

**HE  
LLO  
NEW  
DAY**

Better every day.



## **DILEMMA:**

### **WHAT IS MORE IMPORTANT?**

- (Data)privacy or health?
- A clear conscience or holidays and distant travels?
- Green environment or optimal mobility?
- Today or tomorrow?

Conclusion: we often prefer both, so we need to find 'the third way'



## INNOVATION AND COLLABORATION AS (PART OF THE) SOLUTION

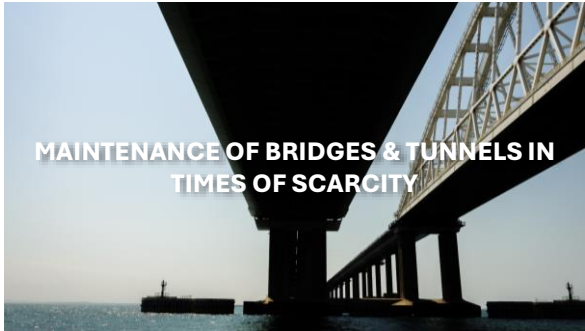
Innovation is no goal on itself, but a means to solve (societal) dilemmas.

Therefore for us, the process always starts with determining a radical (societal) goal or ambition.

And however sometimes going alone seems to be faster, together we will reach more!

*#innovating-is-better-when-we-do-it-together*

# ENTREPRENEURSHIP AND INNOVATION FROM 'PURPOSE'



# THE FACES OF HELLO NEW DAY

our team

our collaborators



**Ruben**  
oprichter  
& directeur



**Johan**  
directeur



**David**  
innovatie consultant



**Thijs**  
innovatie consultant



**Marlies**  
office manager



**Milou**  
innovatie consultant



**Gido**  
innovatie consultant



**Yannick**  
innovatie consultant



**Koen**  
innovatie consultant



**Daniëlle**  
event manager



**Lieke**  
stagiaire business  
innovation



**Donna**  
tekstschrijver



**Merijn**  
strategic designer



**Lotte**  
projectleider

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# WHAT DOES HELLO NEW DAY DO?

We are experts in open innovation.

But what does that mean in practise?

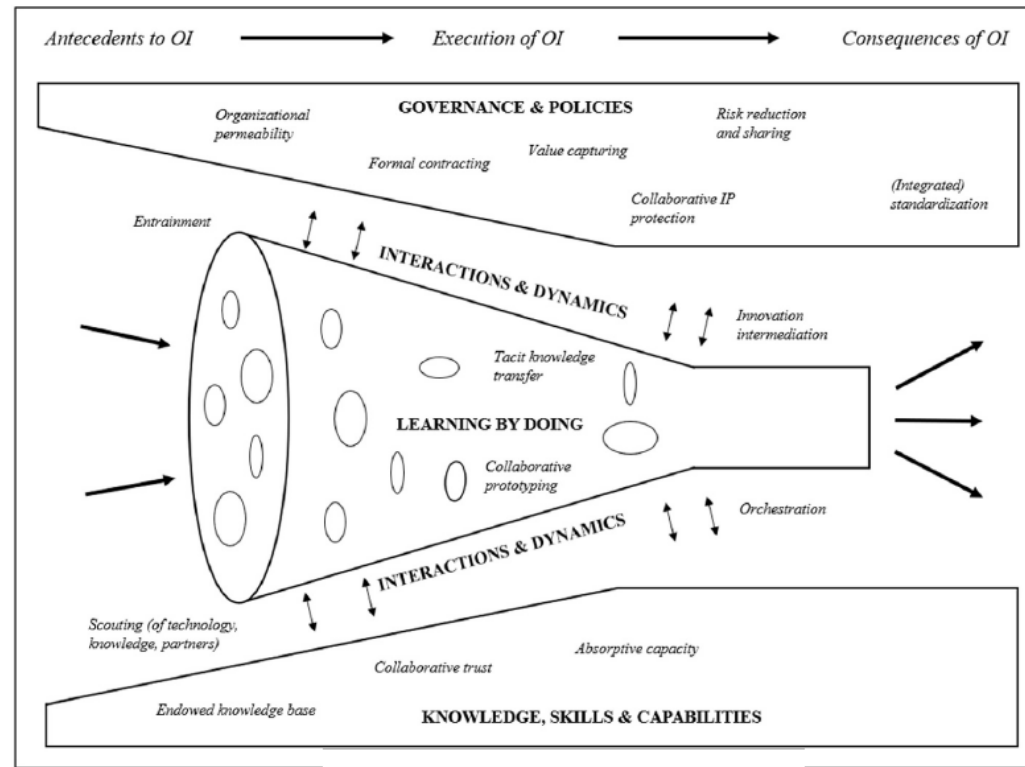
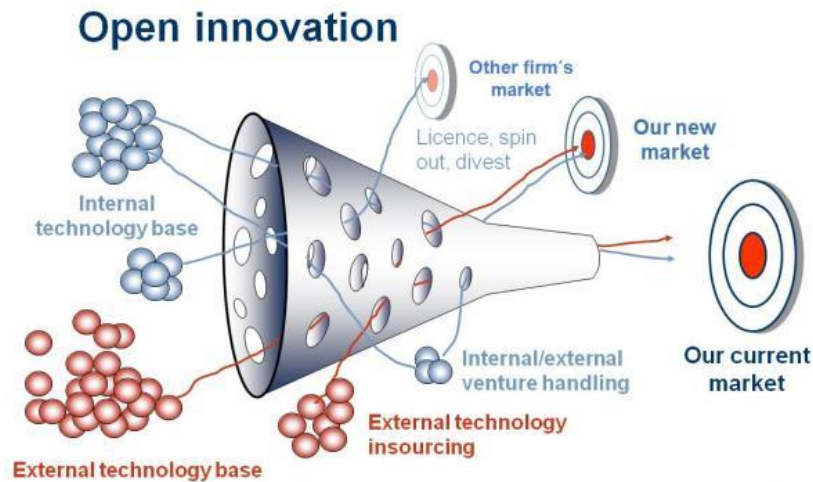


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# #HOWDOWEDOTHIS

**TAMOPIN = Towards a Method of Open Innovation:** mechanisms for open innovation collaborations

Article can be found [here](#)

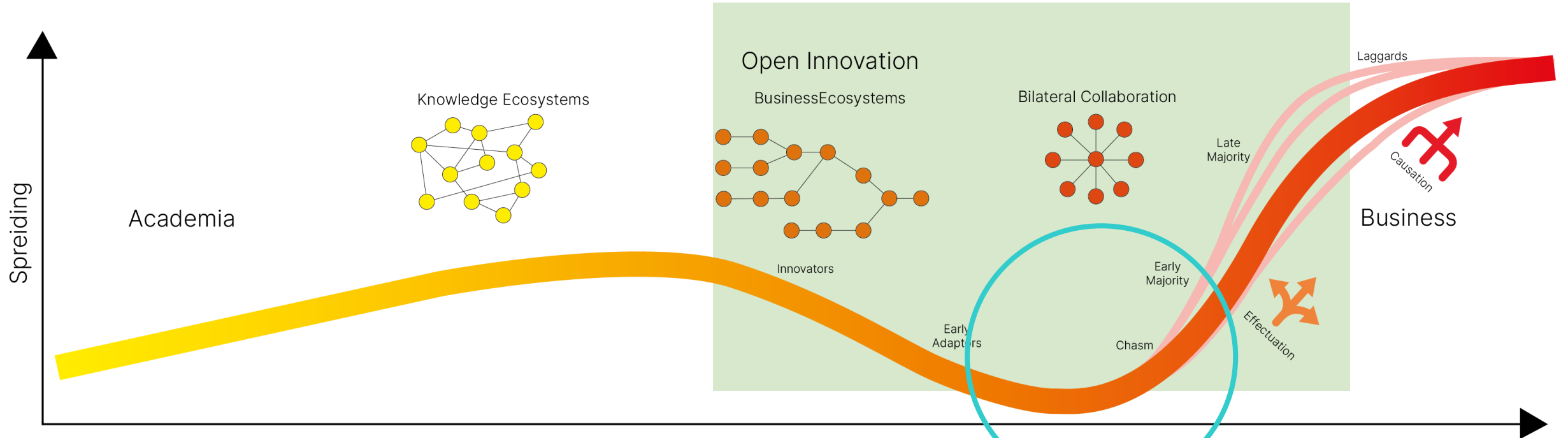


Prof. Henry Chesbrough

R. Ogink et al. (2022)

# BUSINESS ECOSYSTEMS AS MISSING LINK

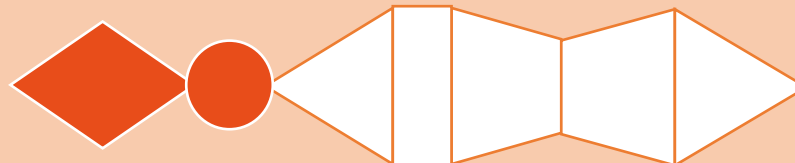
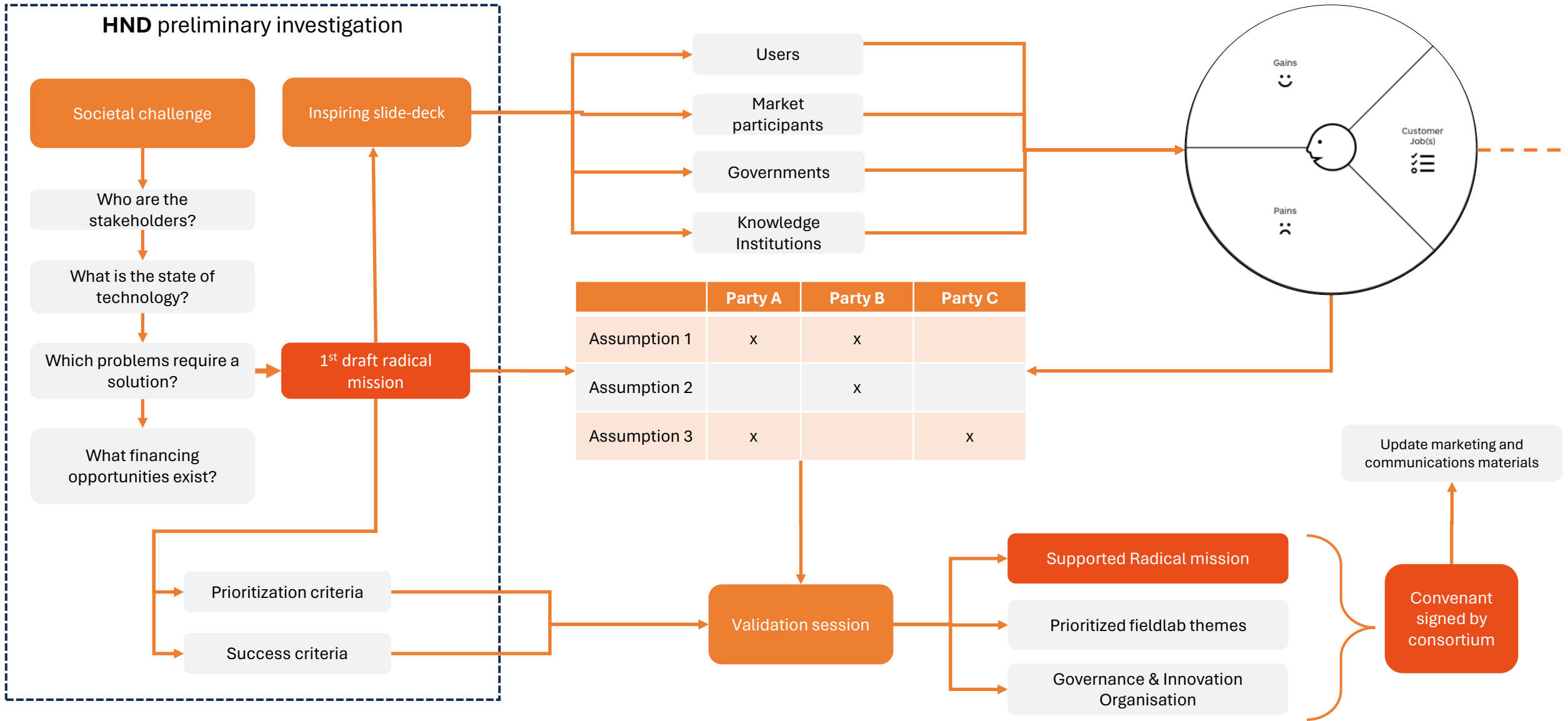
Source : Jan Spruijt, 2019



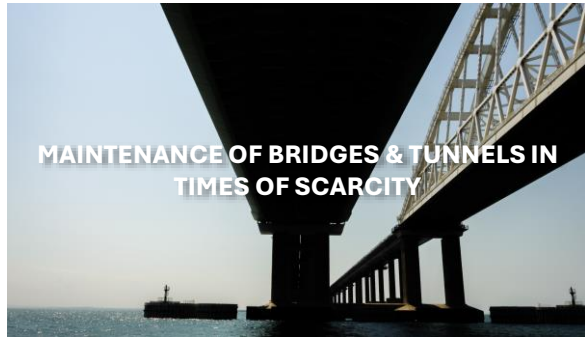
Through Time

Together tought  
'the valley of death'





# SOME PRACTICAL EXAMPLES



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ALL PROJECTS 



**REDUCE THE BURDEN ON OUR PLANET FROM AGRICULTURE**

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Transformation is needed

## The Seedshift mission:

- Ensuring our collective license to operate as an industry
- by moving towards a net-positive environmental footprint,
- creating implementable solutions
- while still maintaining sufficient levels of seed production to feed the world.



# FIELDLAB SEEDSHIFT

**CHALLENGE:** REDUCE THE BURDEN ON OUR PLANET FROM AGRICULTURE

## Role Hello New Day

Orchestrator & process management

## Involved parties in the starting phase



syngenta



**vikima  
seed**  
Your Future Harvest

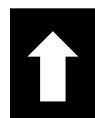


## Current status

- Initiative started with Rijk Zwaan
- 4 targeted clusters:
  - *weed control*
  - *insect control*
  - *healthy soil*
  - *fertilization*
- Scope: European application (and laws and regulations)

## Fun fact

1 kg of tomato plant seed is more expensive than 1 kg of gold



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**DIGITIZATION  
IN THE INFRASTRUCTURE**



Original radical goal CAMINO (2016):

**Towards 100 % predictive maintenance in the Dutch infrastructure sector**





**Proposal steering group  
mission 2024-2030:**

**Data-drive innovation** in the  
infrastructure sector, with  
**societal value**  
as starting point

# FIELDLAB CAMINO

**CHALLENGE:** MAKING INFRASTRUCTURE MAINTENANCE 100% PREDICTABLE

## Role Hello New Day

Orchestrator & process facilitator

## Involved parties

- Foundation World Class Maintenance
- More than 50 partners, knowledge institutions and governmental organisations
- 15+ living labs with focus on *learning by doing*

## Current status

- Fieldlab active since 2016
- 8<sup>th</sup> smart industry certified fieldlab in NL -> currently more than 30!
- Lots of results concerning data-driven maintenance.
- Working on setting a new radical goal for the coming years
- Results of CAMINO were recently discussed in the European Parliament

## Fun fact

At the request of the U.S. Army, the report of Fieldlab CAMINO has been translated into English (2021).



An aerial photograph of a dense, vibrant green forest. A winding river flows through the center of the forest, reflecting the sky. The forest is partially shrouded in a light mist or fog, creating a serene and ethereal atmosphere. The overall scene is a lush, natural landscape.

**BE ABLE TO FLY WITH LESS ENVIRONMENTAL IMPACT**

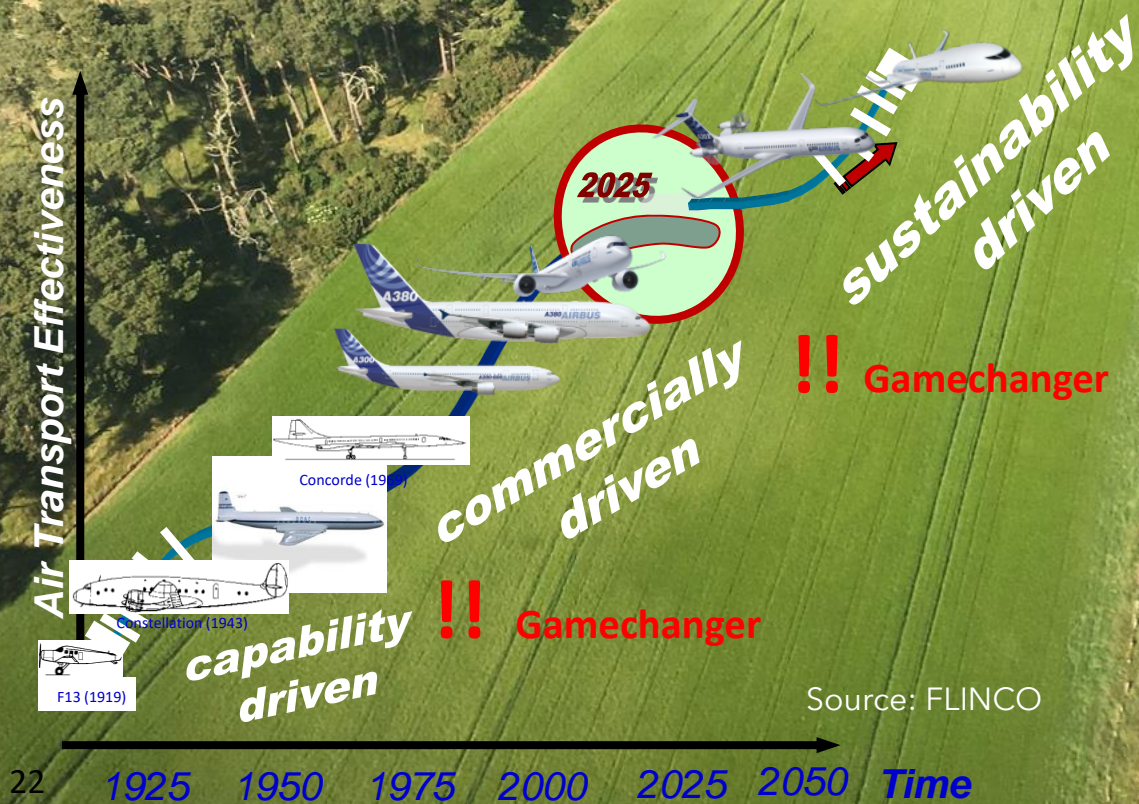
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A world map with a blue background and yellow airplane icons scattered across it. The icons are most densely packed in North America, Europe, and Asia, with a significant concentration in the Atlantic and Indian Oceans. Some icons are larger than others, possibly representing different aircraft types or quantities. The map includes labels for various countries and oceans.

**The sector is expected to keep growing, especially in Africa and Asia**

**Airbus predicts that between 2023-2042, demand for new aircraft will be over 40,000**

So, in order to make an **impact**, and secure the sector's **license to operate**...



...focus on **sustainable & scalable solutions** is key

# NATIONAAL COLLECTIEF BUSINESS PLAN (NCBP)

**CHALLENGE:** TO FLY WITH LESS ENVIRONMENTAL IMPACT

## Role Hello New Day

Open Innovation and collaboration expert & process facilitation

## Involved parties



Schiphol



## Current status

- Phase 1 successfully completed: decision collective/sector-wide approach aerospace
- Phase 2 now in execution:
  - concrete target: 5% share NL companies in new aircraft line - Airbus Zero-E (emission)

## Fun fact

Direct link to Growth Fund trajectory Aviation in Transition € 383 million



# NCBP



A close-up photograph of a doctor in a white lab coat with a stethoscope around their neck, sitting at a desk. The doctor is writing on a clipboard with a black pen. Another person's hands are clasped together on the desk in the foreground. A laptop is visible on the left side of the desk. The background is a plain, light-colored wall.

# GRIP ON THE AGING POPULATION: DATA IN HEALTHCARE

# Radical mission



Together we develop solutions that are immediately applicable:

- to get a grip on the increasingly aging population,
- process improvement is necessary to keep healthcare affordable and manageable,
- where we believe in data and AI as the engine of the solution
- and involving the entire care chain to continue to provide broad yet high-quality care



# FIELDLAB IN THE HEALTHCARE

**CHALLENGE:** GET A GRIP ON THE INCREASINGLY AGING POPULATION

## Role Hello New Day

Starting the fieldlab – orchestrator – process management

## Involved parties

Technology & data experts, health insurances

Intended partners



## Current status

- Gathering information about challenges in healthcare and current ways of working
- Initiative supported by Innovatiekwartier Den Bosch (IKDB)
- Speaking to the most important care providers
- Ambition to start early 2024



## Fun fact

AI-driven systems perform at least as well as specialists in recognizing disease.



A close-up photograph of a yellow hard hat and a black safety glove resting on a concrete surface. The hard hat is on the right, and the glove is on the left. The background is blurred, showing some lights and structures.

# **HOUSING SHORTAGE REQUIRES A NEW APPROACH IN CONSTRUCTION**

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# SPARK

**CHALLENGE:** HOUSING SHORTAGE REQUIRES A NEW APPROACH IN CONSTRUCTION

## Role Hello New Day

Quartermaster, project management and supervision of subprojects

## Involved parties

- 23 construction and installation companies
- 7 suppliers
- 5 housing & property developers
- 19 educational institutions
- 14 government institutions
- 30 industry associations
- 16 technical & 12 other partners



## Current status

- Started with 10 partners, expanded to 20 parties
- Nano (learning) modules developed
- set up program industrialization of housing
- collection of challenges
- and much more





# ACCELERATING THE TRANSITION TO EMISSION-NEGATIVE BUILT ENVIRONMENTS

# FIELDLAB SICLUS

**CHALLENGE:** ACCELERATING THE TRANSITION TO EMISSION-NEGATIVE BUILT ENVIRONMENTS

## **Role Hello New Day**

Orchestrator & process facilitator

## **Involved parties**

- Foundation World Class Maintenance
- 1 industry association
- 1 market participant

## **Current status**

Collecting start consortium

## **Fun fact**

80% of buildings in existence in 2050 have already been built, but do not meet climate targets in their current state.





## **DILEMMA:**

### **WHAT IS MORE IMPORTANT?**

- (Data)privacy or health?
- A clear conscience or holidays and distant travels?
- Green environment or optimal mobility?
- Today or tomorrow?

Conclusion: we prefer often both



**TOGETHER FOR  
EVERY DAY BETTER**

**QUESTIONS?**

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