



ecosystem game

THE ECOSYSTEM GAME

Because ecosystem building is the name of the game!

WHY?

Many organizations - public, private, large and small – realize that they do not reach their full innovation potential anymore by only looking inside their organization. They need access to other sources, to their customers, their suppliers, their peers. That realization is the start of ecosystem thinking and of new possibilities. To put ecosystem building into practice, however, requires additional mindsets and different processes. The good news is: it has been done before and there is a real solid program to assist organizations on their journey to 'open' innovation with their ecosystems. Offered by ESTI, the Ecosystem Thinking Institute – a non-profit foundation. A good start to ecosystem building is the Ecosystem Game. It's learning by doing, experiencing the driving and blocking factors and co-creating solutions during this serious business game. It is seen as highly engaging, which deepens the experience.

REFERENCES

Many organizations and networks have played the game since 2009 and have adopted new innovation strategies since.

WHAT ORGANIZERS AND PARTICIPANTS SAY:

- A really user-centric way of creating understanding of a concept
- Enriching the insights of important principles of ecosystems
- Interactive, hands-on experience through simulation with key learnings
- New knowledge that can be applied immediately
- Highly educational and entertaining
- Participants have valued the game, scoring 9 out of 10
- The game demonstrates what multi-helix collaboration means

HOW AND WHERE?

The Ecosystem Game can be played face-to-face or digital live, ideally with groups between 24 and 60 people. There is also an event version of the Ecosystem Game, which allows larger groups.

References:



GUIDANCE

The game is facilitated and guided by our co founders: Margot Nijkamp and Rick Wielens.

If anyone knows a lot about ecosystem building through open innovation, it's **Margot Nijkamp**. As one of the pioneers she started Packard Bell (Europe), Intermec, E-One and Holst Centre, the first Open Innovation Institute in the Netherlands.

Margot's 25 years of experience entails the human aspects, inner workings and innovation culture needed. Margot actively works with both public and private organizations like Ministry of Defense, Unilever, Ministry of Education, Philips and the Province of Gelderland.



Rick Wielens has been deeply ingrained in the world of innovation for the last 20 years. He brings proven knowledge and experience about the processes and steps towards building solid ecosystems. As CEO for Nine-Sigma Europe he developed a growing and profitable organization with major brand recognition in the open innovation industry. He created a steady string of successes with over 100 large clients like Siemens, Philips, ASML, Clariant and AkzoNobel.

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TAKE AWAYS

- From WHY to HOW
- The building blocks for ecosystems
 - Contact to contract
 - Intellectual property
- The ingredients for ecosystem thinking
 - Leadership principles
 - Organization culture & mindsets
 - Knowledge absorption & management
 - New innovation management
- Inspiration
 - Good practices
 - Shared problems – shared results

ADD-ONS

Kick-off your future collaborations or re-energize current ecosystems with additional steps in the game, giving you insights on what will be successful and what needs extra attention. Or measure your organization's ecosystem-readiness-level.

GAME FACTS

Languages:	English, Dutch and German
Number of players:	24-60 (regular game) 200+ (event version)
Duration:	2 hours (teaser program) 4 hours (regular program) 6 hours (kick-off program)
For whom?	Professionals from private and public organizations ESTI offers a special program for students



ANY TYPE OF INNOVATION

The Ecosystem Game works for any field and for any network as long as the ambition is to involve multiple parties. It takes the participants out of their daily challenges and can be a good preparation for social innovation, technological innovation and system innovation.

FOR MORE INFORMATION PLEASE CONTACT US:

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