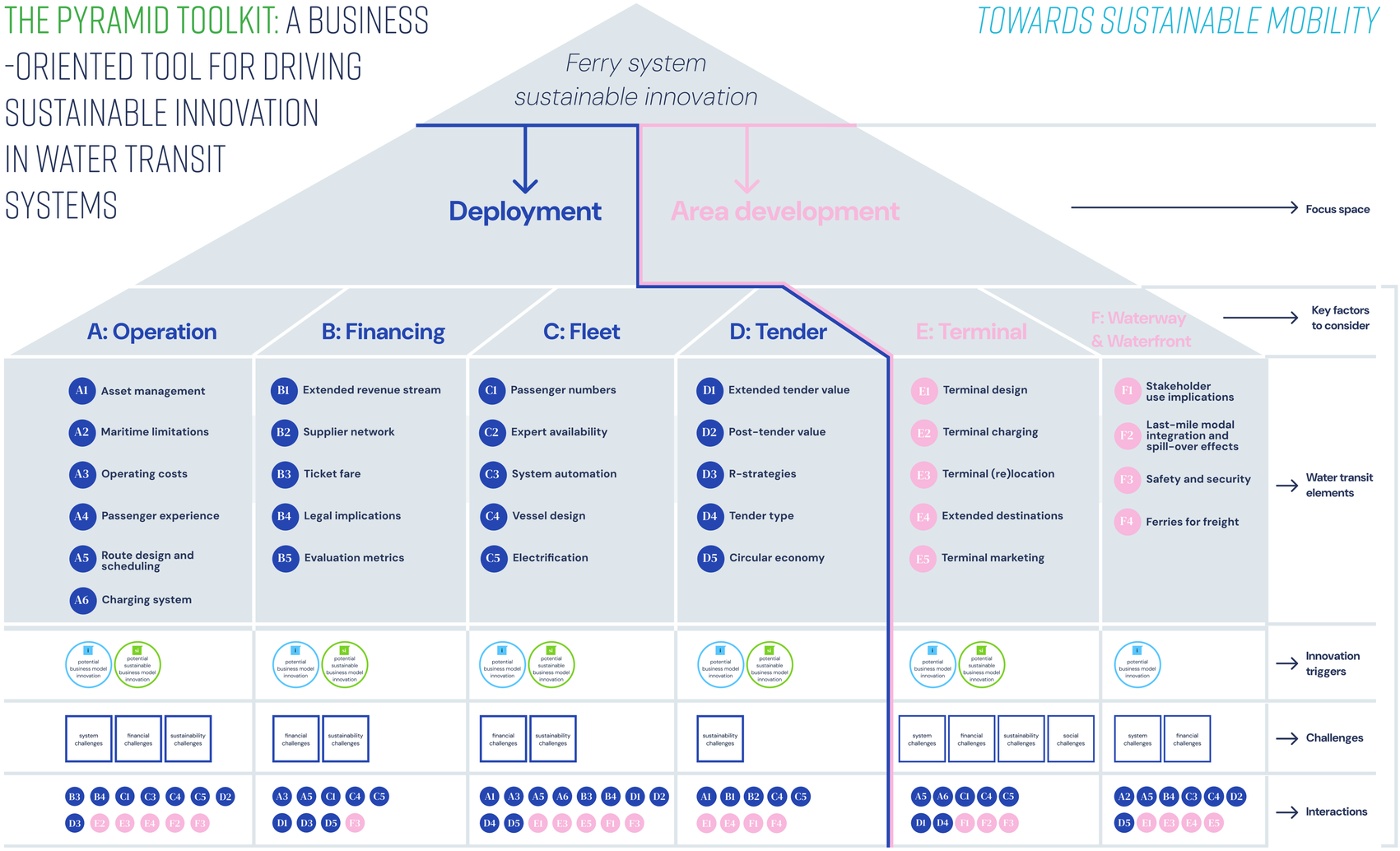
THE PYRAMID TOOLKIT: A BUSINESS -ORIENTED TOOL FOR DRIVING SUSTAINABLE INNOVATION IN WATER TRANSIT SYSTEMS

TOWARDS SUSTAINABLE MOBILITY



PRACTICAL VALUE

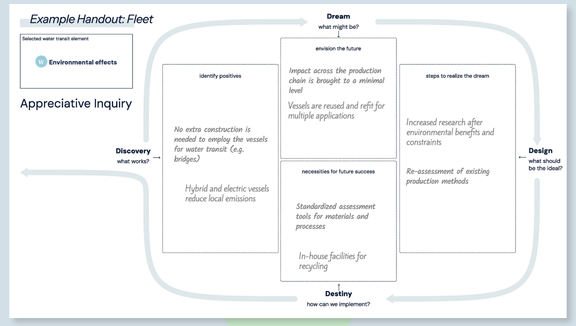
- ◯ The Pyramid allows for holistic overview and a critical reflection of the current water transit system that the organization has in place.
- ◯ Having the water transit business model clearly displayed makes it more accessible to work on and invite new internal actors to join the project.
- ◯ The Pyramid Toolkit allows consideration of factors relevant to vessel-as-a-service solutions, according to stakeholder needs.
- ◯ Use of the Pyramid Toolkit methodology will create idea ownership within the participating organization(s).
- ◯ The most relevant and realistic innovation spaces can be identified and challenges are ready to be considered.
- ◯ The Pyramid Toolkit and its approach makes it more accessible for organizations to implement highly innovative technology in water transit systems (i.e. hybrid and/or electric vessels or alternative fuel types).

DIRECTIONS OF USE:

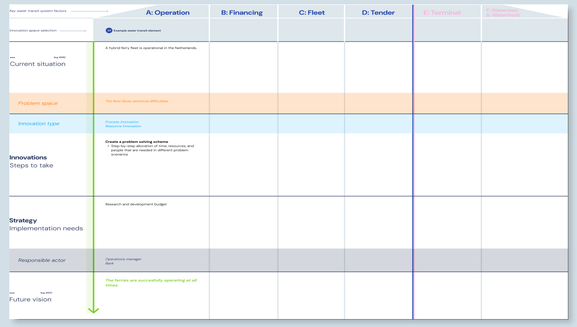
1) Preparation: select key elements with Innovation cards



2) Idea generation: conduct a co-creation session with the Appreciative Inquiry method



3) Innovation strategy: visualize the strategy- from step 2 into a strategy roadmap



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Sustainable business model innovation for passenger transport over water: A strategic design tool
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