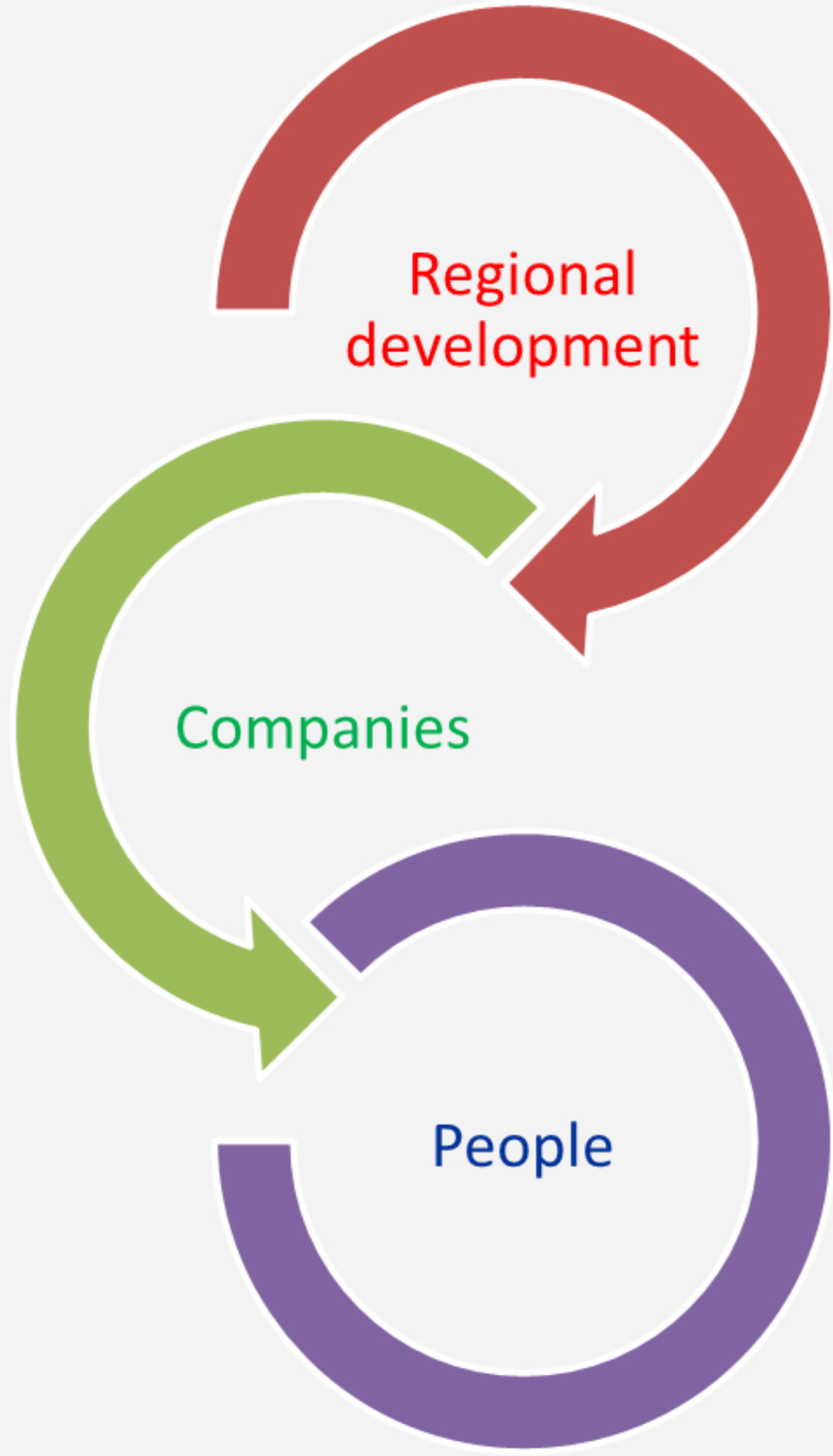


SHARED VALUE



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



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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

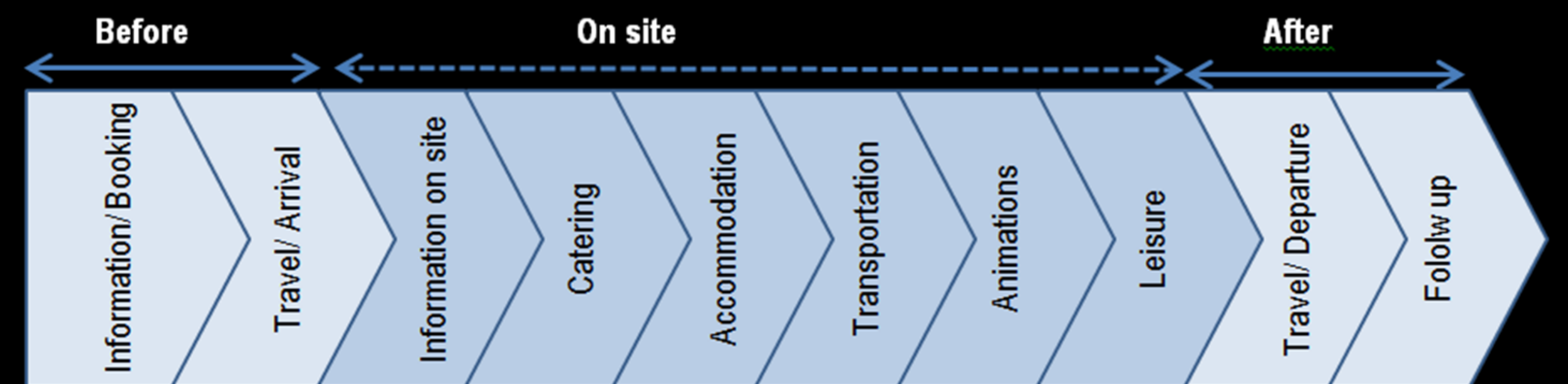
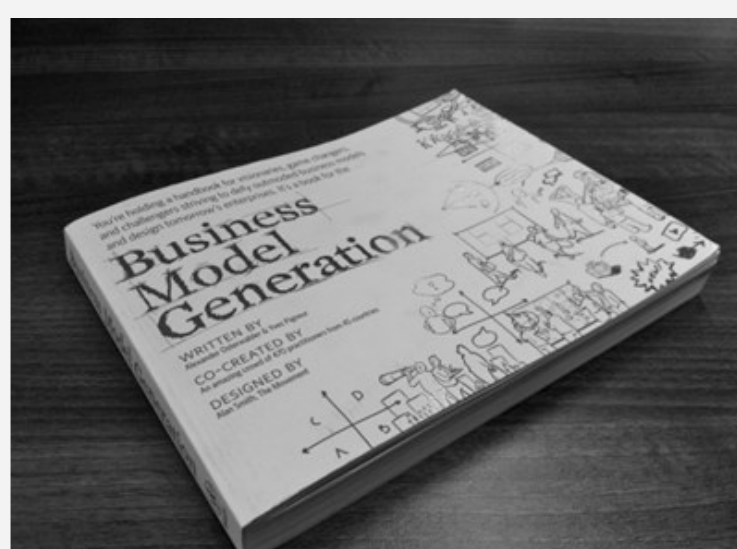


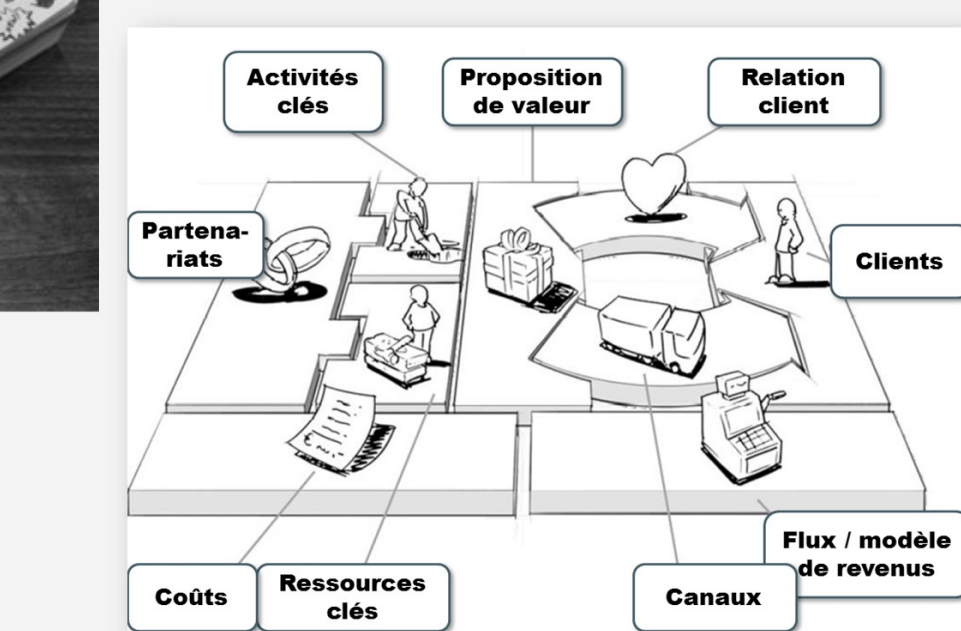
Fig. Tourism services chain (Settler, 2001)

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%

Applied Methodologies



Business Model Analysis



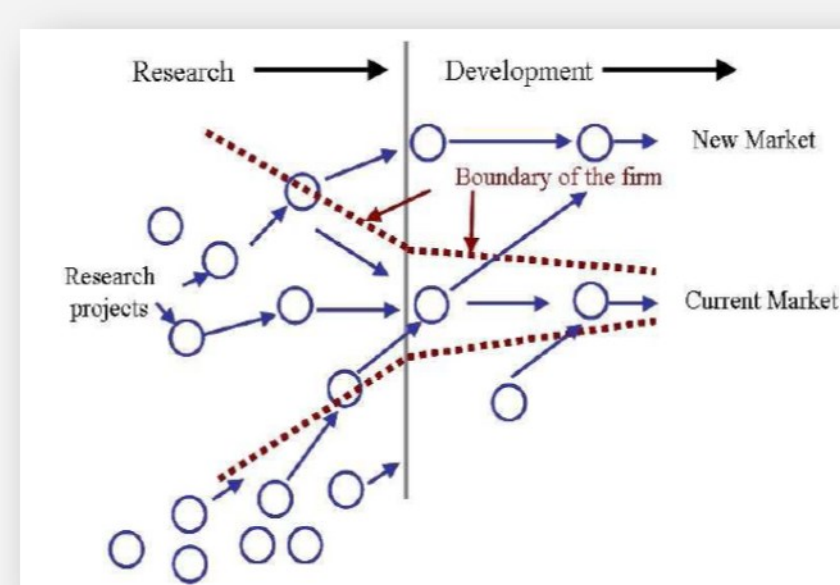
Osterwalder, A., Pigneur, Y. (2010) Business Model Generation, Self Publication



CrowdSourcing



Source : www.i-brain.ch



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



Workshops

