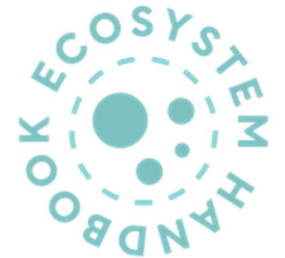


VALUE CREATION AND VALUE CAPTURE IN DATA ECOSYSTEMS



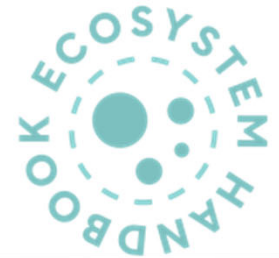
13.3.2023

SISÄLTÖ



Modulin nimi	"Arvon luomisesta arvon ulosmittaamiseen"
Metodi	Keynote
Kesto	20 mins puheenvuoro + keskustelu
Osallistujat	Sitran dataekosysteemin toimijat
Tavoitteet & sisältö	Herättelyn jälkeen toimijoilla on uusia näkemyksiä seuraavista teemoista: 1. Muutoksen ajurit: Miksi dataekosysteemejä tarvitaan 2. Datan merkitys arvon luomisen ja arvon ulosmittaamisen välineenä 3. Esimerkki: Energia-alan ekosysteemi 4. Yhteenveto ja keskustelu
Fasilitaattori	Dr. Sari Kola www.innovaatiotohtori.fi www.ecosystemhandbook.com

DR. SARI KOLA



Entrepreneur, Author, Researcher
Advisor & Board Member
Blog: www.innovaatiohtori.fi
Ecosystem Handbook:
www.ecosystemhandbook.com
LinkedIn: [Sari Kola](#)
Twitter: [@sarilainen](#)

- 20+ years of leadership
- Dr (Sc.Tech.) Strategy & Innovation Management
- Doctoral Student #2022
- Global leader: 12+ years & 4 continents



”WALKING THE TALK”



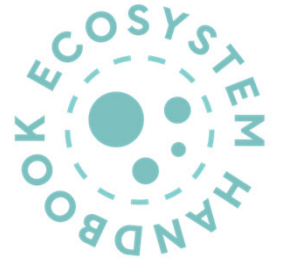
- 1. Change drivers** why do we need collaboration beyond organizational boundaries
- 2. Data & value** how can we create and capture value together
- 3. Dynamic collaboration capability** challenges and opportunities in the energy sector
- 4. Discussion and conclusions**



CHANGE DRIVERS

DIGITALIZATION

ABOUT COLLABORATION



**“Ecosystems will account
for
30 % of global revenues in
2025”**

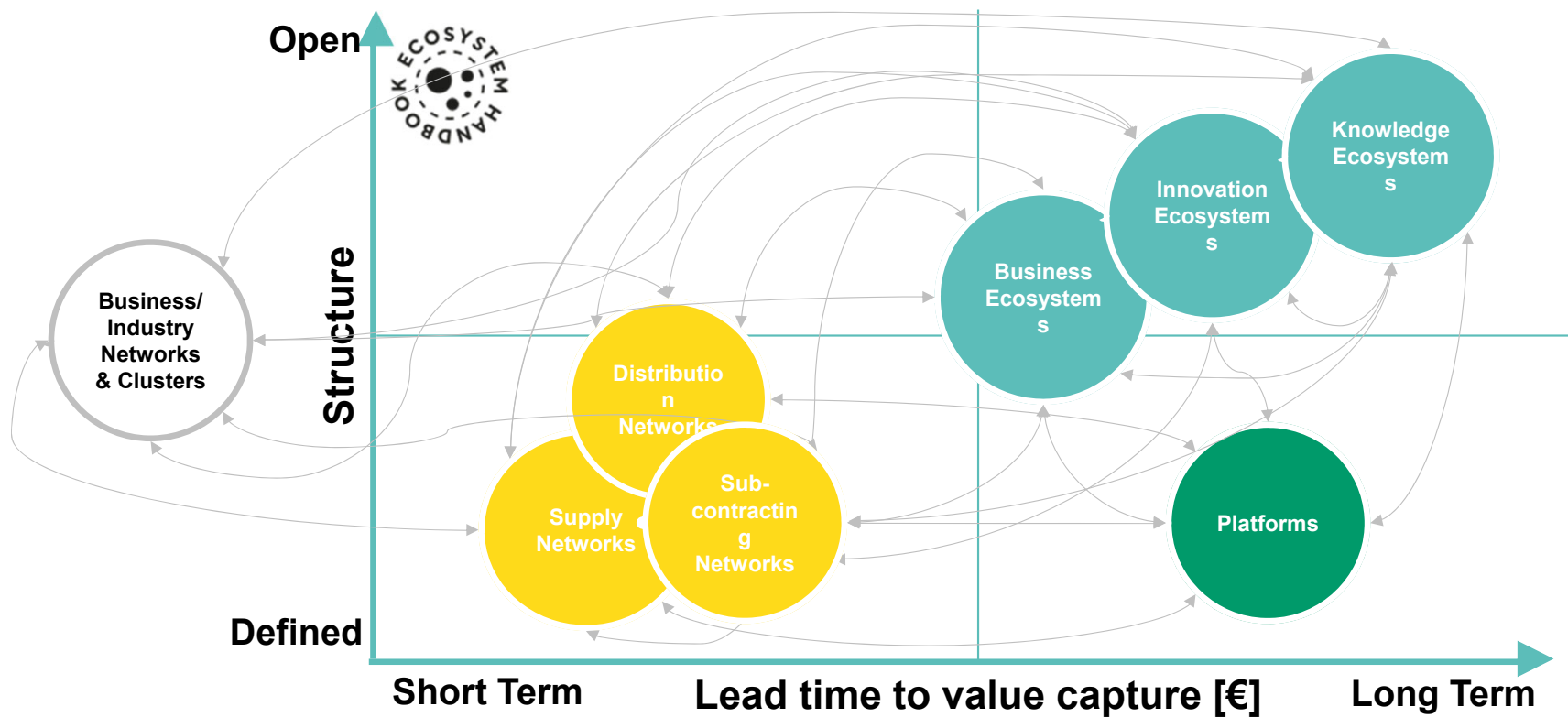
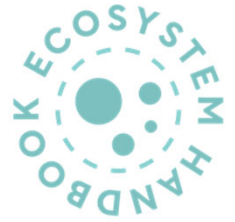
Partnering in new age of ecosystems will be critical for those who aspire to become the out-performers of the next decade and beyond”

*McKinsey & Company Insurance beyond digital:
The rise of ecosystems and platforms*

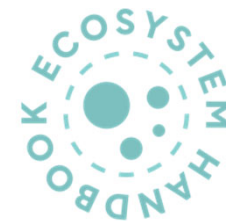
**“Traditional strategy
frameworks are of little help
when designing or
participating in an
ecosystem”**

*Michael Jacobides, Harvard Business Review,
September-October 2019*

VALUE CREATION AND VALUE CAPTURE



ENERGYSAMPO IN A NUTSHELL



EnergySampo:

Collaboration for Impact

Together the companies invest

200 MEUR
in R&D annually

ABB

Danfoss

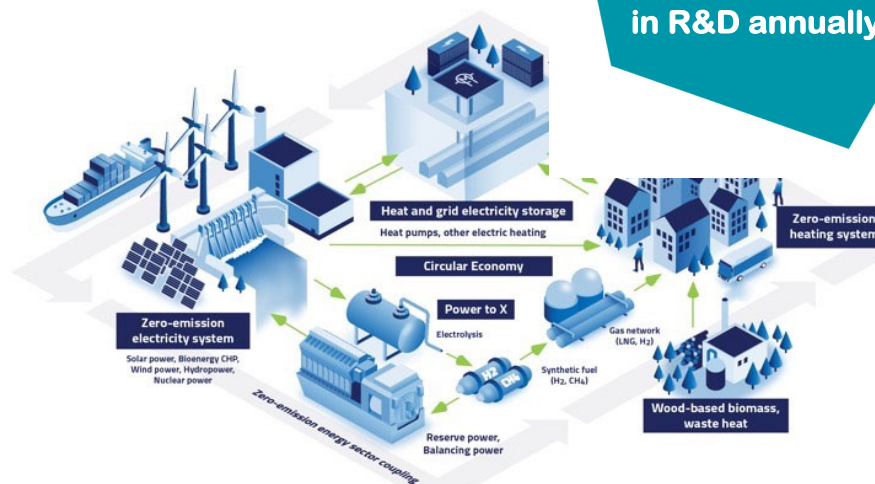

WÄRTSILÄ

 **Hitachi Energy**

VEO

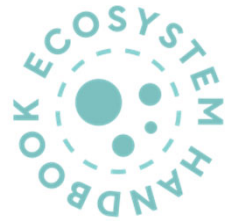
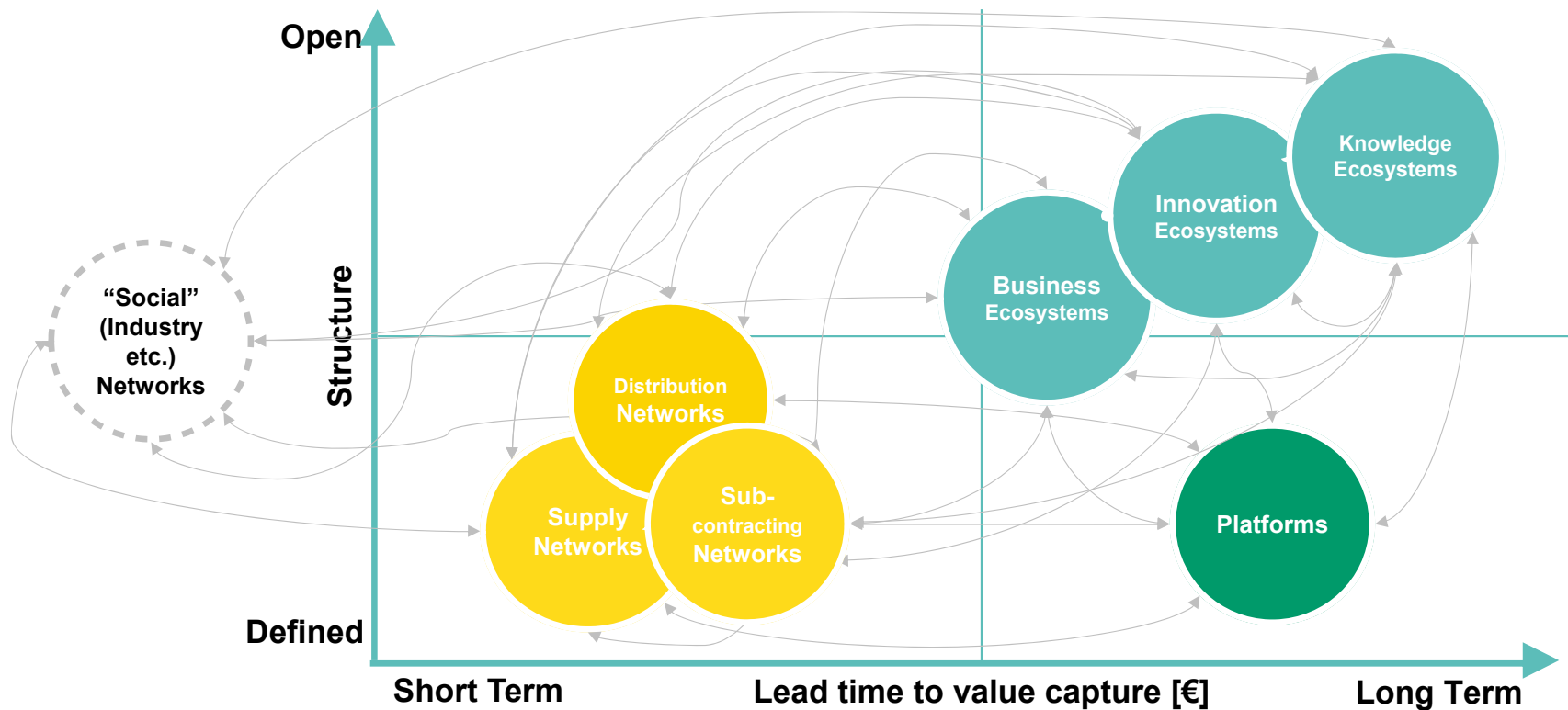
 **VARSAN
SÄHKÖ**

 **VNT MANAGEMENT**



Impact Potential: 100+ BEUR market for scalable solutions, reduced CO₂ emissions creating 8000 jobs

EXAMPLE: ENERGYSAMPO



**Energy
Vaasa**

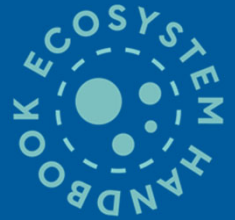
**Energy
Sampo**

Pilots

**ABB
Veturi**

**Wärtsilä
Veturi**

ENABLING COLLABORATION



CHALLENGES

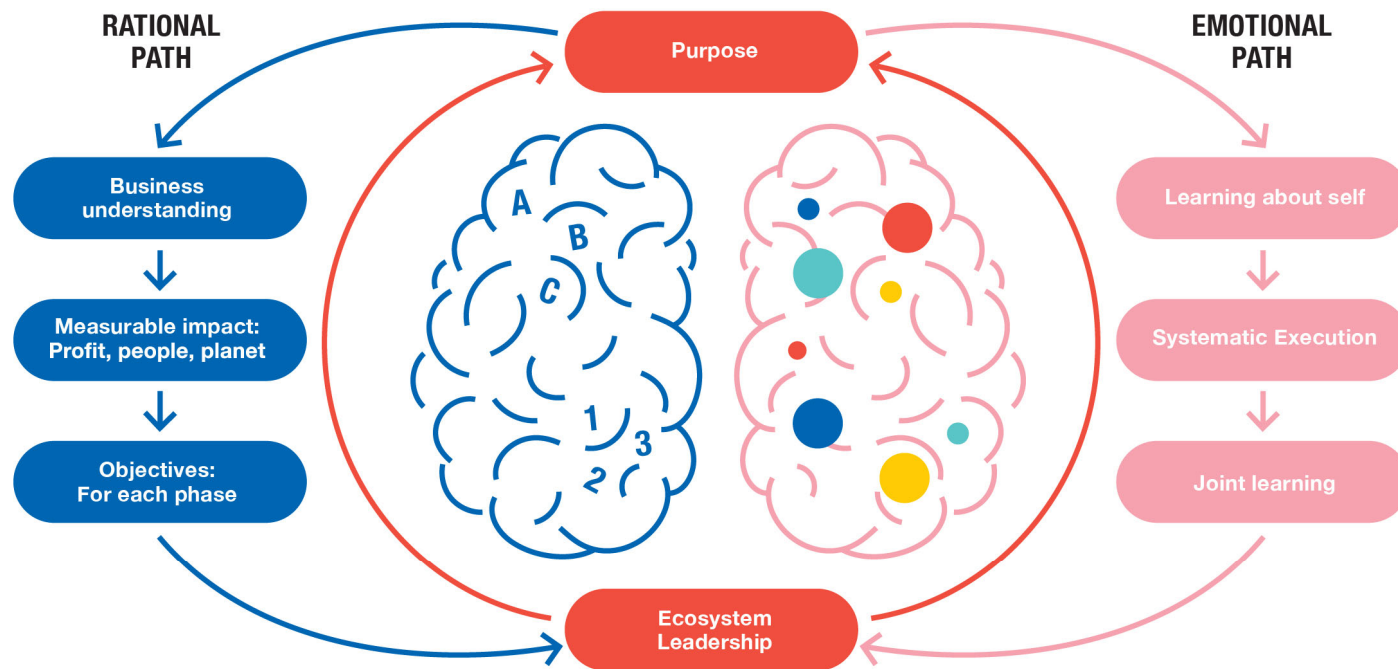
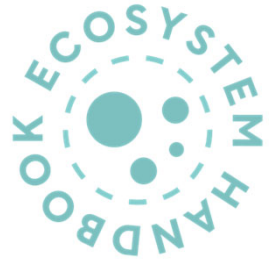
- Identifying the “customer”: Who has an interest to solve the problem?
- Leadership: Balancing competition and collaboration (co-opetition)
- Fear of losing control: Traditional views on strategy and organization



SOLUTION COMPONENTS

- **Right partners:** Finding lead actors who can ignite collaboration
- **Leadership:** Orchestrator as a “neutral party” who can mediate between motivations
- **Trust:** Enabling organizational structures and legal agreements

ECOSYSTEM LEADERSHIP

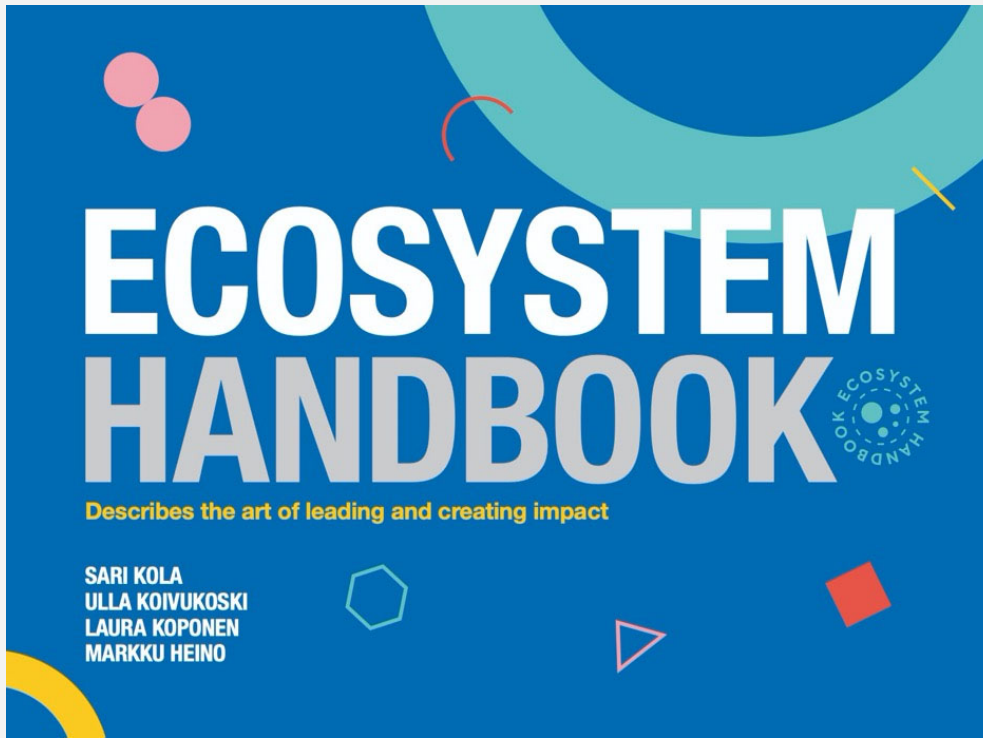
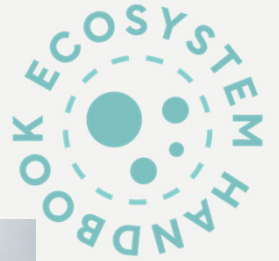


THE POWER OF WE



- 1. Systemic problems call for systemic solutions** and very few organizations or people can make it alone
- 2. Digitalization enables new business models** but transformation from the traditional organization centric approach calls for new organizational structures
- 3. It is both rational AND emotional** things do not move forward if the purpose is not clear

FURTHER INFORMATION



<https://shop.almatalent.fi/ecosystem-handbook>
www.ecosystemhandbook.com



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THANK YOU 

sari@ecosystemhandbook.com