



PASSAGE
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European Union
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PELTON CLUB

**ACCELERATOR AND
ECOSYSTEM TOWARDS
SMART & CLEAN ECONOMY**

Powered by Demos Helsinki think tank



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PELTON



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PELTON CLUB

Enabling Smart & Clean Economy

Peloton Club is an **accelerator** and an **ecosystem** dedicated to leverage the full scope of opportunities arising from the most burning challenge of human history: climate change and the depletion of natural resources.

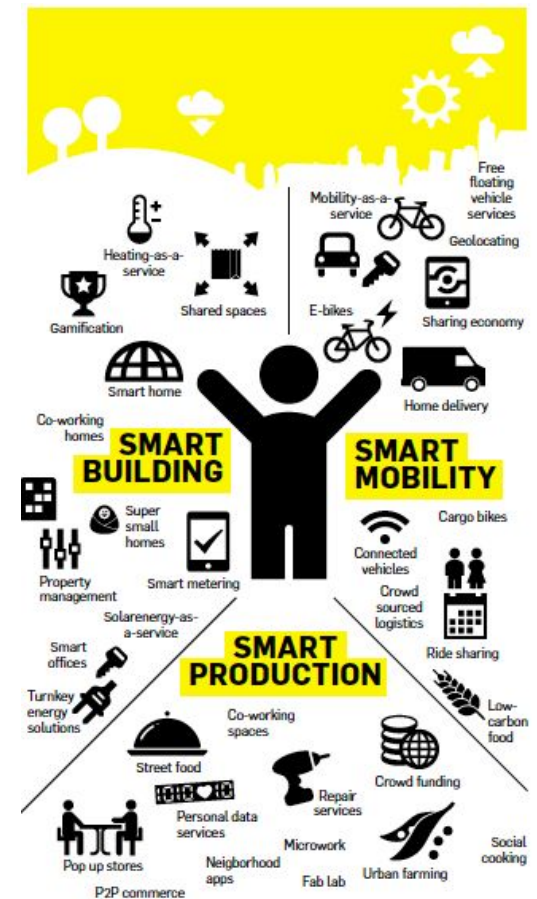
RESOURCE SMART INNOVATIONS BUSINESS ACCELERATION TESTS & SCALE

All sectors represented in different projects

- Ministries and public funding agencies
- Companies and startups from various industries
- Municipalities, cities and research institutions
- NGOs, end-users and citizens.

From Finland to Europe

- Finland: Continuous R&D&I projects, innovation camps, workshops and seminars since 2009
- Oslo, Stockholm & Lahti: Smart Retro regional acceleration and experimentation programme 2014-2016.



VALUE CREATION FOR DIFFERENT TARGET GROUPS

Start-ups, early-stage teams, entrepreneurs

- Important references for business (model) development
- Direct access to pool of contacts
- Finding business & partner opportunities
- Support system to match specific need of entrepreneurs
- Narrative for transformation

Companies

- Better understanding about end-users when developing sustainable products and services.
- Strengthened resilience and accelerated transformation towards sustainable business.
- Improved capabilities for agile development and collaborations with non-conventional partners.

Municipalities, cities and regions

- Regional/areal (business) development
- Pursue carbon reduction and other sustainability goals
- Link to urban development projects
- Urban revitalisation & improved brand as an outcome.

Officials, authorities and legislators

- Development of new solutions according to their strategic goals (i.e. CO2 reductions, job creation, green economy, resource efficiency, sustainable lifestyles)
- Better policy through evidence and feedback loops from experiments.
- Modest financial support & seed funding as a catalyst for societal change.

TRUST - OPENNESS - COLLABORATION

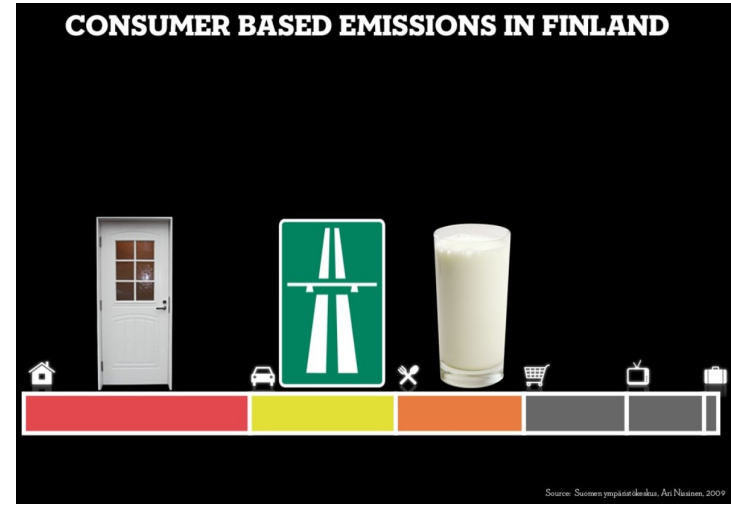
IDENTIFY CARBON & RESOURCE INTENSIVE PRACTICES AND INVITE GATEKEEPERS TO CO-CREATE AND INNOVATE

Technology itself does not suffice for climate change mitigation - behaviour change is needed as well.

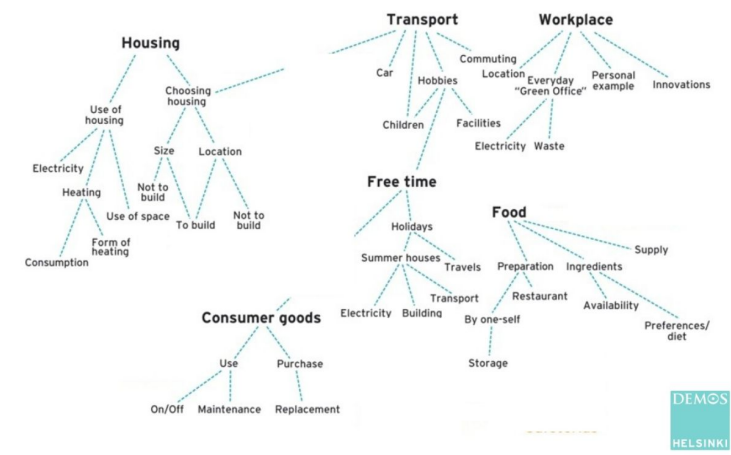
Products/services become more effective if end-users are engaged in the development and testing. Finland was lacking systematic approach to combine sustainable product development with co-creation and experimentation.

Steps for a successful Peloton project

- Identify gatekeepers within smart & clean areas.
- Motivate them to engage in projects as partners - link the Peloton model to their strategic goals and CSR activities.
- Gather different stakeholders into co-creational innovation process.
- Test & implement new products/services/business models.
- Analyse and provide feedback to policy setting and decision making.
- Foster the Peloton-minded community (ecosystem) and support alumni.





DECISION TREE OF ENERGY CONSUMPTION



PRACTICES FROM COMMUNITY GATHERINGS TO SMART CITY PLATFORM

SCOPE

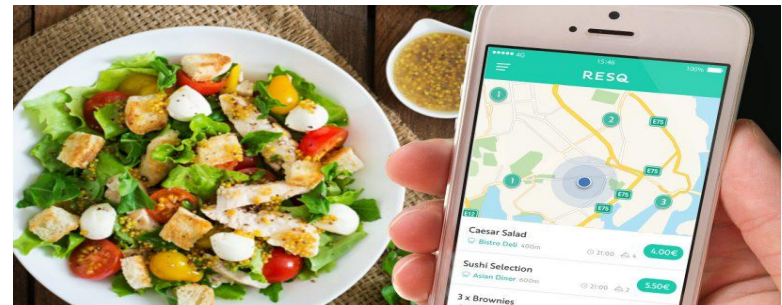
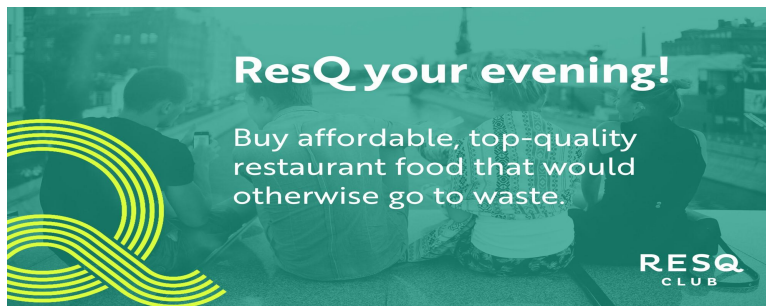


ACTIVITY	DESCRIPTION	TARGET GROUP	BUDGET (k€)
Club Night 4-8 per year 	<ul style="list-style-type: none"> - An evening seminar / community gathering with specific smart & clean topic - Forum for publishing results, launching, initiating thematic issues - Keynotes, debates, pitches - Networking, pizza & DJs 	Experts Entrepreneurs Legislators Startups Companies Local activists	5-10
(Industry) Workshop 2-4 per year	<ul style="list-style-type: none"> - 20-40 participants concept development workshop. - Challenges the conventional ways the stakeholders operate and conduct business. 	Specific industries Companies Regional dev.	30
Innovation Camp 1-2 per year	<ul style="list-style-type: none"> - A multi-disciplinary 2-day co-creation session with teams, researchers, business developers, mentors and audience. 	Companies City officials Industry experts	50
Strategic Collaboration Program 1 per year	<ul style="list-style-type: none"> - 3-5 large companies conduct facilitated business experiment with start-ups - Concept development, acceleration - 3-5 business experiments 	Large companies within real estate, housing, mobility and/or food.	100
Smart City Arena 	<ul style="list-style-type: none"> - Challenge based innovations accelerator & experimentation programme, carried out in a quadrable helix model - Start-ups/scale-ups solving cities challenges - 5-15 business experiments (length 1-60 days) conducted in urban testbeds 	Metropolitan cities scale-ups	(200) NOT YET LAUNCHED

NEW PRODUCTS & SERVICES NUDGING OUR BEHAVIOUR

Industry specific innovation camps & workshops have delivered i.e.

- 1) **Rautakesko** built an Energy expert service, developed a store concept and staff education programme in 2010.
- 2) **Fazer Amica** developed Climate Lunch experiment in 2010. 60 new vegetable based lunch recipes, asset in B2B negotiations; Climate lunch offered in Fazer Amica restaurants
- 3) **Lahden Ateria**: 13% emission reduction and 100 000€ of savings in one year by going through lunch recipes and reducing biowaste.
- 4) **ResQ** (mobile app): Over 125 000 meals ResQ'd from over 400 restaurants, over 40 000 kgs of food-waste prevented, jobs creation.

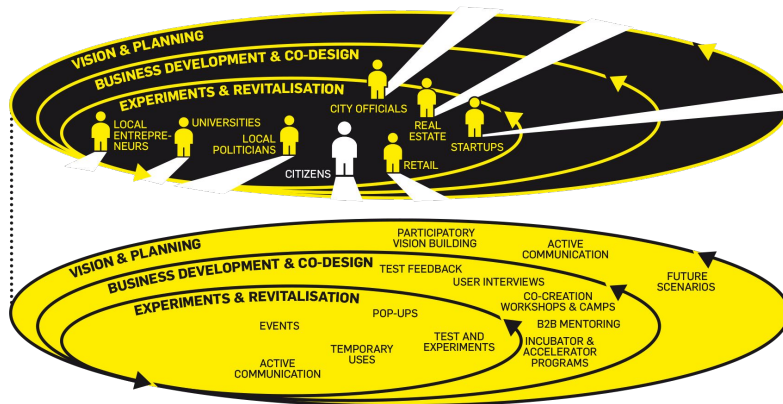


SMART RETRO

A novel way to develop cities

Retrofitting new smart services into existing building stock and neighbourhoods in Lahti, Stockholm and Oslo. Funded by Nordic Innovation.

- 13 project partners from various sectors in 3 Nordic Countries
- 61 applications from startups to Smart Retro Acceleration Program
- Peloton Smart Retro Innovation Camps participants on (Lahti, Stockholm, Oslo)
- 12 Smart Retro related events & various presentations in conferences
- 14 real-life tests on new services between consortium, startups and locals.
- 700+ test users (e.g Cykel container about 400 test users, Piggybaggy 100 drivers)
- 107 international experts or thought leaders reached out



smartretro.demoshelsinki.fi

CLAIMING THE POTENTIAL AND OVERCOMING THE DIFFERENCES

START-UP



VS

**MUNICIPALITY /
COMPANY**



**Limited resources
Learn-by-doing
Unstable
Short-term
Flexible
Fail fast
Pivot**

**Dispersed resources
Execute strategy
Stable expectations
Long-term
Fixed
Avoid failing
Throw-away**

CLAIMING THE POTENTIAL AND OVERCOMING THE DIFFERENCES

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FACILITATE!

5 TAKE-AWAYS

1. Core elements of our lifestyles (housing, transportation, food, consumption) can not be changed only through campaigns or technology - behaviour change is achieved through active participation.
2. Mapping of gatekeepers is the key in identifying the right stakeholders for local operations.
3. Events-based acceleration and co-creation model is easy to scale and is transferrable.
4. An active community is a vital asset in creating new value for the stakeholder.
5. Endorsing Public-Private-People partnerships gains long-term legitimacy for sustainable societal change.

KEY OUTPUTS FROM PELOTON MODEL

- ❖ Growth of start-ups and increased economic activities while replacing BAU with green & sustainable solutions
- ❖ Several partnerships between start-ups and corporations
- ❖ Establishing Peloton-minded community: active and growing Nordic network of entrepreneurs, startups, mentors, funders and enthusiasts
- ❖ Better policy through evidence and feedback loops from experiments.



QUESTIONS?



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Thank you!