

SHIP: SDGs Holistic Innovation Platform

- An open innovation platform addressing
the achievement of SDGs -

November 17th, 2017

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Japan Innovation Network (JIN)

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- JIN is **originated in METI's committee** on “Frontier Human Resource Development” which was organized to overcome the widely held belief that “large corporation cannot be innovative.” (2011 - 13)
 - ⇒ Analyzed emerging trends of innovation around the world.
 - ⇒ Made a recommendation how management style of Japanese corporations should be changed.
- JIN was **founded to implement the committee's recommendation** in practice. (July 2013)
 - ✓ CEO's commitment is essential.
 - ✓ “Two-layered management approach ” that manages “creativity” and ”productivity” in parallel is required.

Advisory Board Members



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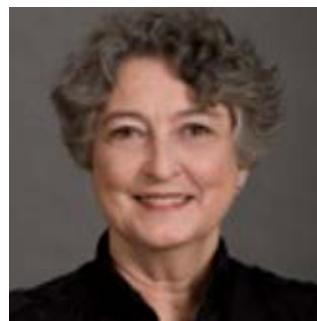
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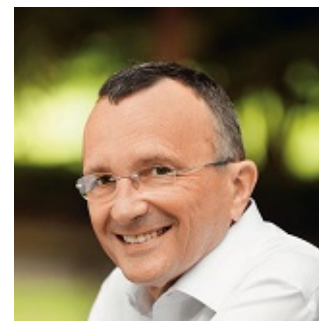
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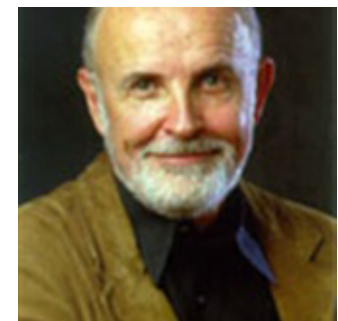
Dr. Robert Wolcott
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Dr. Martha G. Russell
Executive Director,
mediaX at Stanford
University

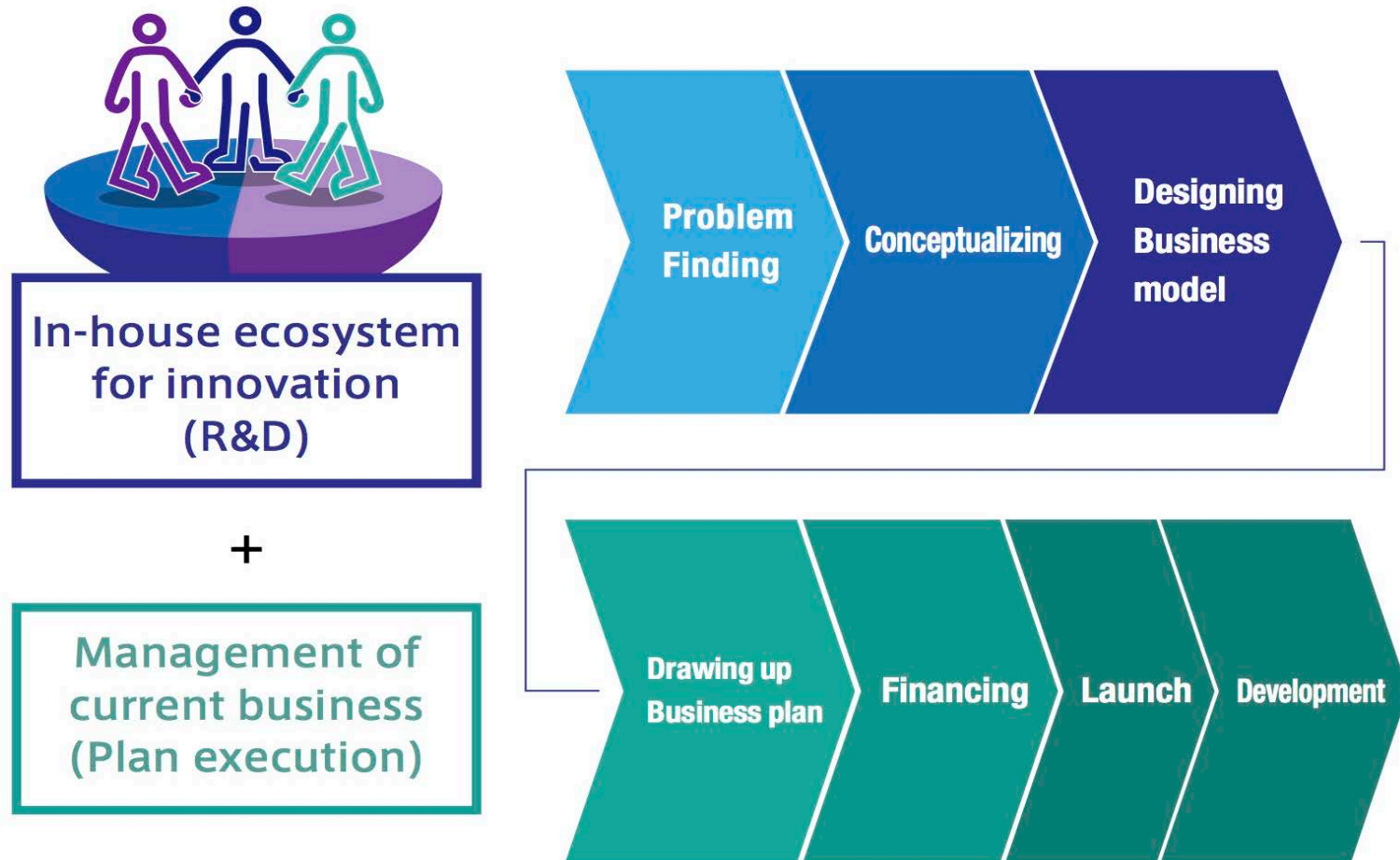


Prof. Yves Pigneur
Professor of Management
Information Systems at
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Lausanne



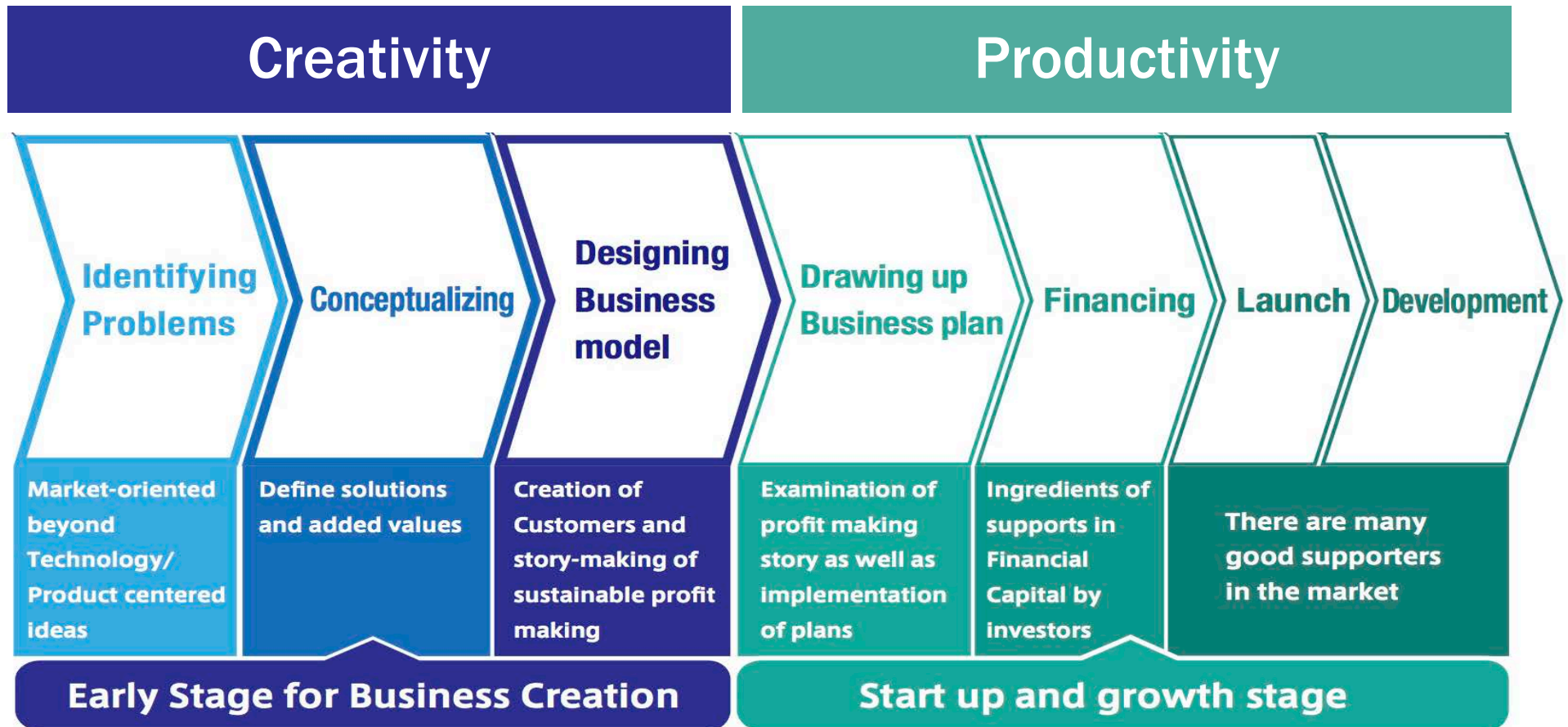
Dr. James A. Ogilvy
Co-founder of Global
Business Network : GBN

Two-layered management approach for Innovation

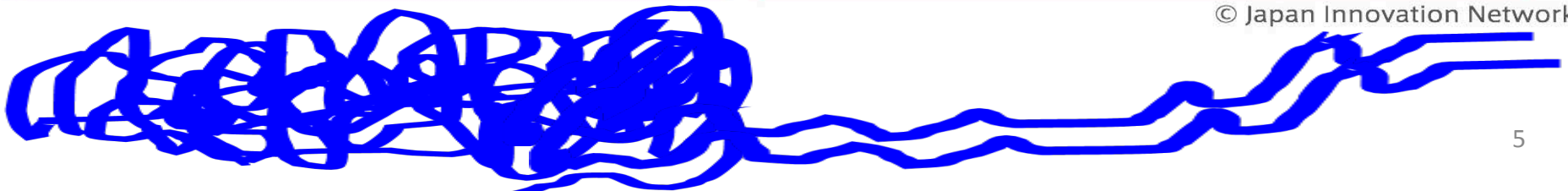


“Innovation” is creating a new economic and social value by evolving core business, or developing a new business model through a combination of “Invention” and “Insights”

JIN's innovation acceleration process



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SHIP: SDGs Holistic Innovation Platform

- Founded in 2016 and jointly managed by **Japan Innovation Network (JIN)** and the **United Nations Development Programme (UNDP)**.
- To generate innovation by holistically capturing the **17** goals of the Sustainable Development Goals (SDGs) and **to create “sustainable and high-impact solutions for SDGs with core business.**

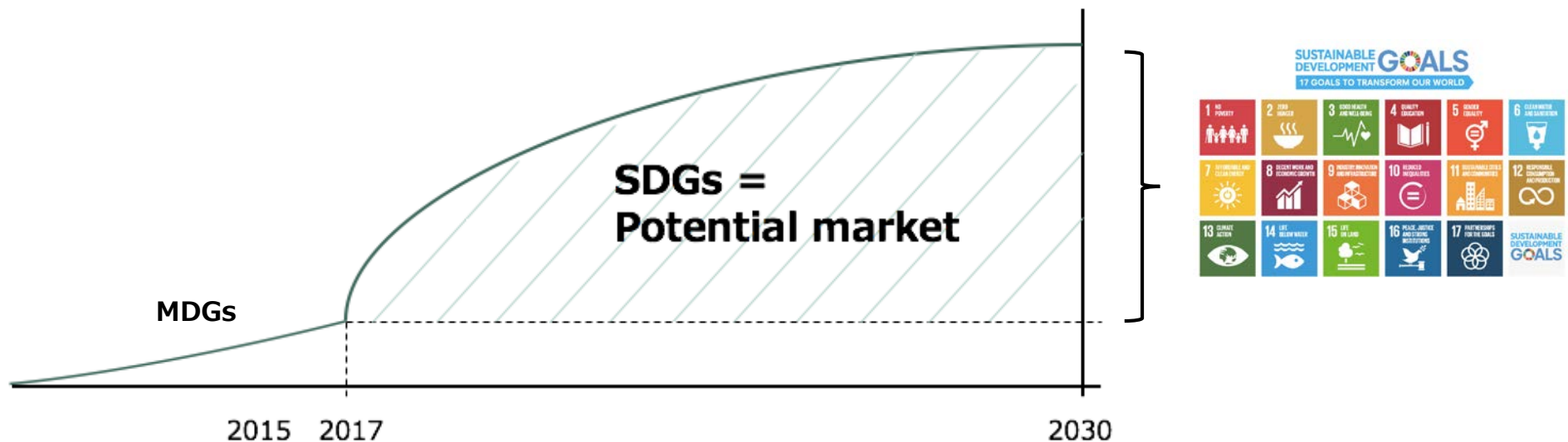


*Empowered lives.
Resilient nations.*

Executive Managing Director of JIN and UNDP Secretary General Achim Steiner (2017.08)

Why we see the SDGs as an opportunity for innovation

- SDGs are **visions of the future** agreed upon 193 countries.
- Corporations, start-ups, governments, NGOs around the world are moving towards the achievement of SDGs.
- Thus, SDGs show **potential market** the all stakeholders have their eyes on as well as the starting point for back-casting from the future.
- And to come out with new business model to fulfill the potential market, innovation is required.



Back-casting and breaking-down the SDGs

2030

Today

Final goal



169 Targets
OR
Other targets

Driving goal

Technical targets, personal purpose etc. that connects the thoughts of stakeholders involved in achieving the goal

Targets

Targets

Targets

Targets

Tasks

Tasks

Specific tasks to accomplish

Specific goals to drive business



Breaking-down a target of SDGs

3 すべての人に健康と福祉を
[3.6] By 2020, halve the number of global deaths and injuries from road traffic accidents

Final goal

SDGs

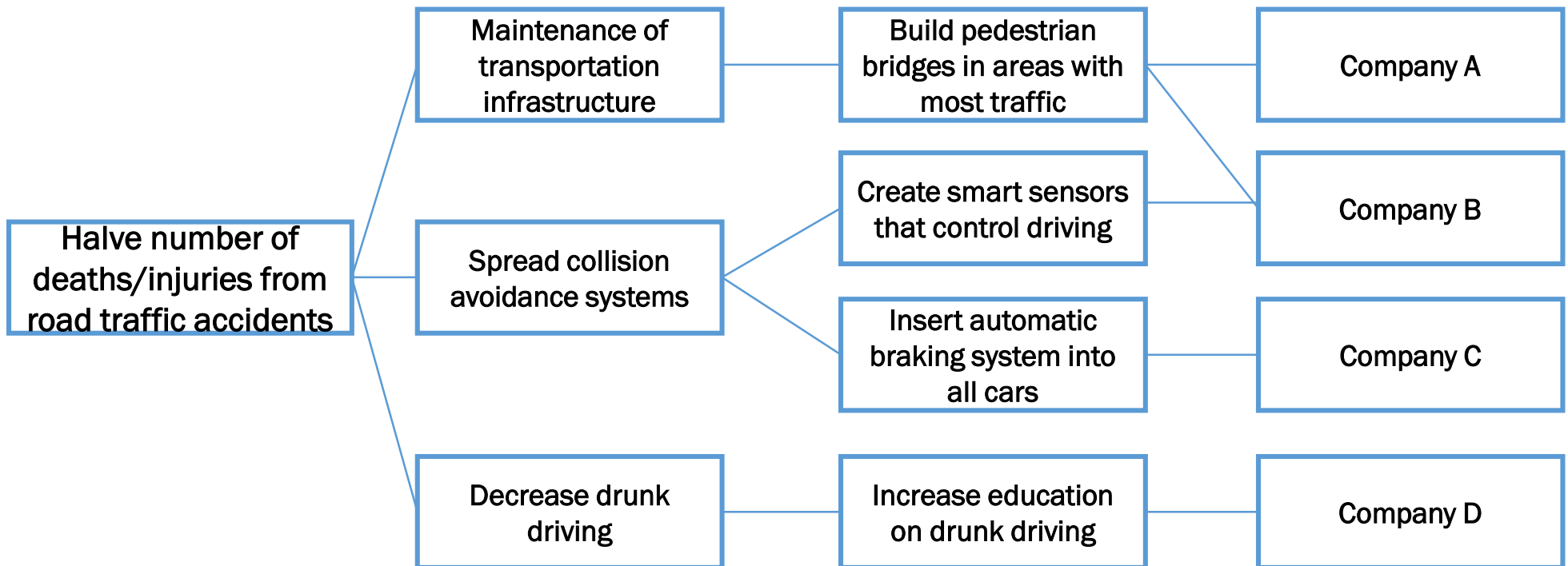
Driving goal

Specific goals to drive business

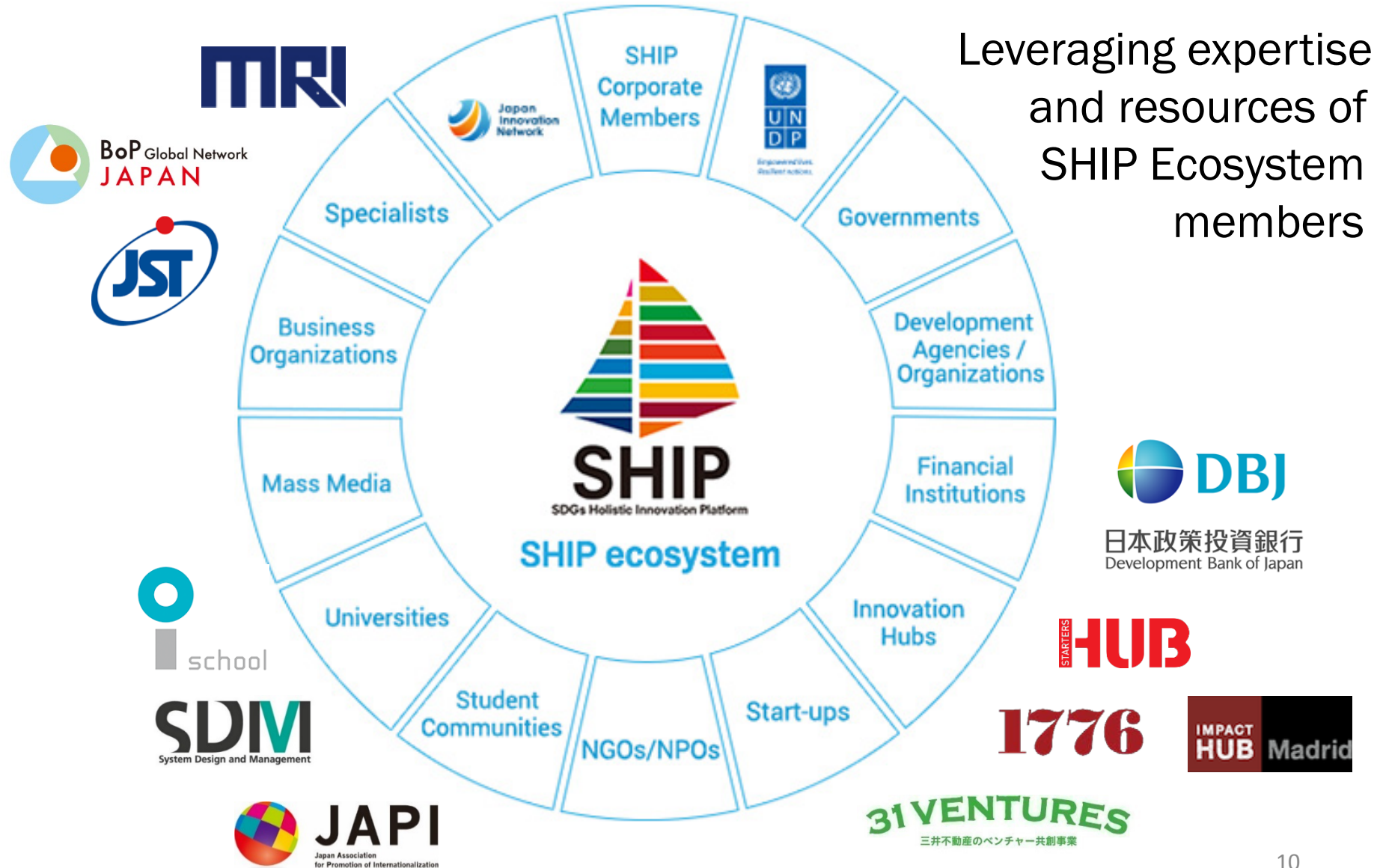
Target

Targets that connects stakeholders involved in achieving the goal

Companies work on relevant issues to business



SHIP Ecosystem



Leveraging expertise and resources of SHIP Ecosystem members

SHIP Programs



Learn about the SDGs

Discover business opportunities

Pursue actual business projects

