

**K.E.Y.
PLATFORM**

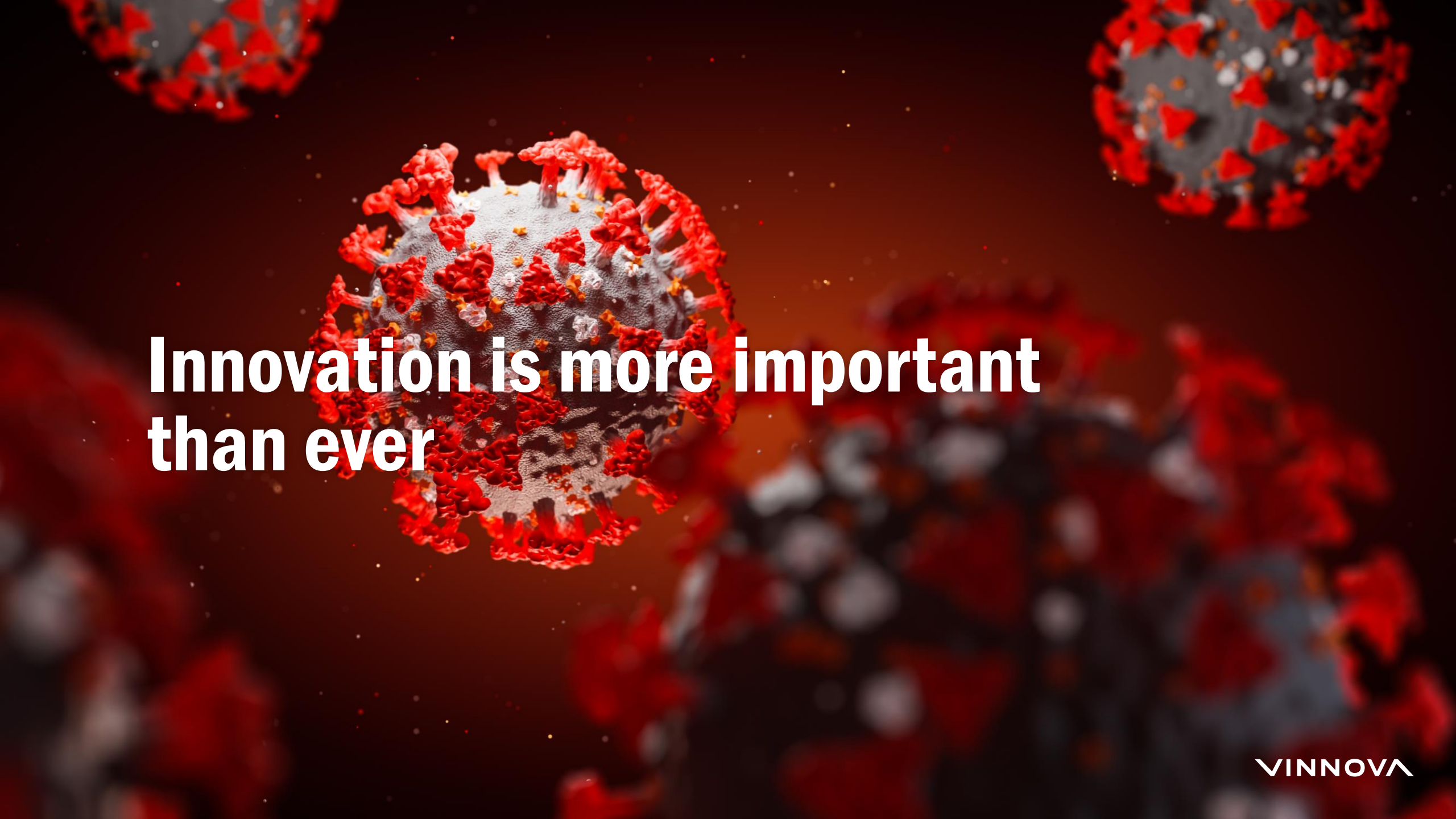
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Conrad Seoul, Korea

Transformative Public R&D Investment Strategies

Joakim Appelquist



MONEYTODAY



**Innovation is more important
than ever**

An aerial photograph of a vast, dark blue ocean filled with numerous icebergs of various sizes. The sun is low on the horizon, creating a brilliant, shimmering reflection that stretches across the water's surface. The sky is a pale, hazy blue. The overall mood is serene yet somber, emphasizing the scale and isolation of the Arctic or Antarctic environment.

And time is running out

VINNOVA

**We need innovation
in the broadest sense**



GLOBALA MÅLEN
för hållbar utveckling

VINNOVA

VINNOVA'S MISSION

**Vinnova lays the ground
for innovation that makes
a difference**



An aerial photograph of a Swedish landscape. In the foreground, there are lush green trees and a grassy area. A red-roofed house is visible in the middle ground. In the background, there is a large body of water (likely a lake or sea) under a blue sky with some clouds. The text "OUR VISION" is overlaid on the left side of the image.

OUR VISION

Sweden as a force for innovation in a sustainable world

The role of Vinnova



IDENTIFY



MOBILIZE



FUND



We are taking 21st century challenges,
evaluating them with 20th century ideas,
and responding with 19th century tools.

—Madeleine Albright, Former US Secretary of State, 2013

We must innovate
how we innovate.

Directionality through Mission-oriented innovation



Mission-oriented innovation

We are prototyping mission-oriented innovation practices, working with many others. We are placing a strong emphasis on learning through doing.

Design workshop

System in the room



Micromobility startup

Car-sharing company

Environment department, municipality

National design agency

Energy company



National food agency

High school student

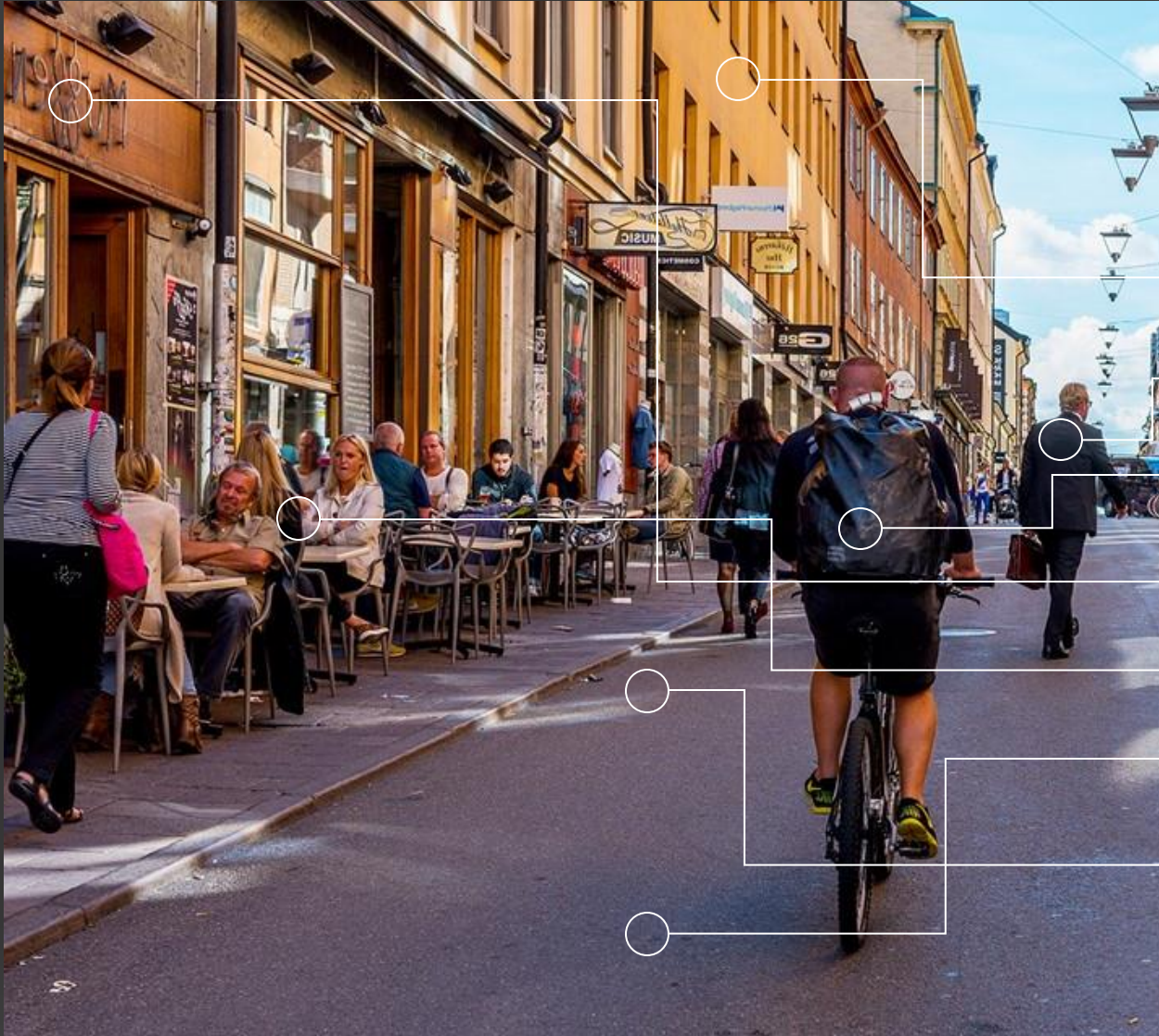
Chef

Food retailer and farm

Regulatory authority

Prior Swedish missions

Vision Zero (1995–)
No one should die or be seriously
injured in traffic.



Systems Perspective is Key

Infrastructure

Technology

Ethics

Business models

Procurement

Policies and Regulation

Behaviour



Policy Initiatives System Demonstrators.



AI INNOVATION of Sweden

Policy Initiatives
Innovation Arenas.



Policy Initiative Policy Labs.