

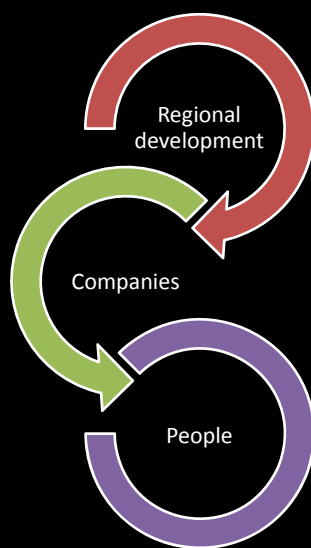
CREATING SHARED VALUE

HES-SO Research project 2014-2015

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Hes·SO VALAIS
WALLIS

SHARED VALUE

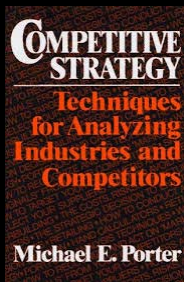


Environment preservation
Social Well-being
Branding territorial

Growth & Innovation
Reconceiving Products & Markets
Redefine productivity in the Value Chain

New ways of consumption
Needs of expression, status, competition,
altruism, reward, etc.

From theory to practice



- Rethinking urban mobility
- Traffic fluidity
- Attractivity
- New ads & sales platform
- Contextual information
- Community building

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Research questions

*How to foster innovation & growth
in a tourism region through the
research of Shared Value ?*

How to measure it ?

Experimental field Tourism in Valais




Fig. Tourism services chain (Settler, 2001)

Data IEM 2013	Information & Booking	Travel & Transportation	Accommodation	Catering	Animation & Leisure	Total
Companies	177	222	1195	1831	721	4146
% total	4,3%	5,4%	28,8%	44,2%	17,3%	100%

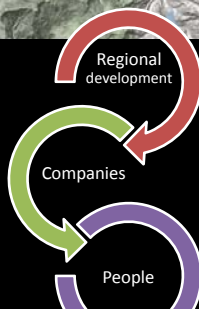
Local example



Aproz Sources Minérales SA

 CP 16 - CH-1994 Aproz
 Tél. +4127/345 51 11
 info@aproz.ch

Telenendaz SA

 1997 Nendaz
 T +41 27 289 52 00
 F +41 27 289 55 01
 info@telenendaz.ch



Rethinking human resources
Annual full-time employment

Recruitment saves
Human resources stability

Security of workplaces

Applied Methodologies



Business Model Analysis

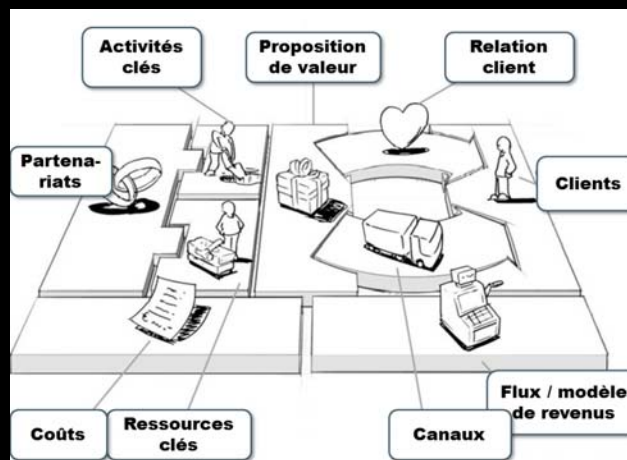


CrowdSourcing



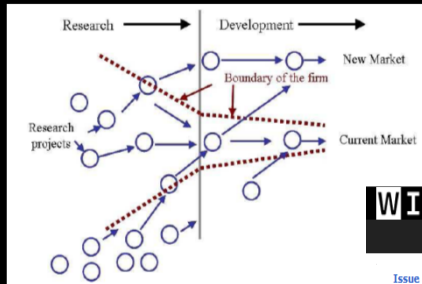
Workshops

Methods Business Model Analysis



Osterwalder, A., Pigneur, Y. (2010) *Business Model Generation*, Self Publication

Methods CrowdSourcing



Chesbrough, H., (2003) *Open Innovation The New Imperative for Creating and Profiting from Technology*. Boston: Harvard Business School Press



Issue 14.06 - June 2006
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The Rise of Crowdsourcing

Remember outsourcing? Sending jobs to India and China is so 2003. The new pool of cheap labor: everyday people using their spare cycles to create content, solve problems, even do corporate R & D.

By Jeff Howe

Page 1 of 4 [next >](#)

Howe, J., (2006) *The Rise of Crowdsourcing*, Wired Magazine, 14.06.2006

Methods CrowdSourcing

The 5 Steps of the iBrain Crowdsourcing Process



Source : www.i-brain.ch

Methods CrowdSourcing

iBrain Projects Community

i-Brain // Looking for innovation, your ideas count !

i-Brain on Twitter : @i-Brain Community

Need More Information? We remain at your disposal by e-mail (iBrain@atizo.com) or by phone (027 606 90 74).

i-Brain is a community of more than 2,000 creative thinkers. This web platform provides a simple online process of generating and evaluating ideas. This is an initiative of the University of Applied Sciences and Arts Western Switzerland, in partnership with Atizo, Swiss Leader in Open Innovation.

Benefits for SMÉs
You want to create a community with your employees, customers, suppliers or other partners? You want to challenge our students? Their creativity will surely help you!

Benefits for schools and universities
This platform encourages the innovation of the students. She pushes them to new ideas. Feel free to invite your students to participate.

Benefits for students
This platform is used during the semester. It allows students to post their ideas, interact with each other through evaluation and comments. An external jury may also be invited to evaluate ideas.

Methods Workshops

The image shows a workshop environment where a large whiteboard is the central focus. The board is titled "LE CAVEAS DU MOD" and is densely populated with handwritten notes, diagrams, and sticky notes in various colors (yellow, green, blue, pink). The notes appear to be organized into columns and sections, possibly representing different stages or components of a process. In the foreground, several individuals are seated at a table, engaged in discussion or looking at the board. The setting is a well-lit room with other whiteboards and posters visible in the background, suggesting a collaborative and creative workspace.

Partners



HES-SO Valais Wallis
Research institutes

Marque Valais



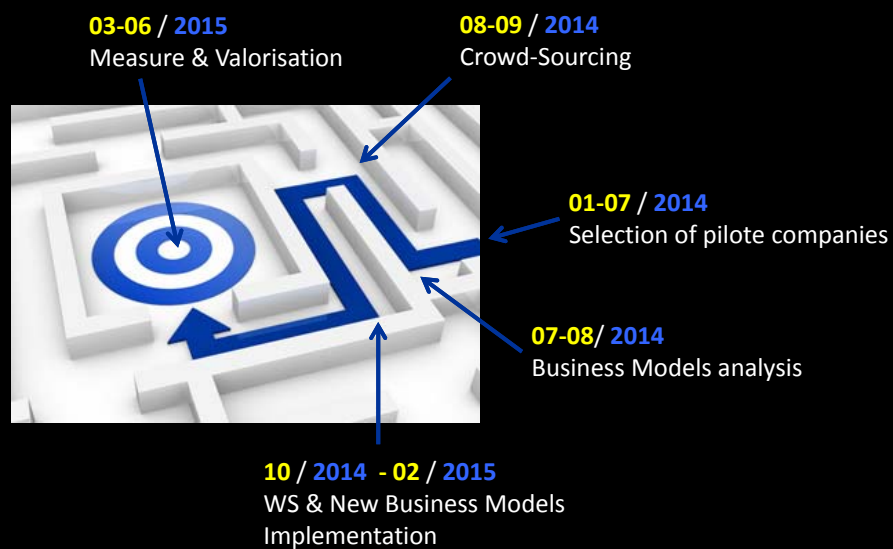
Observatoire Valaisan du Tourisme

Association des entreprises Valais Excellence



Regions- und Wirtschaftszentrum Oberwallis

Action Plan



Do you want to participate ?

www.SharedValue.ch
info@SharedValue.ch

OBJECTIFS MÉTHODOLOGIES PLAN D'ACTION EQUIPE DE PROJET **BOÎTE À IDÉES** CONTACT

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