
Roadmapping Support Beyond Technology

Dr. Roland Nolte

Manchester, 17.6.2005

IZT – Fields of Expertise

Focus:

- Sustainable Economies
- Sustainable ICT
- Business Strategies
- Energy, Mobility
- Futures Studies

Methods:

- Assessment
- Mediation
- Trend Analysis
- Scenario Techniques
- Roadmapping

IZT

Services

- Research Projects
- Consulting
(Policy & Industry)
- Technology Assessment
- Process Management

Projects:

- NIK
- E-nnovation
- Innovations paths
- Future Impact of ICT...

Roadmapping – General Setting

Display Industry today

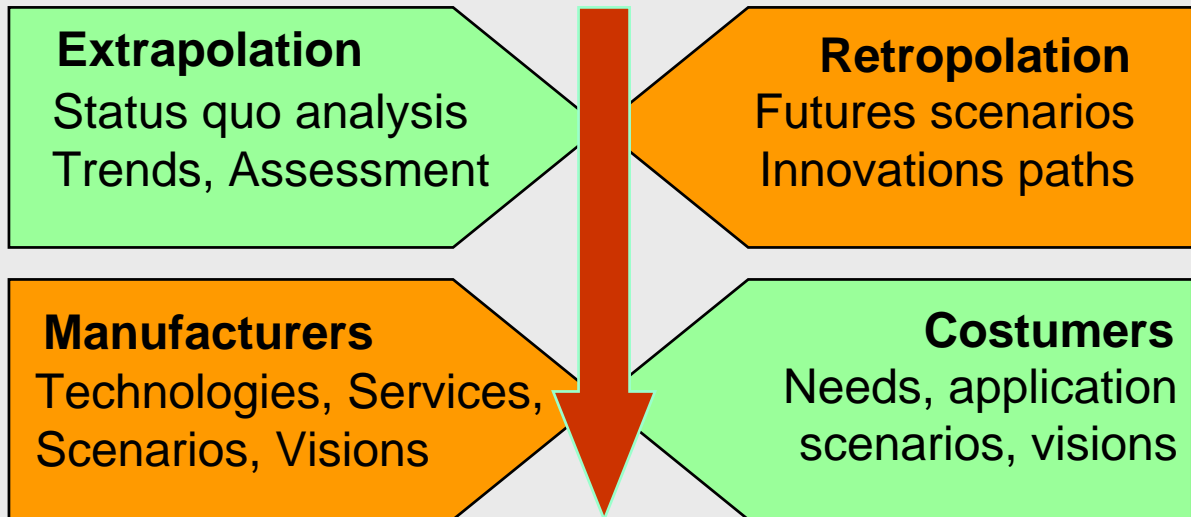
The Futures of Display Industry

Framework

- Globalisation →
- Policy →
- Economy →
- Environment →
- Technology →
- Science →
- Society →
- Costumers →

Socio-economic trends and display industry

Strategic Portfolio

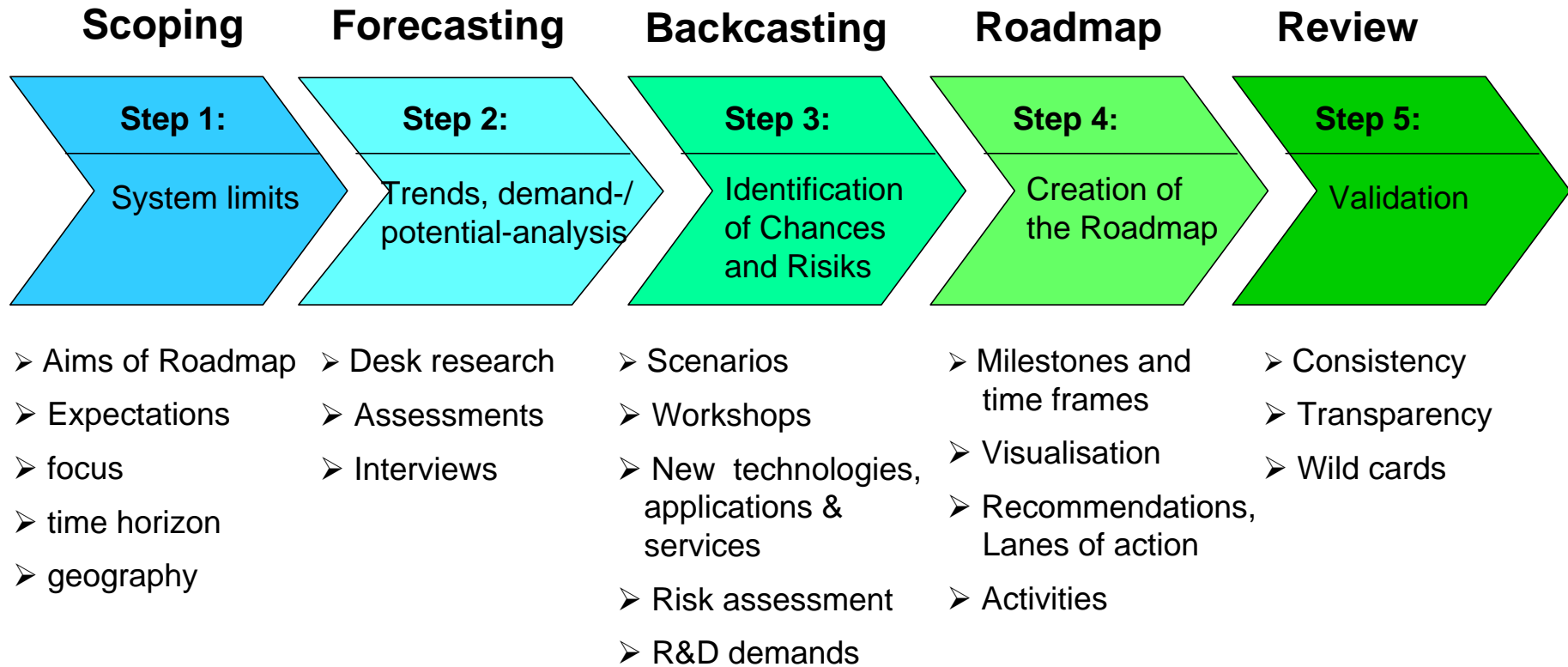


Roadmap

Orientation knowledge

Strategic tool for companies

Roadmapping - Process



Support for adria

Broaden the Perspective of Roadmapping

- **Go beyond Technologies**
- **Integrate socio-economic Effects**
- **Improve Participation**
- **Integrate the User Perspective**
- **Provide broader orientation knowledge**

Feedback process

Please answer the questionnaire !

- Valuable feedback**
- Improve participation**
- Qualify and validate results**

Thank you for your co-operation!

Motivation – Why should socio-economic aspects be integrated

Minimise Risks

Avoidance of acceptance risks

- Partial or total technology flops

Avoidance of legislation related risks

- Monitoring existing & upcoming legislation concerning health, environment and safety
- Anticipation of resulting requirements
- e.g. the EU directives WEEE, Rohs (existing) and EuP (upcoming)

Grasp new opportunities I

An integrated Roadmap provides orientation knowledge for highly dynamic systems

Classical instruments often fail (market research, linear extrapolations) !

- Generate important strategic knowledge
- Make investment decisions more sound
- Respond to existing and upcoming individual & social needs

Grasp new opportunities II

Identification of new developments and resulting individual & social needs, provide solutions

- Aging society
- Growing Mobility
- More Individualism
- Growing Disparities
- Climate Change

- New health & wellness related services
- Solutions for Mobile & flexible Working
- Tailored products
- Low-cost solutions for special markets
- Systems for Monitoring, Enforcement ...

CSR - Corporate Social Responsibility