

Enabling organiza- tional change



- moving into a new organizational structure
- implementing new processes or practices

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Bringing various parties together



- inter-organizational and/or within the same organiza-
tion
- enable collaboration across
organizational levels

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Embedding custom- er-oriented culture



- gathering ideas from
customers and employees
- implementing a culture of
continuous improvement

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Creating new ideas



- finding new ways of
working
- benchmarking practices

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Making an experiment



- piloting an existing idea
- scaling up a service concept

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Promoting social values



- empowering citizen,
customer and employees
- discovering end user
needs like sustainability
and well-being

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Other goals?



- economic efficiency
- innovation

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