



ESRC Seminar Series (2015-16): Green Innovation: Making it Work

Green business models and strategies

Monday 6th July 2015

10.00am to 4.00pm

The Michael Young Building, The Open University
Walton Hall, Milton Keynes MK7 6AA

PROGRAMME

- 10.00** **Registration** (tea and coffee available from 9.45)
- 10.15** **Welcome:** Professor Rebecca Taylor, Dean, Open University Business School
- 10.30** **Seminar / series introductions:** Dr Richard Blundel and Professor David Smith
- 10.45** **Product longevity as a business strategy – challenges, opportunities and case study:** Dr Naomi Braithwaite and Dr Luke Harmer, NTU
- 11.30** **‘Sustainable’ product service systems for cities and regions: implementation challenges and solutions:** Dr Matthew Cook, The Open University
- 12.15** **Lunch and research poster session**
- 13.30** **Parallel sessions – four short ‘provocations’ – Chair: Dr Anja Schaefer**
- **The ‘win-win’ notion is fundamentally flawed; why we need to overcome value assumptions to make a difference:** Dr Sarah Williams
 - **Organisational challenges in the implementation of sustainability certification schemes and standards:** James Upstill-Goddard
 - **Understanding the micro-foundations of environmental engagement in smaller firms:** Aqueel Wahga
 - **The promise and perils of democratising business models in the transition to a sustainable economy:** Dr Chris Martin
- 3.00** **Tea and research posters**
- 3.15** **Plenary / panel discussion**
- 4.00** **Conclusion and details of next seminar**

Further details and booking: www.open.ac.uk/esrc-green-innovation

The **second seminar** in this series builds on the April 2015 launch event by examining a variety of business models and strategies that have emerged in recent years with the explicit aim of fostering pro-environmental innovation, both within and across different industry sectors. There will be an opportunity to display research posters at this event and time will be set aside for discussing current and future research projects.

Speaker profiles

Naomi Braithwaite is Research Fellow in Product Lifetimes at the College of Art & Design and Built Environment, NTU and member of the RCUK-funded UK INDEMAND research group, one of six national research centres established in 2013 to develop strategies to deliver a step change reduction in industry's demand for energy and materials. Naomi holds a PhD in Material Culture from NTU. Having worked in the designer shoe industry for several years she has lectured at NTU, HKDI and Manchester Metropolitan University.

Matthew Cook is Senior Lecturer in Innovation and Sustainability at the Open University and a Fellow of the Royal Geographical Society. Matthew's research is thoroughly interdisciplinary and as such involves treating innovation as an ongoing quite unpredictable socio technical process that may be shaped by various contextually defined logics, such as the need to create more sustainable urban futures. Before joining academia he worked as a spatial planner for ten years. He is currently combining his professional background and academic expertise to research the development of smart cities and technologies.

Luke Harmer is a Senior Lecturer in the College of Art & Design and Built Environment at NTU. He initially trained as an industrial designer at Brunel University before gaining an MA in Automotive Design at Coventry University. Luke's research interests are focused on environmental and sustainability issues related to the development of new products and environments which in turn inform his teaching. He has also undertaken work with Future Factory and SIS undertaking new product development with a 'sustainability' focus.

Chris Martin is a Research Fellow in the Department of Public Leadership and Social Enterprise at The Open University. His research examines the role of digital innovation in the transition to a sustainable society, and is currently focused on the sharing economy and collaborative forms of consumption. His approach is grounded in the field of socio-technical transitions studies and draws on theory-spanning business model design, neo-intuitionism and organisational science.

James Upstill-Goddard is a final year Engineering Doctorate (EngD) researcher from Loughborough University, based at the environmental and sustainability consultancy Responsible Solutions Ltd. He has also worked closely with the Building Research Establishment (BRE). James' research focuses on the implementation of sustainability certification schemes and standards, particularly within construction SMEs, and he is interested in the link between organisational learning and successful implementation of these standards.

Aqueel Wahga is a doctoral researcher at The Open University with a background in organisational research, education and training. His research interests include entrepreneurship, enterprise development, environmental sustainability and SMEs. Previously, he has examined the growth challenges of SMEs in Pakistan and the dynamics of nascent entrepreneurship in entrepreneurially active and passive economies. Presently, he is investigating the environmental engagement of SMEs in Pakistan's leather industry.

Sarah Williams is an Open University Associate Lecturer and Principal Associate of the Sustainable Business Company. Her doctoral research at The Open University, on managerial values and sense-making in relation to business greening and climate change, demonstrated why government messages over-simplify values based approaches to business. Sarah helps businesses engage with sustainability at strategic and operational levels; she also works with university students to highlight the importance of sustainability in contemporary management.

Background to the series

The primary aim of this seminar series is to promote a deeper understanding of green innovation, with a focus on the factors that facilitate and constrain its practical application. In doing so, it will also seek to propagate knowledge about the institutional changes and infrastructures required for the effective dissemination and diffusion of green innovations in both developed and developing country contexts. We have adopted the shorthand term 'green innovation' to signal its role as an open forum for the exchange between academics, practitioners and policy-makers.

Future seminars

- Policy perspectives and initiatives (UKRO, Brussels)
- Green innovation applications: energy (London – venue TBC)
- Green innovation applications: mobility (The Open University, Milton Keynes)
- Deconstructing green innovation: implications for policy and practice (NTU, Nottingham)

Proposed outputs

Abstracts will be featured on the seminar series web pages, along with a short promotional podcast, regular announcements and related news items. There are a number of publication opportunities, including a Special Issue on Green Innovation in the *International Journal of Entrepreneurship & Innovation*. The series organisers also have agreement in principle with an academic publisher for an edited book of readings associated with the Series.

Who should attend?

All those with an interest in green innovation are welcome to attend, including academics, research students, practitioners and policy makers. For information, please contact **David Smith**: david.smith02@ntu.ac.uk; or **Richard Blundel**: richard.blundel@open.ac.uk.

Organising team

- **Professor David Smith**, Nottingham Trent University
- **Dr Richard Blundel**, The Open University
- **Professor Rob Ackrill**, Nottingham Trent University

www.open.ac.uk/esrc-green-innovation