and how this can
shape new patterns of behaviour:**

e.g. data on proximity, accessibility, road space allocation, modal shares, user's satisfaction with different modes

Patterns

System
Structure

**Decoupling current supply and demand from
emissions (and other negative impacts)**

- Support for companies/cities focuses on:
- BAU with emission reduction targets, carbon pricing and labels
- Optimisation of activities (e.g. increasing efficiency per unit of activity) and substitution of systems parts, e.g. cars (mainly via technological improvements)

Incentive and Tools Focus

**Reshaping systems so that, by design, they
reduce/avoid energy, material and resource demand,
while increasing well-being.**

Support of companies/cities focuses on:

- New/different ways of providing for human needs
- The use of technology to reorganise systems rather than solely improve parts (e.g. GPS and apps to upscale sustainable on-demand shared services)
- Low/no tech actions that can also lead to system innovations (e.g. road space reallocation)

System
Structure

Mental
Models

- Companies, cities and countries focus on reducing negative impacts (including emissions), while maintaining high-demand systems

Goal

- Society focuses on delivering 11 billion flourishing lives within planetary boundaries

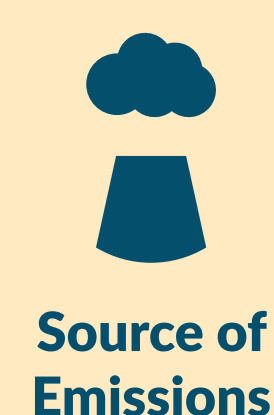
Mental
Models

- Innovation = technological change
- GDP = well-being
- People's preference (e.g. driving, having large homes, etc) are exogenous

Mindsets Around
Innovation and Well-being

- Innovation = doing things differently
- High demand is not inevitable nor needed for high well-being
- People's preference (e.g. driving, having large homes, etc) are endogenous

Exploring the whole
iceberg for smarter
innovations



Source of
Emissions



Static Problem Approach

Current Focus:
Only a small part
of the innovation
agenda

Existing
Sectors



Accelerating innovations towards

**Flourishing
Lives 4 All**



OECD
BETTER POLICIES FOR BETTER LIVES



Provider of
Solutions

Dynamic Solution Approach



Human
Needs



Opportunities
of tomorrow:
An expanded
innovation
agenda