



The Role of Innovation

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Great Challenges....

- To safely send a man to the moon
- To replace fossil fuel with renewable energy
- To eradicate road deaths and serious injury



...that all depend on innovation

What made them different from conventional decisions, were that the solutions and costs were not known before the decisions were taken.



Eradication drives Innovation

Rule 1

If the current methods does not lead to
eradication, full compliance and zero-defects,
we need new methods





Eradication drives Innovation

Rule 2

If the current methods to eradicate produce side effects or does not lead to overall sustainability (Sum Zero), **we need new methods**



Sustainable – not just more sustainable!

- Compact and space efficient
- Fossil free
- Silent
- Clean air
- Safe
- Mobility for all
- Affordable
- Shared economy...And new technologies



Bildkälla: Post Card Urbanism/KTH



Eradication drives Innovation

Rule 3

If the current methods to eradicate are too costly, takes too much time or are not accepted by the public, **we need new methods**





Eradication drives Innovation

Rule 4

If you cannot express the need for innovation in an innovative way, you need to **go home and rethink**



Rule 4 example

A bicyclist shall remain without **serious/fatal injury when falling to the ground**







Eradication drives Innovation

Rule 5

Develop criteria, test methods, critical limits
and test demos early to drive innovation







Eradication drives Innovation

Rule 6 A

Read your Haddon

(it is always about control of energy!)





Eradication drives Innovation

Rule 6 B

Never give up, sometimes it can take
50 years to be understood!

