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

Impact of Innovation

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

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

Patterns

Data to Inform Decisions

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

e.g. better data on where people drive

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

Incentive and Tools Focus

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)

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

Goal

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

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

Mental Models

Mindsets Around Innovation and Well-being

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

- 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

Existing Sectors

Current Focus: Only a small part of the innovation agenda

Provider of Solutions

Dynamic Solution Approach

Human Needs

Opportunities of tomorrow: An expanded innovation agenda

Accelerating innovations towards **Flourishing Lives 4 All**

OECD BETTER POLICIES FOR BETTER LIVES