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Modeling Sustainability in Business Ecosystems

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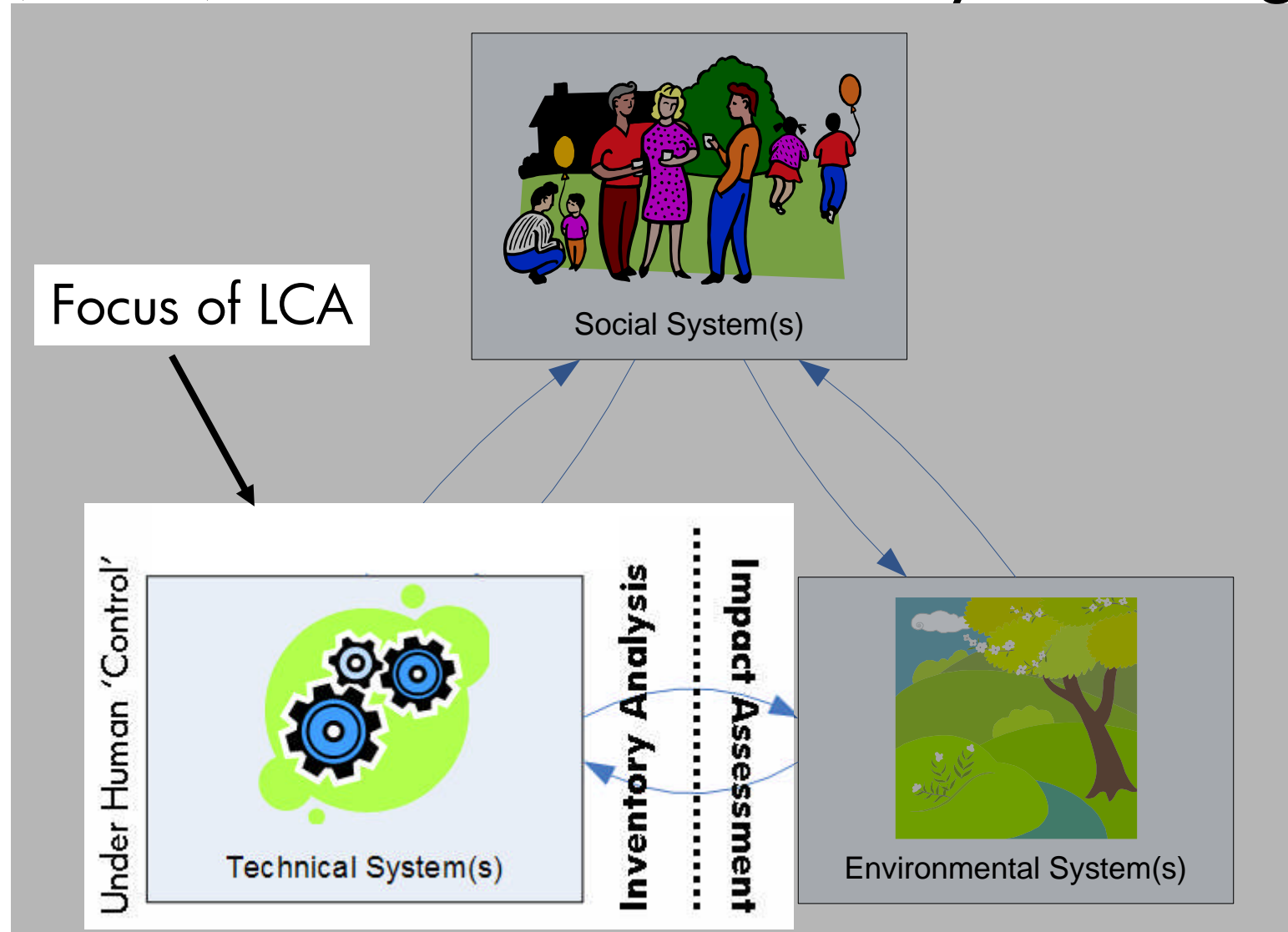
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** Joint work with Steve Cayzer, Heppie Curtis, Chris Preist, Royston Sellman, Paul Shabajee*



(Most) Current Sustainability Thinking



What more is needed in ecosystem-level tools?

Validation

Scalability

Integration

How is HP Labs creating ecosystem-level tools?

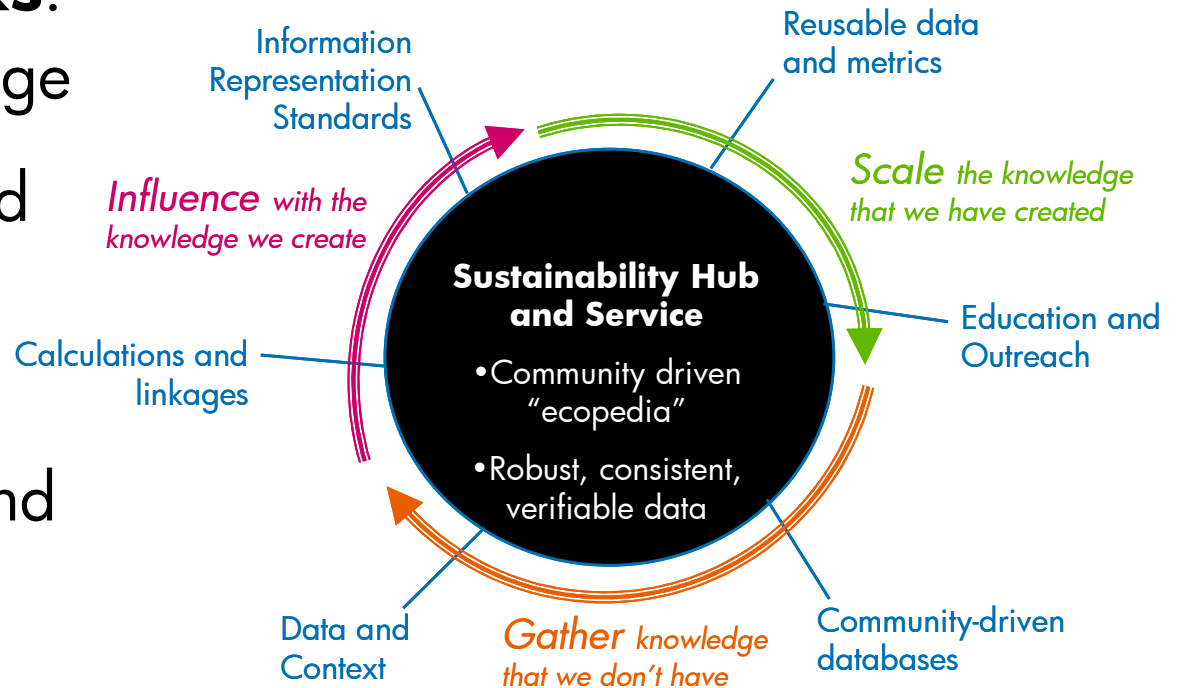
A Sustainability Hub

Goal:

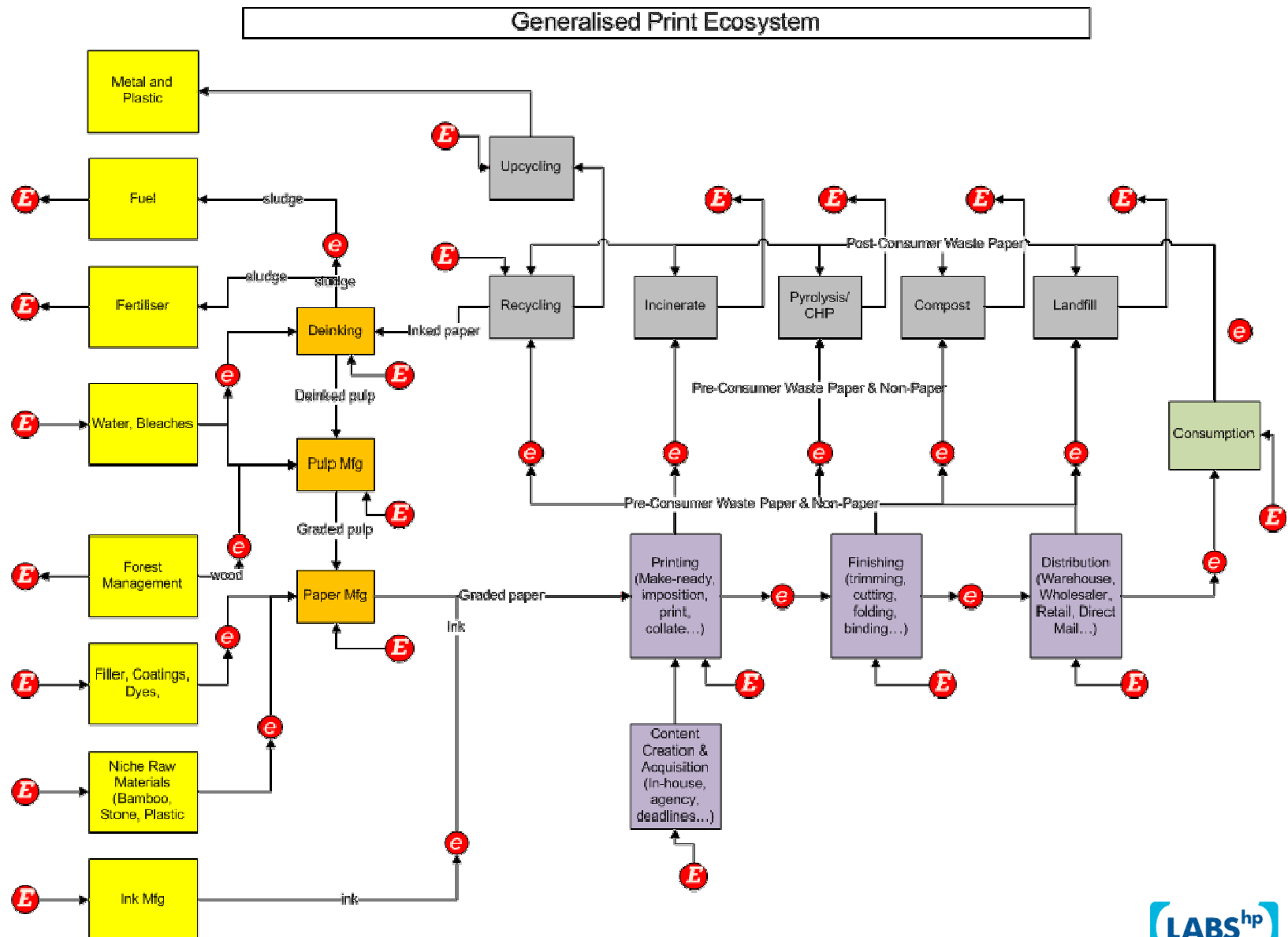
Influence, gather, and scale knowledge within global sustainability community to enable an open-source service.

Key Research Tasks:

- Represent and manage context to provide robust, consistent and verifiable data
- Leverage user generated content
- Effective reporting and visualisation
- Engage community

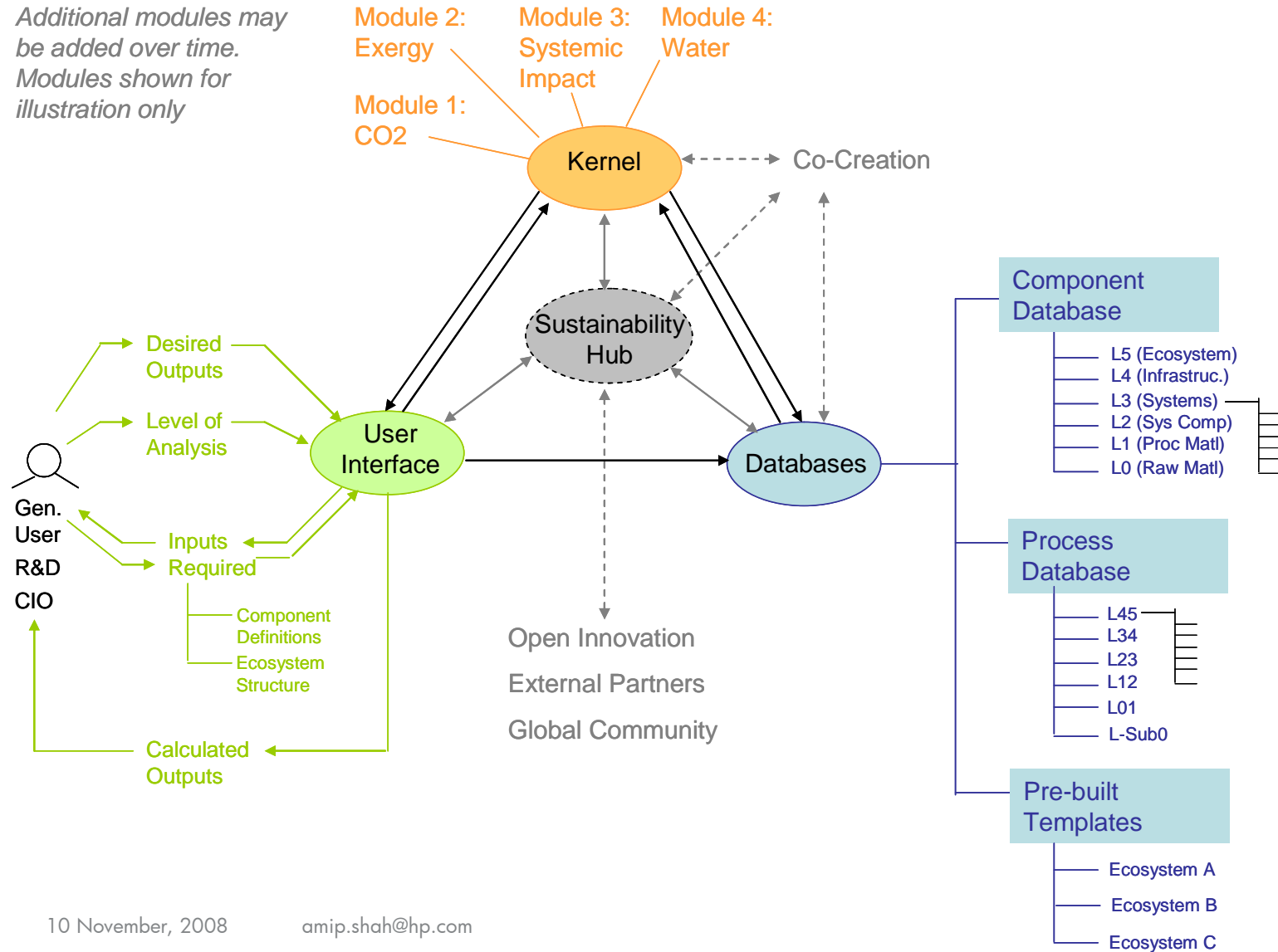


Example of an Ecosystem Block Diagram



Codifying the Ecosystem Tools

Additional modules may be added over time. Modules shown for illustration only



Summary

Tools and Methodologies for Sustainable Transformation

Towards sustainable business ecosystems...

1. Creation of new CAD-like ecosystem-level sustainability analysis tools
 - For example, that leverage thermodynamics to enable robust analysis;
2. Application of sustainability tools to select business ecosystems
 - Such as printing and commercial publishing;
3. Understanding of what makes business ecosystems more sustainable
 - And especially the relationship between sustainability and business drivers;
4. Provenance and Open innovation via a Sustainability Hub
 - By leveraging Semantic Web research in the sustainability domain.

What do we want to add in ecosystem-level sustainability tools?

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