

SUSTAINABLE BUSINESS MODEL INNOVATION

BLUE OCEAN
STRATEGY

PROFITABILITY

RESILIENCE

SEA Conference

23 April 2015,
Tour & Taxis, Brussels

Damien Dallemagne

INNERGIC
CATALYSING SUSTAINABLE TRANSFORMATION

Classical volume-based business models are reaching a deadlock



Private companies

- Costs of resources
- Market differentiation
- Sales prices
- Attracting talent



Public authorities

- Societal challenges
- Financial resources



New sustainable business models – Case study 1

Pesticides, € / litre

Volume-based

Conflicting interests



Multiple negative environmental impacts

Limited differentiation

**RED
OCEAN**

New sustainable business models – Case study 1

Crop protection
€ / hectare

Performance-based

Aligned interests
→ customer intimacy

Room for innovation



Multiple environmental
benefits

Integrated solutions
→ enlarged scope

Multi-dimensional
value creation

**BLUE
OCEAN**

New sustainable business models – Case study 2



COFELY INEO
GDF SUEZ

2004 – 2013: Energy performance contract

Scope: Streets

Function: Safety

KPIs	
Energy consumption	- 40 %
Equipment renewal	65 %
Trouble shooting	Max 2 days

New sustainable new business models – Case study 2



2013 – 2019: Multi-functional value contract



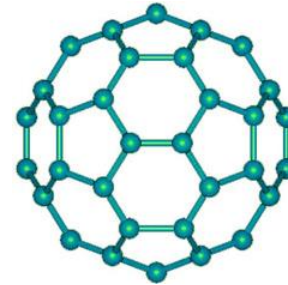
Integrated multi-functional solution



Sustainable business models create more economic, environmental and social value through...



1. Integrated solutions focused on usage performance

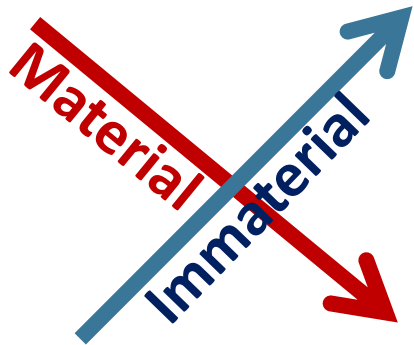


2. Systemic approach

3. Immaterial resources



4. Cooperation



Thank you for your attention !



damien.dallemagne@innergic.com

0488 366 231