Green Service Innovation
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Background

service innovations = greenest solutions to the world's current resources issue
lack of academic concensus
Do we need a new term, "greenovation"?

Purpose

understanding "green service innovation"

Methodology

Towards a model
2 dimensions:
• Service provision
• Resource integration

Service provision:
• Direct service
• Indirect service

Innovation =
“The carrying out of new combinations...”
(Schumpeter, 1934)

“carrying out of new combinations” ≈ resource integration

“Green” resource integration:
<table>
<thead>
<tr>
<th>Reuse waste</th>
<th>Reducing impact on nature</th>
<th>Improving nature</th>
</tr>
</thead>
</table>

Resource Integration

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<td>Indirect</td>
<td></td>
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</tbody>
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Cases

Redistribution of resources

Upcycling
Changing customer behavior

Replacement of technology

Products to improve nature
Improving conditions for nature

Resource Integration

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Service

- Volvo Trucks
- Pratensis
- NSH
- Metso
- Maxtech

Reducing impact on nature

Improving nature

Direct

- Volvo Trucks
- Pratensis

Indirect

- NSH
- Metso
- Maxtech

Reduction

Resource Integration

- Upcycling
- Replacement of technology
- Products to improve nature
- Improving conditions for nature
- Changing customer behavior
- Redistribution of resources
- Reducing impact on nature
- Reuse waste

Service

- Volvo Trucks
- Pratensis
- NSH
- Metso
- Maxtech

Work in progress

Thanks!

Contact us:
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Photo credits

- Food waste: Signature “karinahanney” at http://aestheticsofprotest.org/food-waste-your-half-eaten-sandwich-is-not-going-to-make-it-to-people-who-need-it/
- Truck driver: Volvo Trucks
- Pontoon digger: Maxtech
- Paper machine: Metso
- Tire swing, meadow and workshop: Grönovation
- Plane: http://thisisnotsustainable.tumblr.com/

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