



# Systemic innovation in energy demand and consumer behaviour in LTES

Klaus Willnow – Siemens Gamesa Renewable Energy  
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**SIEMENS** Gamesa  
RENEWABLE ENERGY

## Systemic innovation needs Open Innovation

**The lab is our world**

**The world is our lab**

# We have to kiss a lot of frogs to find a handsome princess!



«The worldwide **demand for vehicles will not exceed a million** – if only because of a lack of chauffeurs.»

Gottlieb Daimler, 1901

«I think there is **a world market for maybe five computers.**»

Thomas Watson, CEO IBM, 1943

«There is **no reason** anyone would want a **computer in their home..**»

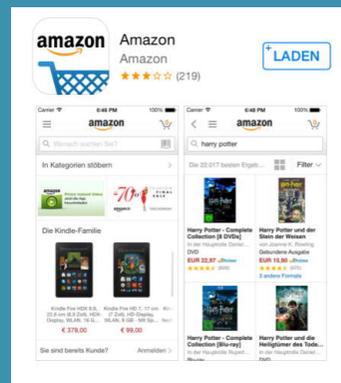
Ken Olson, President of DEC, 1977

«People will never do **without the experience to browse through a catalogue.**»

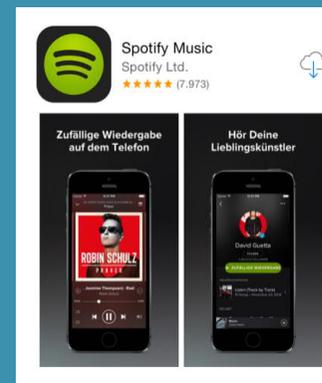
Mail order company to the chances of E-Commerce, 2000

# New business models in the Internet age

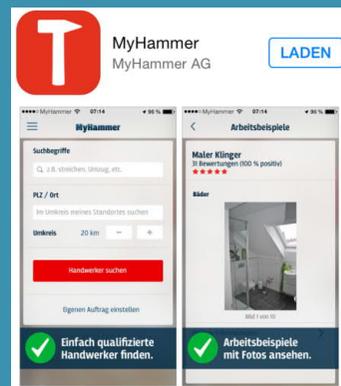
## From bookstore to e-book



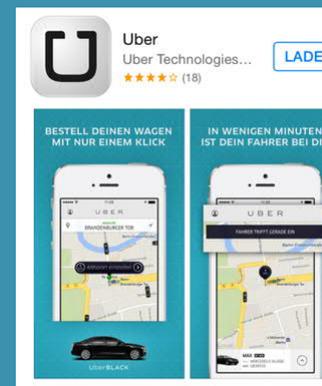
## From record store to streaming



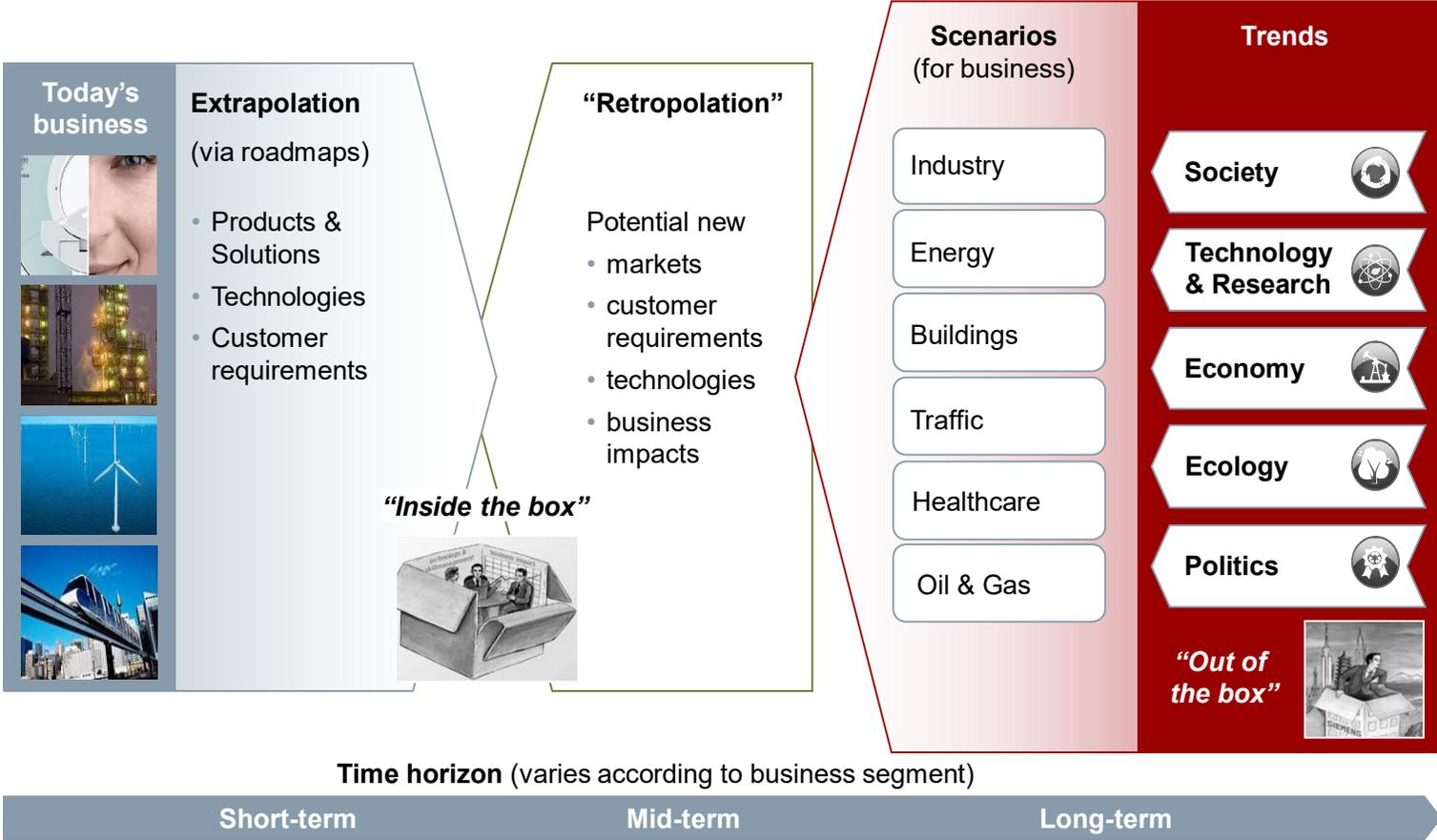
## From Yellow Pages to marketplace



## From taxi to ride-sharing



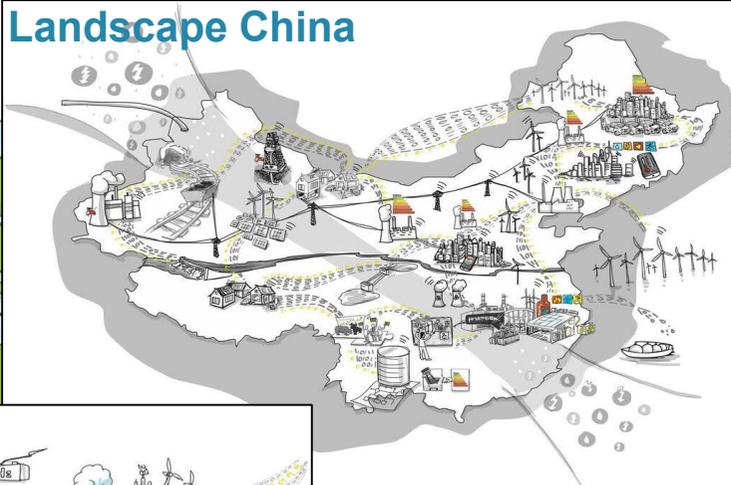
# Scenarios analyze future's impact on core business by strategic visioning



Source: Siemens AG, Picture of the Future

# Picture of the Future: Energy Landscape 2030+

## Regional Visions



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# Thank you

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