PELOTON CLUB

ACCELERATOR AND ECOSYSTEM TOWARDS SMART & CLEAN ECONOMY

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PELOTON 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
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.
## PRACTICES FROM COMMUNITY GATHERINGS TO SMART CITY PLATFORM

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DESCRIPTION</th>
<th>TARGET GROUP</th>
<th>BUDGET (k€)</th>
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| Club Night 4-8 per year          | - 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 | - 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     | - 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 | - 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                 | - 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

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

MUNICIPALITY / COMPANY

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