

Mapping Sustainable Value for New Technology Opportunities

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Integrating existing approaches to develop a wider view of social and environmental value into the assessment of new technologies.

Aims

-To provide a structured workshop step and prompts for idea generation around sustainable value in the context of technology assessment.

-To consider the integration of sustainable value thinking into innovation thinking by linking existing tools: Value Mapping, Marketing Technology and Light Weighting Innovation.

Progress

-A new workshop structure was designed - see illustration.

-This was piloted on 2nd June with two STIM companies and 1 IfM researcher looking to commercialise her ideas.

-There has been interest from 3 more STIM companies for in-company workshops.

Deliverables

-A structured workshop to link existing tools: the Cambridge Value Mapping and STIM Marketing Technology approaches.

-Preliminary illustrations of how technology exploitation is enriched by combining the two tools.

