

The Cleantech future is upon us.



Summary

When environmental investments in Cleantech companies are made, the effects can be huge. Nevertheless, the path to impact and prosperous companies is rarely straight. It is through digitization and automation, new applications, and business models that opportunities for a more sustainable future are created. What are the underlying problems within Cleantech? Have we gone in depth with the needs to be able to create the right solutions? Are we willing to change our behaviors for a sustainable future? The questions were many and the discussion was lively at the Ideon Roundtable focusing on Cleantech.

The dialogue between the actors and the individual is the real challenge, which makes the transition difficult. We feel that our personal "small" efforts do not contribute to the "coming" climate crisis. Even industry has the wrong focus, as energy savings are not prioritized. We all agreed that it is not a lack of innovation that makes a difference, the problem is implementation and the long-term ambition. The discussion landed on the fact that the future will require a new mindset, new role models and perhaps a view of the environment and climate as yet another stakeholder, in order to create significant impact.

There is a lot of capital in Cleantech, but the money goes mainly to software, even though the infrastructure requires both software and hardware. The pressure on energy prices in recent years has given increased impetus to investments but has not increased the pace of energy transition at the same speed. The companies are focused on SaaS models to provide quick ROI instead of being able to work long-term and innovate around, and solve, the actual problem.

Cooperation across the value chain will be essential, but the big companies must relate to the much faster startup companies in the future, and not the other way around. Perhaps we should see the large industrial companies as enablers, as they have the resources required to test, make mistakes and redo, which paves the way for faster development. To create efficiency and gain more control, the trend is towards taking greater ownership in the manufacturing process. We discussed "climate capitalism", i.e., policies, rules, institutions, projects, and systems that topple rather than help. The EU's proposals have limited development and delayed the roll-out of, for example, energy storage proposals. Cleantech is based on high risk and long-termism, yet it is infrastructure and political risk that put the brakes on the progress.

Guests around the table:

Ulf Andersson, Founder & CEO, Novo Wind

Anders Sjögren, CTO, Enersize

Magnus Agerström, Manager, Cleantech Scandinavia

Vanja Plicanic Samuelsson, Founder & CEO, Qoitech

David Åkvist, CEO, WME Mechanics

Jennie Orton, CEO, Bintel

Sara Bargi, Project Manager Framtidens elsystem, RISE

Anders Nilsson, CEO, Ideon Open/Ideon Innovation

Matias Pakarinen, Head of Innovation Management,
Ideon Science Park

Liza Johansson, Senior Project Manager,
Ideon Science Park

