

---

*Case Studies*

---



virgin atlantic 



**e-on**

**P&G**

**ORACLE**

*Trust the community to  
do the heavy lifting.*

Power to the People is a customer-led innovation programme from E.ON that launched in October 2010 seeking new £10m ideas, products or ventures.



**Power to the people**  
Shape the future of energy with E.ON

About · FAQs · Contact · Privacy · Terms

**Welcome to Power to the People, a new creative collaboration between E.ON and you.**

E.ON is looking for exciting new products and services and for partners to help develop and deliver them. Where better to start looking than amongst their existing customers like you? We hope you will enjoy participating in Power to the People. You will find that it's a powerful platform for turning your ideas into reality.

Here are three ways you could benefit:

- Ideas People**  
See your brilliant idea turn into a real E.ON innovation
- Innovators**  
Develop your invention or prototype service with E.ON
- Entrepreneurs**  
Help your existing venture grow in partnership with E.ON

**Register Now**

**Presenters**  
David Simoes-I

**Main chat**  
Peter Ashwell: I record programmes and skip the adds on play back, saves time and a little energy  
Roland: Thanks for all the great builds everyone  
Shirley Jones: So the putting your name on the post it note message got lost then!  
Ian Powell: Smart kettle is already here <http://www.ecokettle.com/>  
John Menmuir: I said it, David

**Buils**  
Use post-it notes below t Tariffs on any of the ideas you've and click add.

**Tariffs**  
Certainly, there should be some form of social input to tariff rates limit. Dick  
Tariffs should increase with greater calloff, but need to allow for family size. Ill  
Price Care  
S.J.: Incentives Age Concern need to support. Great in conjunction with the reverse

**Kettles!**  
My dedicated kettle power supply is ONLY of value to the National Grid and E-ON  
Kettle insulated as a Thermos Flask  
S.J.: Kettle I'd need clarification on the impact on kitchen design if this needs a new

**Heating**  
Any heating controller needs to be 'intuitive'. I've yet to come across one that is easily 'settable'  
insulation is possibly the biggest potential saver  
Loft heat could be much cheaper than solar water

**TV Monitoring**  
PHASE3 Enable energy CONTROL through TV monitor  
S.J.: TV Interesting idea, but could be a combined PC/monitor  
TV monitor to show electricity and gas usage in real time; PHASE3  
Andrew - Cou the TV energy monitor switch off your favourite programme if  
The energy monitoring on TV technology must be out there somewhere.  
PHASE2 Integrate TV Monitor with EON Energy Fit and Energy Tracker

**Voltage**  
power generation from homegrown sources will be essential n. the medium term  
Reduce voltage at peak times - no saving-you still need the same amount of energy  
Need to get back to reducing peak demands at power stations. Dick

**e-on**

*Ask interesting questions.*



orange last second tickets from Orange manchester / liverpool change region beta trial

	<b>Stand Up Wednesday</b> Comedy Store, Manchester Weds, 8th Sept	2 for 1 <a href="#">more info</a>	<a href="#">register now</a> Tell us what types of events you're into, so we can tell you about hot offers quickly!
	<b>Mountain Goats</b> Koko, London Thu, 9th Sept	2 for 1 <a href="#">more info</a>	<a href="#">tell a friend</a> Share this link with your friends by sending them a quick email and invite them to get tickets to join you.
	<b>Kath Bloom</b> Band on the Wall, Manchester Fri, 10th Sept	2 for 1 <a href="#">more info</a>	<b>about last second tickets from Orange</b> Get up to 50% off events happening right now in your area straight to your phone. You tell us what you're into and we send you details of events you'll love.
	<b>WetYourSelf - Fabric</b> Fabric, London Sun, 12th Sept A thumping night out in one of London's most sexiest club? Not a night to stay in.	2 for 1 <a href="#">more info</a>	
	<b>The Black Twig Pickers + Charlie Parr</b> Band on the Wall, Manchester Tue, 14th Sept	2 for 1 <a href="#">more info</a>	

Orange.co.uk [contact](#) | [media](#) | [meet-ups](#) | [FAQs](#) Join [Login](#)

orange mobile volunteering  [SEARCH](#)

[home](#) | [topics](#) | [subscriptions](#) | [how it works](#) | [about](#)

# mobile volunteering gets appy

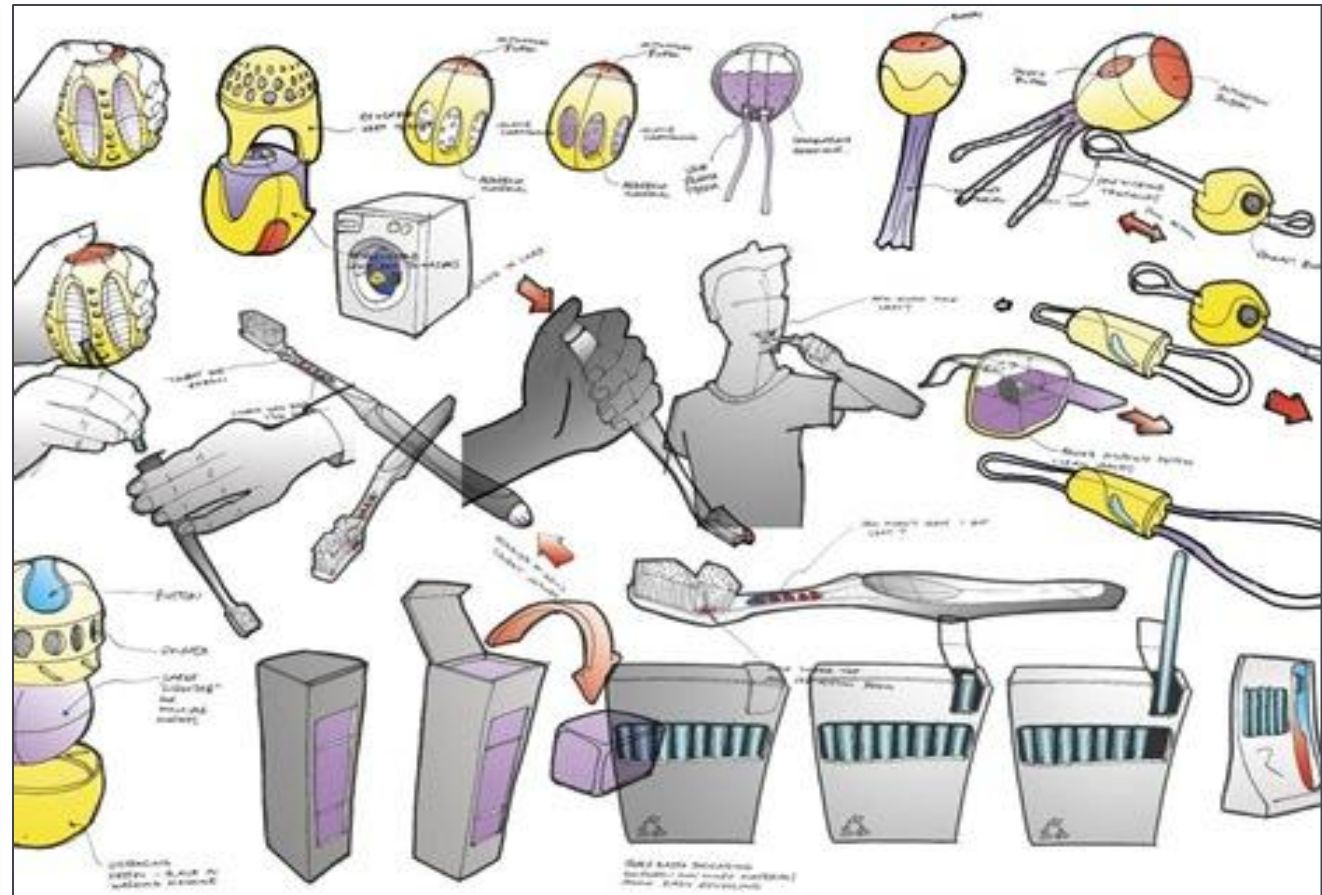
Could you dream up and develop apps that help other people?

[join in](#)

a little inspiration...

*Start at the end.*

P&G invited the UK's design community to respond to two briefs on fabric care (narrow) and wellness (broad), to find global new markets worth \$100 million.





- Default to Open
- Start with What? & Who?
- Find your top 1% and understand what motivates them.
- Start at the end.
- Trust the community to do the heavy lifting.
- Ask interesting questions.
- Develop your peripheral vision.
- Communicate ambitious targets widely.



*Find your top 1%,  
and understand what  
motivates them.*

Virgin Atlantic's return on investment has been 10:1, better value than using a commercial third party for system development, and for more radical ideas.



**taxi<sup>2</sup>**  
Share. Get there.

A co-innovation with **Virgin atlantic**

- 1 SIGN UP FOR A FREE taxi<sup>2</sup> CLEVER TICKET**
- 2 LINK UP WITH OTHERS IN THE AIRPORT**
- 3 SHARE A TAXI TO YOUR FINAL DESTINATION**

Check out the video to see how easy it is to share!

We think it's crazy that people often wait in line for a taxi and then get one taxi each. Most people go from the airport in a similar direction, so it's a great waste. Taxis are also expensive, so we often endure tough public transport journeys with big bags, when a shared taxi price would cut the cost in half.

taxi<sup>2</sup> enables you to recognise other travellers who are interested in saving half the cost of their taxi ride from the airport to their final destination. The clever taxi<sup>2</sup> ticket provides



*“The future reveals itself  
through the peripheral.”*

JG Ballard

McLaren's predictive F1 software allows air traffic controllers to predict how aircraft are likely to act at airports, overcoming costly and dangerous uncertainty.



*Communicate ambitious  
targets widely.*

Led to a major collaboration, Wellbe, between Oracle, BT, Pfizer and the NHS to provide a health incentive scheme for the UK to be launched for the 2012 Olympics .



*“The only thing harder than starting something new, is stopping something old.”*

Russell Ackoff



- Default to Open
- Start with What? & Who?
- Find your top 1% and understand what motivates them.
- Start at the end.
- Trust the community to do the heavy lifting.
- Ask interesting questions.
- Develop your peripheral vision.
- Communicate ambitious targets widely.

*“More people pooling more resources in new ways is the history of civilisation.”*

Howard Rheingold

---

*Thank you*

---

*Roland Harwood  
Co-Founder & Networks Partner*

South Building | Somerset House | Strand | London | WC2R 1LA

Phone: +44 (0)20 8133 1006

Email: [roland@100Open.com](mailto:roland@100Open.com) | [david@100open.com](mailto:david@100open.com)

Web: [www.100Open.com](http://www.100Open.com)

Twitter: [@rolandharwood](https://twitter.com/rolandharwood) | [@deeyesbee](https://twitter.com/deeyesbee)

*“Networking is only a letter  
away from not working.”*

Chris Powell





1. The thing you are most proud of having collaborated on.
2. What it taught you about your skills & attributes.
3. Your most developed innovation qualities.





*Risk Taking*



*Responsive*



*Connected*



*Reputation*



*Resilience*



*Empathy*

