SHIP: SDGs Holistic Innovation Platform

- An open innovation platform addressing the achievement of SDGs -

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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 cannon 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

Gen Isayama
Co-Founder/CEO at WiL

Hideshi Hamaguchi
Director of Strategy, Ziba

Philip Kotler
S. C. Johnson & Son
Distinguished Professor of International Marketing

Dr. Robert Eberhart
Assistant Professor of Management at Santa Clara University
Research fellow at Stanford University

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Board Director of the Swedish Brain Research Foundation
and the Center for Molecular Medicine at Karolinska Institute

Prof. Lynda Gratton
Professor of Management Practice at London Business School

Dr. Robert Wolcott
Co-Founder and Executive Director of the Kellogg Innovation Network (KIN)

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

Prof. Yves Pigneur
Professor of Management Information Systems at the University of 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

**Creativity**
- **Identifying Problems**
  - Market-oriented beyond Technology/Product centered ideas
- **Conceptualizing**
  - Define solutions and added values
- **Designing Business model**
  - Creation of Customers and story-making of sustainable profit making

**Productivity**
- **Drawing up Business plan**
  - Examination of profit making story as well as implementation of plans
- **Financing**
  - Ingredients of supports in Financial Capital by investors
- **Launch**
  - There are many good supporters in the market
- **Development**

**Early Stage for Business Creation**

**Start up and growth stage**

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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.”

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

**Final goal**

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

**Driving goal**

- Specific goals to drive business

- **169 Targets** OR **Other targets**

**Targets**

- Specific tasks to accomplish

- **2030** to **Today**
[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

- Maintenance of transportation infrastructure
- Spread collision avoidance systems
- Decrease drunk driving

- Build pedestrian bridges in areas with most traffic
- Create smart sensors that control driving
- Insert automatic braking system into all cars
- Increase education on drunk driving

Companies work on relevant issues to business

Company A
Company B
Company C
Company D
Leveraging expertise and resources of SHIP Ecosystem members
SHIP Programs

- Recognition of Global Issues
- Strategy/Vision
- Problem Finding
- Conceptualization
- Business Model Design
- Business Launch
- Contribution to SGD

**Learn about the SDGs**
- Open Program
  - Discovery Program (Mixture of companies)
    - SDGs Introduction Program (Half-day)
  - Executive Program (Individual company)
  - Discovery Program (Mixture of companies)
    - SDGs Themed workshop (Half-day x 3)
  - Digital Platform

**Discover business opportunities**
- Innovation Program (Customized for each company)
  - Value Proposition Workshop
  - Business Model Creation Workshop
- Startup Program

**Pursue actual business projects**
- (Free)
- (Fee based)