

Industries Vision RD&I

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- A. Structure Façade Industry
- B. Innovation as a tool, target and strategy
- C. Leading drivers for our future
- D. RD&I cooperation and organization

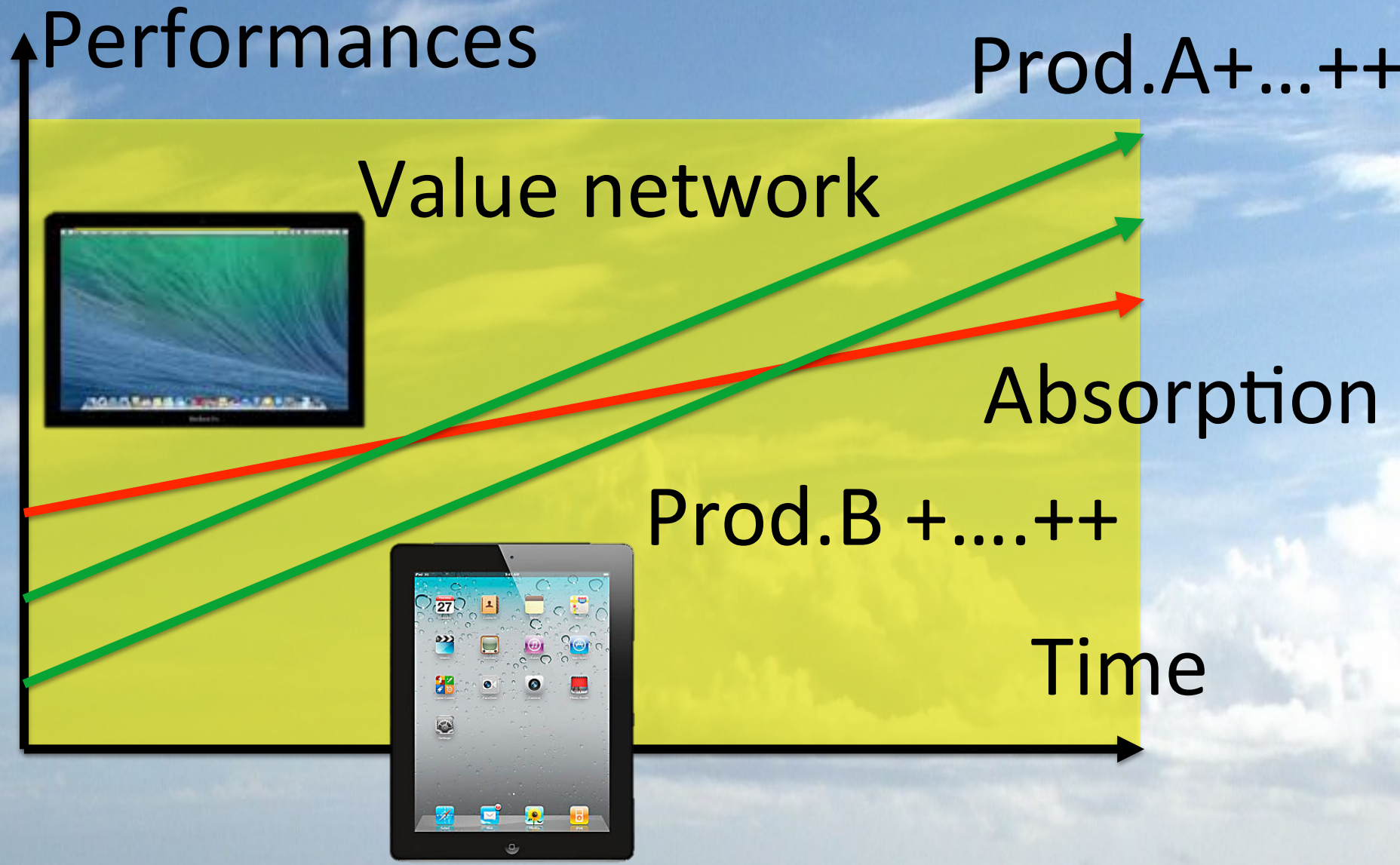


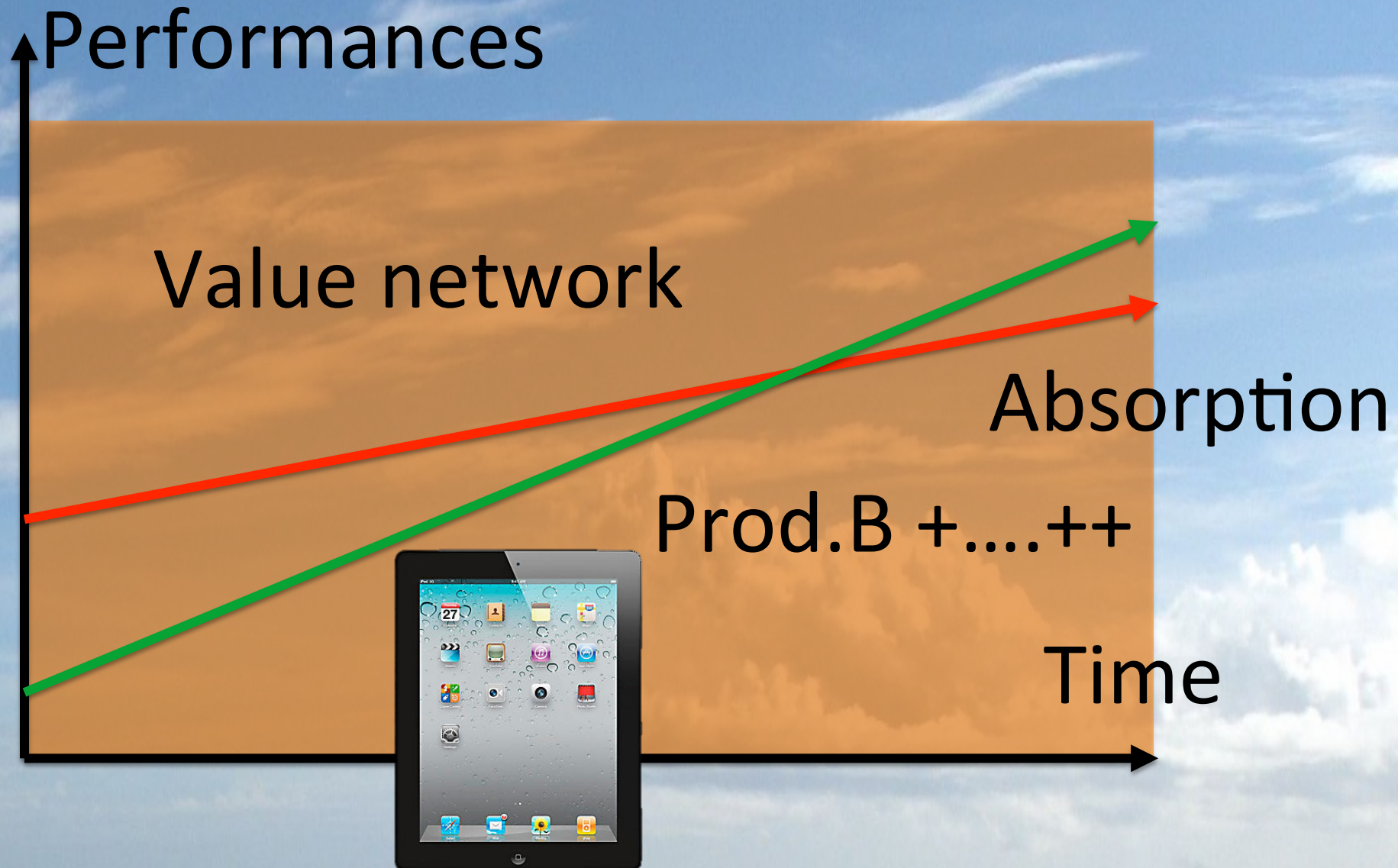
- Majority SME companies
- Structure NL suppliers, façade companies
- Turn-over before crises, economic growth
- Consequences for RD&I
- Relationships façade sector with universities



B. Innovation as a target and strategy

- **Sustaining innovation (add-on)** (Christensen)
- **Disruptive innovation** (Christensen)
- **New combinations (Neue Combinationen Schumpeter)**





A top-down view of a group of people's hands, each holding a different colored puzzle piece. The hands are arranged in a circle, with the puzzle pieces pointing towards the center. The colors of the puzzle pieces include blue, orange, yellow, green, red, purple, and pink. The background is a light, neutral color.

Multidisciplinary

A close-up photograph of a dandelion seed head. The seed head is on the left, with a green stem extending downwards. Several seeds are blowing away from the head, creating a trail of white, feathery seeds against a clear, bright blue sky. The seeds are captured in motion, with some appearing as soft blurs and others as distinct, sharp shapes.

C. Drivers

1. Sustainability



- Resource efficiency
- Circularity
- Living Façade
- New ownership
- Performances instead of Products

2. Flexibility



- Functional
- Products
- Services
- Actualisation
- Lifespan

3. Continuous Innovation





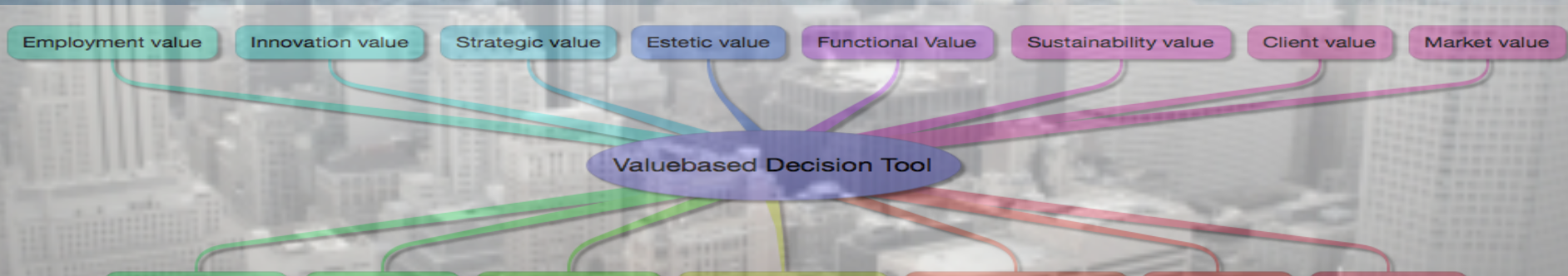
4. Globalization

A silhouette of a person's head and shoulders is visible on the right side of the frame, looking out over a body of water towards a bright sunset. The sun is low on the horizon, creating a strong golden glow across the sky and reflecting on the water. The overall mood is contemplative and serene.

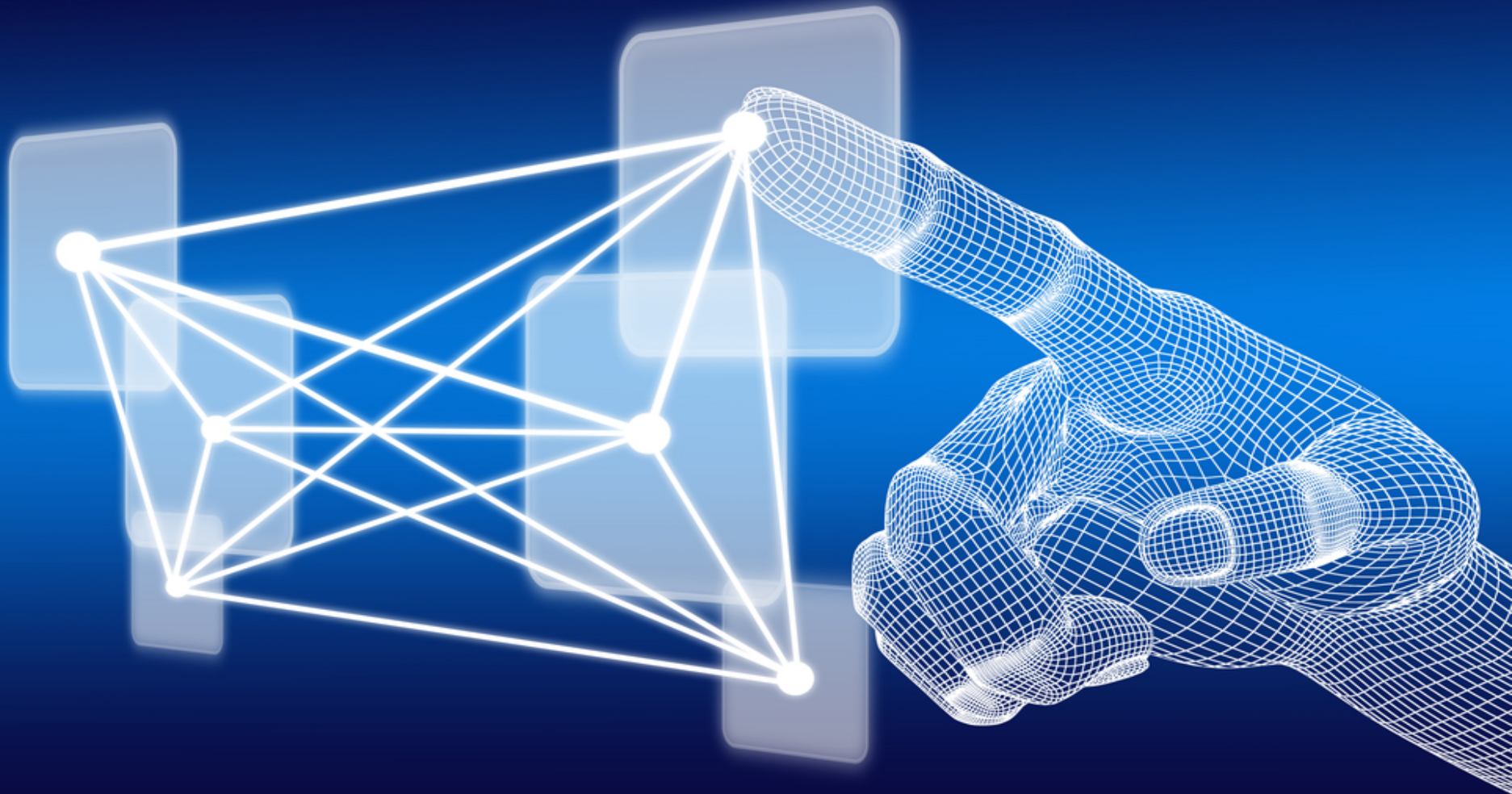
N=1

5. Individual

6. Value based Economy



7. Virtuality



together

- Invitation to cooperate with the development of our virtual reference façade systems and virtual solutions.
- Invitation to introduce different scientific disciplines.
- Invitation to cooperate on all drivers for simultaneous success.