

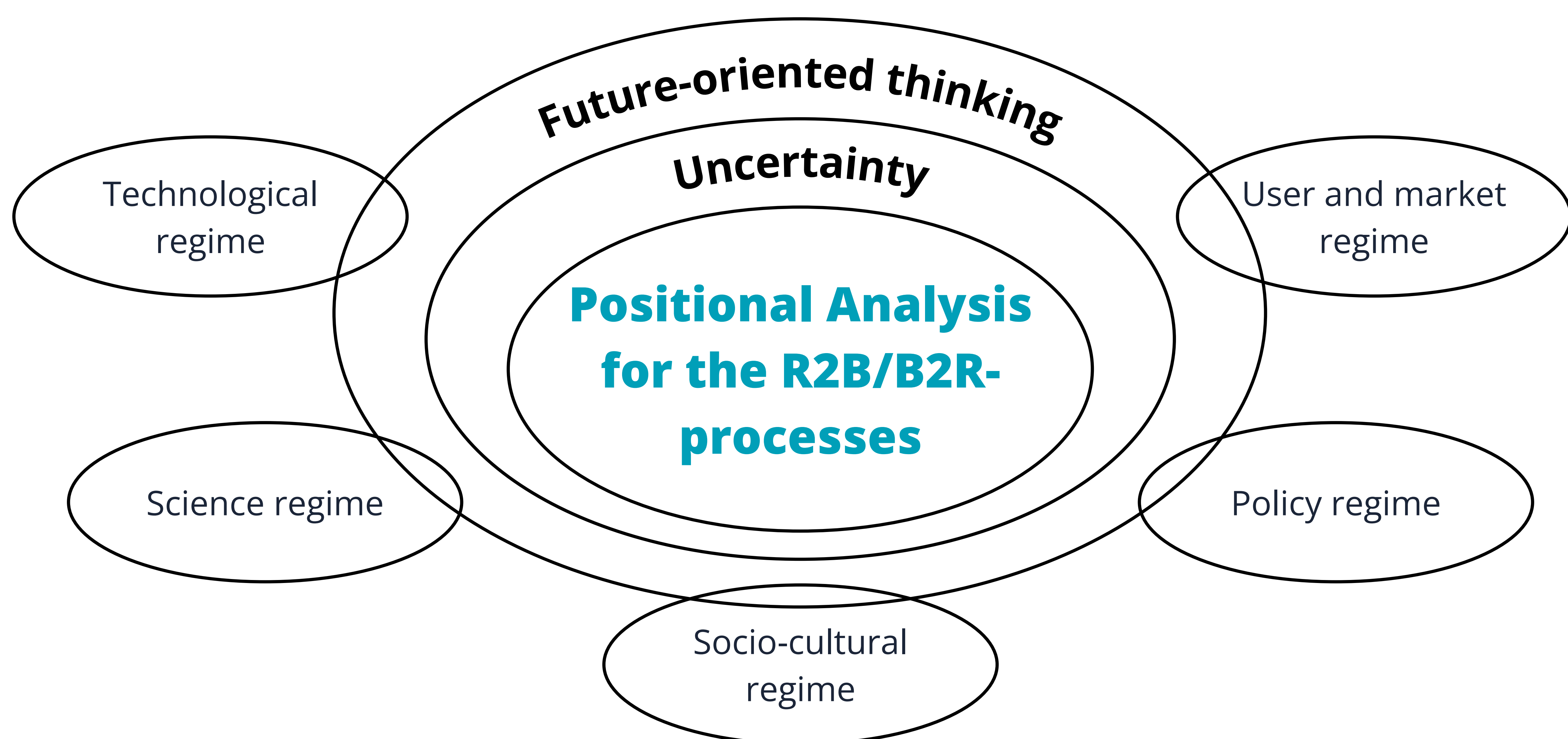
USING POSITIONAL ANALYSIS TO ASSESS THE INNOVATION POTENTIAL OF AN IDEA – CASE BIOCHAR

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Background

Traditional innovation models are linear and do not take enough into consideration the uncertainty associated with the initial phase of the innovation process. Overemphasis on a technocratic approach makes it challenging to perceive the overall basis of the current situation. It is not only about the allocation of limited resources but also a considerable change at the societal level when the aim is to transform the existing regime with radical innovations. Global challenges such as climate change are transforming the forest sector's operational environment and in changes, entering into existing regimes is necessary. Positional Analysis's theoretic approach is an application of the original Positional Analysis (Söderbaum, 2020) and the Multi-Level Perspective (Geels, 2002). The theoretic approach concentrates on sustainability transitions and environmental economics.



Research aim

- The main aim is to develop the initial phase of innovation processes to facilitate the gap between research and commercialization.
 - Develop the seed idea into an innovation.
 - Avoid overemphasis on the technocratic approach and focus on forming a broad overall view.
- Positional Analysis will be developed based on the experiences got from panelists.

Material & Methods

- Case study - exploring the innovation potential of biochar.
- Delphi method
 - Panelists are experts in a particular regime (from Finland & the U.S.)
 - First round - answering only questions of one regime, collecting the "raw data"
 - Second round - "cross-fertilization"

Geels, F. (2002). Technological transitions as evolutionary reconfiguration processes: a multi-level perspective and a case-study. *Research Policy*, 31(8-9), 1257-1274. [https://doi.org/10.1016/S0048-7333\(02\)00062-8](https://doi.org/10.1016/S0048-7333(02)00062-8).

Söderbaum, P. (2020). Positional Analysis: A Multidimensional and Democracy-Oriented Approach to Decision-Making and Sustainability. *Sustainability*, 12(14), 5555. <https://doi.org/10.3390/su12145555>.

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