



we economy

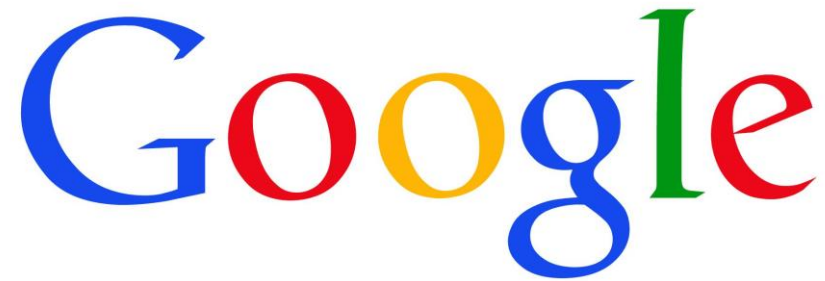


# Connectivity

# Empowerment



# Coordination



right person, right time, right place, right service, right price

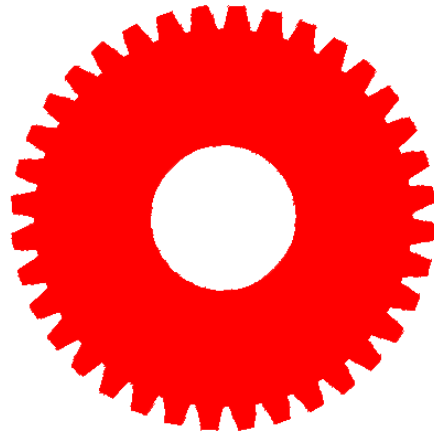




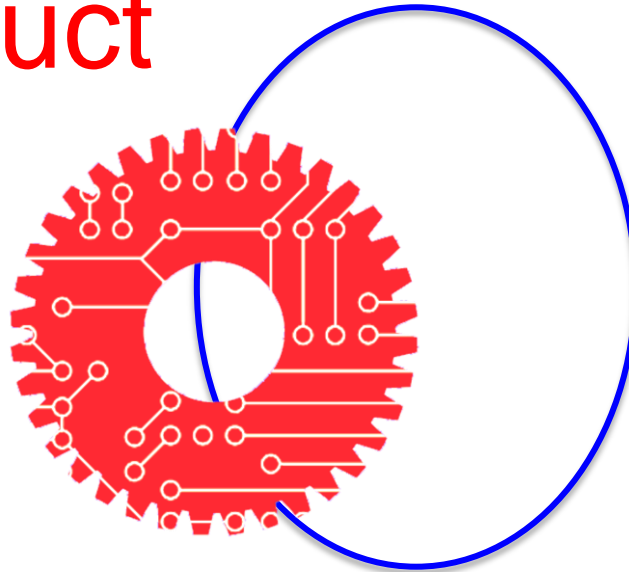
# Internet of Things



# Product



Smart product



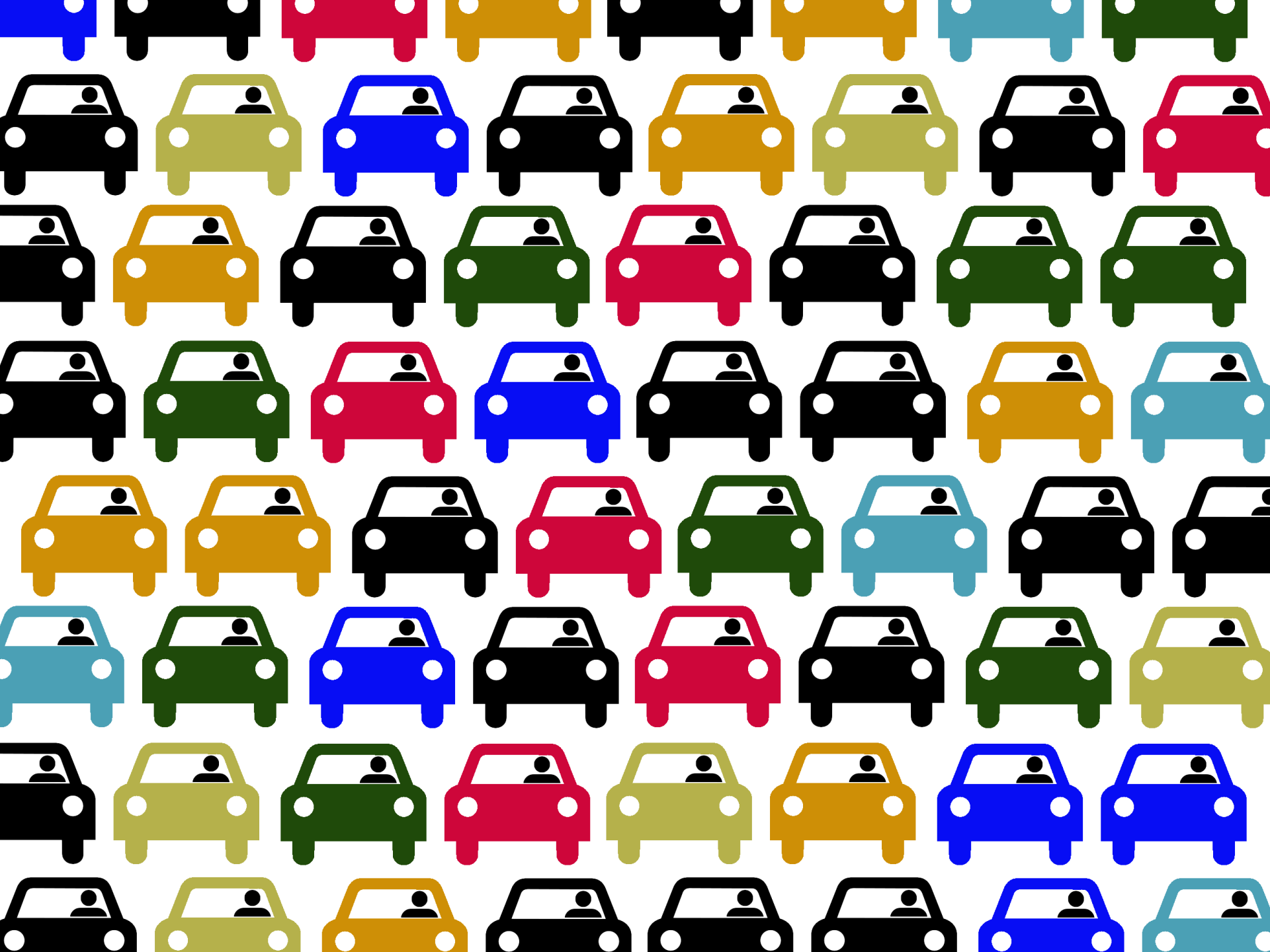
Super structure



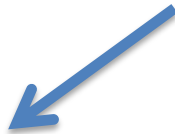
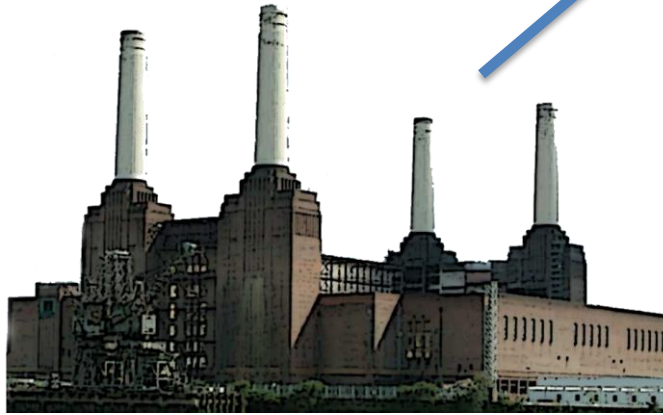
# From product to...

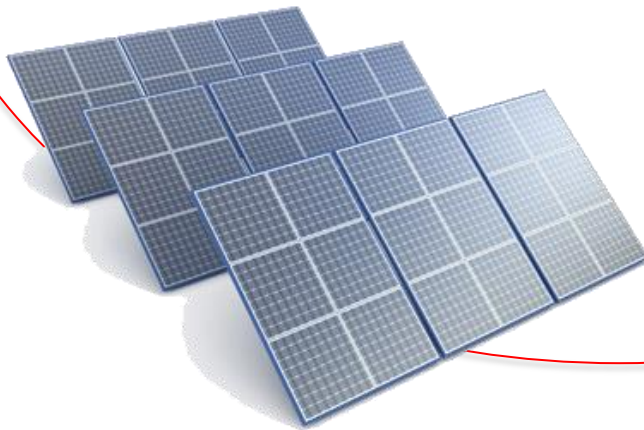
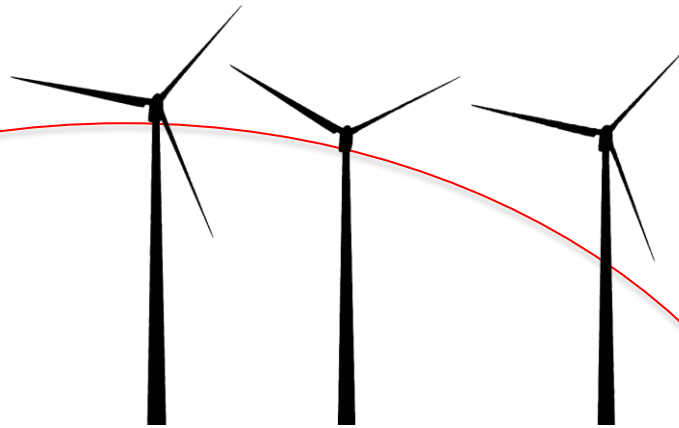
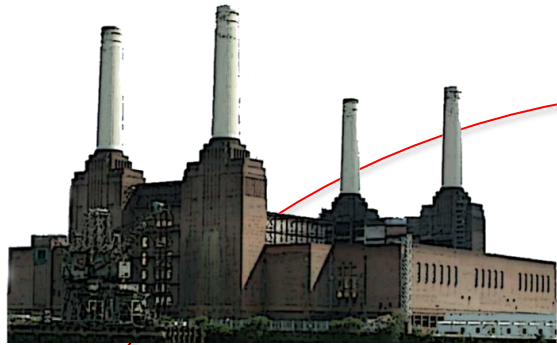
- Process
- Solution
- Outcome













# Platform



# Platform

**Coordinate**  
external resources



# Platform

**Coordinate**  
external resources

**Enable**  
co-creation



# Platform

**Coordinate**  
external resources

**Enable**  
co-creation

**Integrate**  
across categories





Instant Book

3 bedrooms Marais, Ile Saint-Louis 49

Entire home/apt  
Le Marais, Paris

2282 kr DKK  
Per night




Instant Book

Super bright 3BDr apt in Latin Qtr! 25

Entire home/apt  
Panthéon, Paris

1677 kr DKK  
Per night




Instant Book

Romantic studio / Champs Elysées 12

Entire home/apt  
Ternes, Paris

944 kr DKK  
Per night



Instant Book

Spacieux appartement Champs Elysée 10

Entire home/apt  
Champs-Elysées, Paris

1716 kr DKK  
Per night




Instant Book

rent comfortable room in my house 15

Private room  
Ivry-sur-Seine

361 kr DKK  
Per night



Instant Book

EIFFEL TOWER AND PARIS CENTER  
BUS72 70

Entire home/apt  
Auteuil, Paris

1033 kr DKK  
Per night



Airbnb.com  
Verified Photo



Airbnb.com  
Verified Photo



**Hotels.com**  
The Obvious Choice™

### Paris Marriott Champs Elysees Hotel

70 avenue des Champs Elysees Paris, Paris, 75008 Frankrig, 43 68 22 98



★★★★★

Champs-Élysées (8.  
arrondissement)

3,0 km til Centrum

25 km til Roissy - Charles de Gaulle  
Lufthavn (CDG)

**Hotels.com™ Rewards**

**Fremraget**  
4.2 / 5

[131](#)

[kundeanmeldelser](#)

Sponsorerede annoncer

God pris

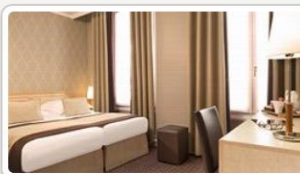
~~7.934 DKK~~  
**4.992 DKK**

pris for 1 nat  
inkl. skatter og gebyrer

Vælg

### Hotel Duminy Vendome (Sidst reserveret for 3 timer siden)

3 Rue du Mont Thabor Paris, Paris, 75001 Frankrig, 43 68 22 98



★★★★★

Louvre - Place Vendôme (1.  
arrondissement og 2. arrondissement)

1,1 km til Centrum

23 km til Roissy - Charles de Gaulle  
Lufthavn (CDG)

**Hotels.com™ Rewards**

**Fremraget**  
4.0 / 5

[117](#)

[kundeanmeldelser](#)

God pris

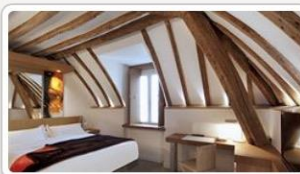
~~1.898 DKK~~  
**1.142 DKK**

pris for 1 nat  
inkl. skatter og gebyrer

Vælg

### Select Hotel - Rive Gauche

1 Place De La Sorbonne Paris, Paris, 75005 Frankrig, 43 68 22 98



★★★★★

Latinerkvarteret - Panthéon (5.  
arrondissement)

1,6 km til Centrum

24 km til Roissy - Charles de Gaulle  
Lufthavn (CDG)

**Hotels.com™ Rewards**

**Fremraget**  
4.2 / 5

[666](#)

[kundeanmeldelser](#)

**Særligt tilbud**

~~1.343 DKK~~  
**940 DKK**

pris for 1 nat  
inkl. skatter og gebyrer

1 værelse tilbage

Vælg



Jouw verbruik: **wijzig**

 **2850 kWh**  
Enkeltarief

 **1200 m<sup>3</sup>**  
Nederlands aardgas



Wind



Water



Bio



Zon

Kies de energiebron die bij je past en Vandeboron zorgt dat je geld bij deze bron terecht komt



**Windenergie van Windpark Roggeplaat,  
Burgh-Haamstede**



 2719  
Beschikbaar

Bespaar **€163,36** per jaar \*

**€110,33**  
per mnd



**Bio-energie van Bio-centrale Sittard,  
Sittard**



 1185  
Beschikbaar

Bespaar **€159,92** per jaar \*

**€110,61**  
per mnd



**Uitgelicht**



**Windenergie van Arie en Gina  
Noordermeer, Middenmeer**



 504  
Beschikbaar

Bespaar **€149,57** per jaar \*

**€111,48**  
per mnd



**Windenergie van Roosendaalsche Vliet,  
Roosendaal**



 473  
Beschikbaar

Bespaar **€163,36** per jaar \*

**€110,33**  
per mnd



# Sharing is the Simple, Smart way to go Solar

## Sun Host

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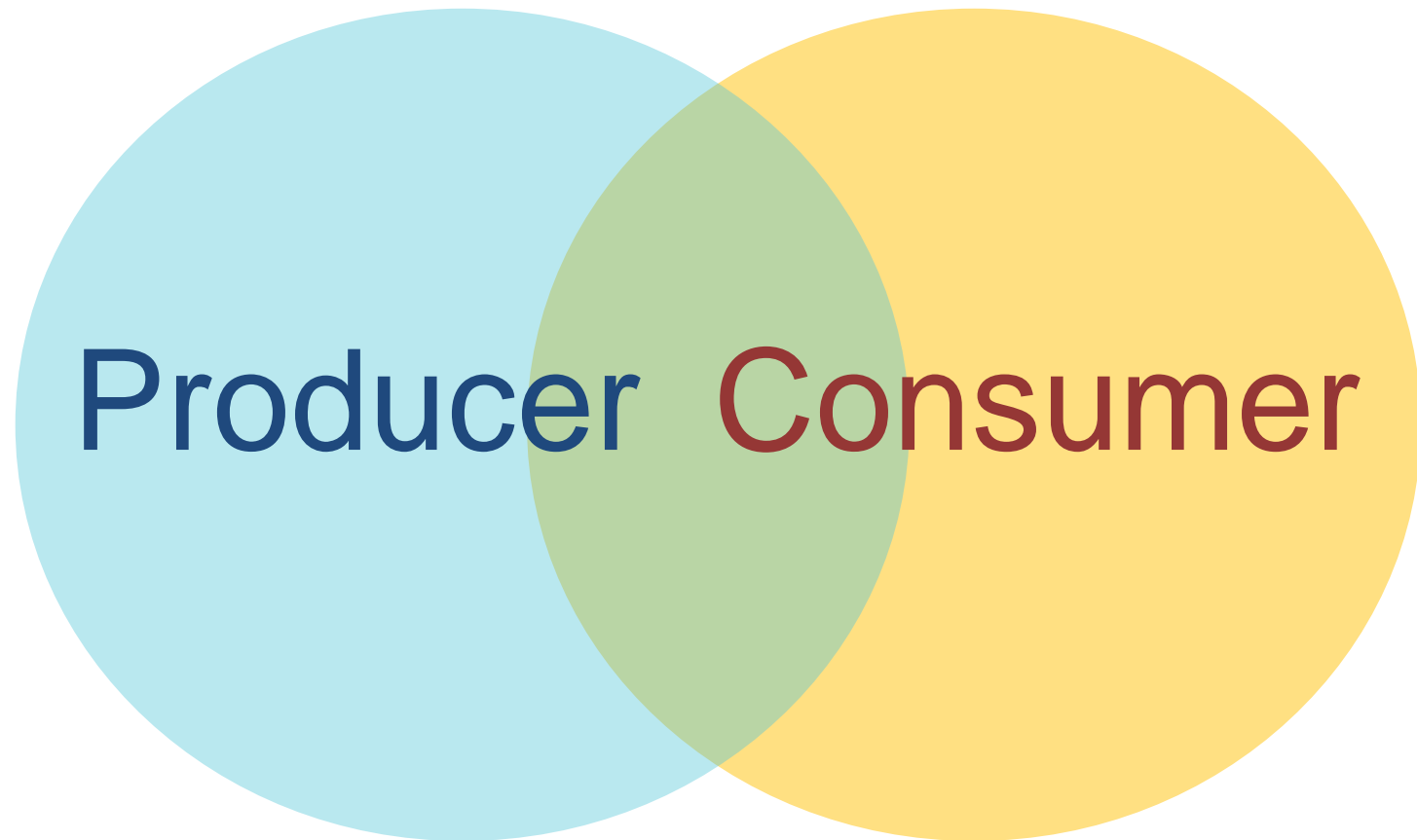
In exchange for hosting, I receive free solar panels and a portion of the energy they generate - at no charge. The rest of the energy is shared with my Sun Partners.

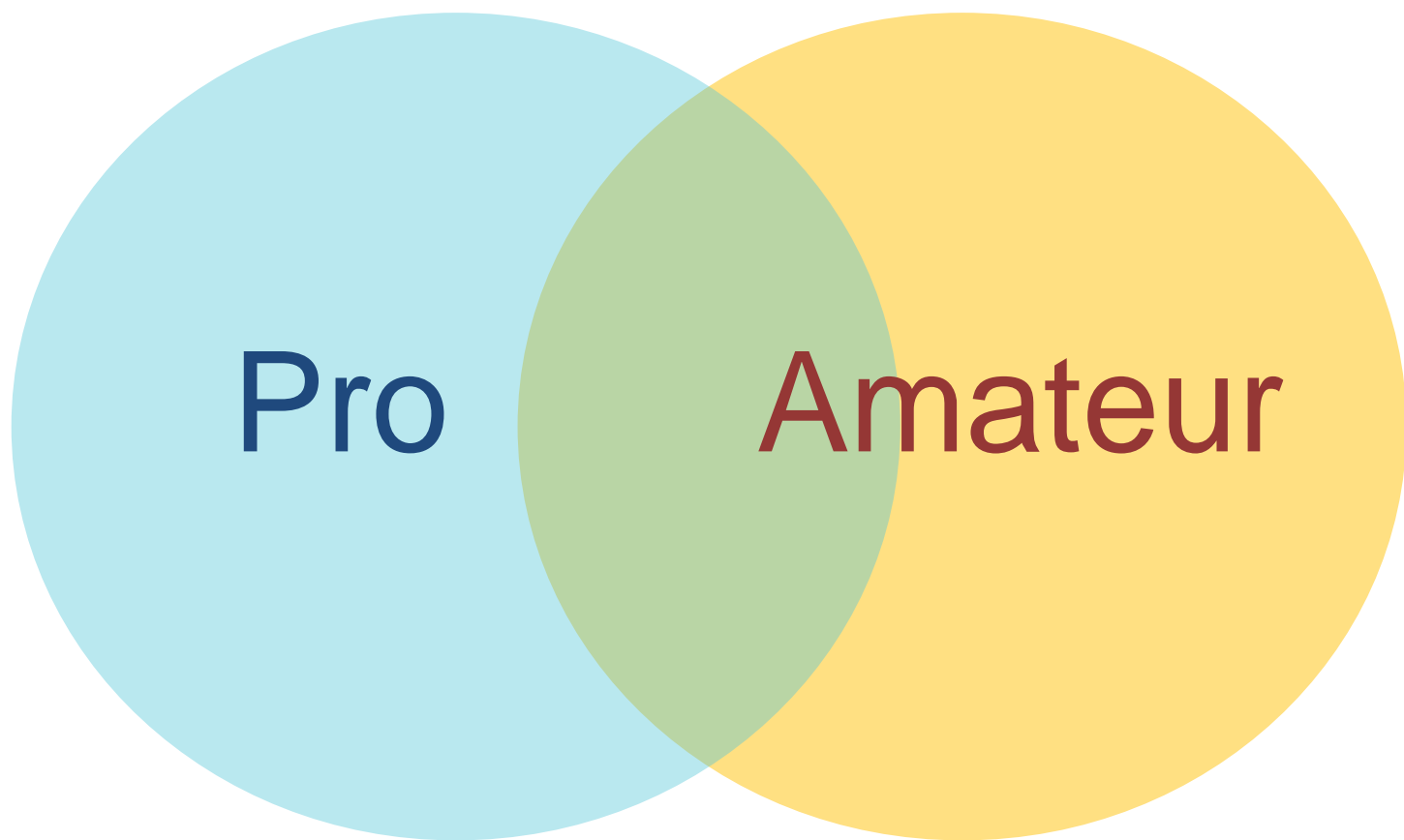
## Sun Partner

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With solar sharing, I no longer need my own roof to go solar. No matter where I live, I can finally go solar by purchasing cleaner, cheaper energy on someone else's roof.









**Co-creator  
Participant**



```
graph LR; Provider --> Enabler
```

**Provider**

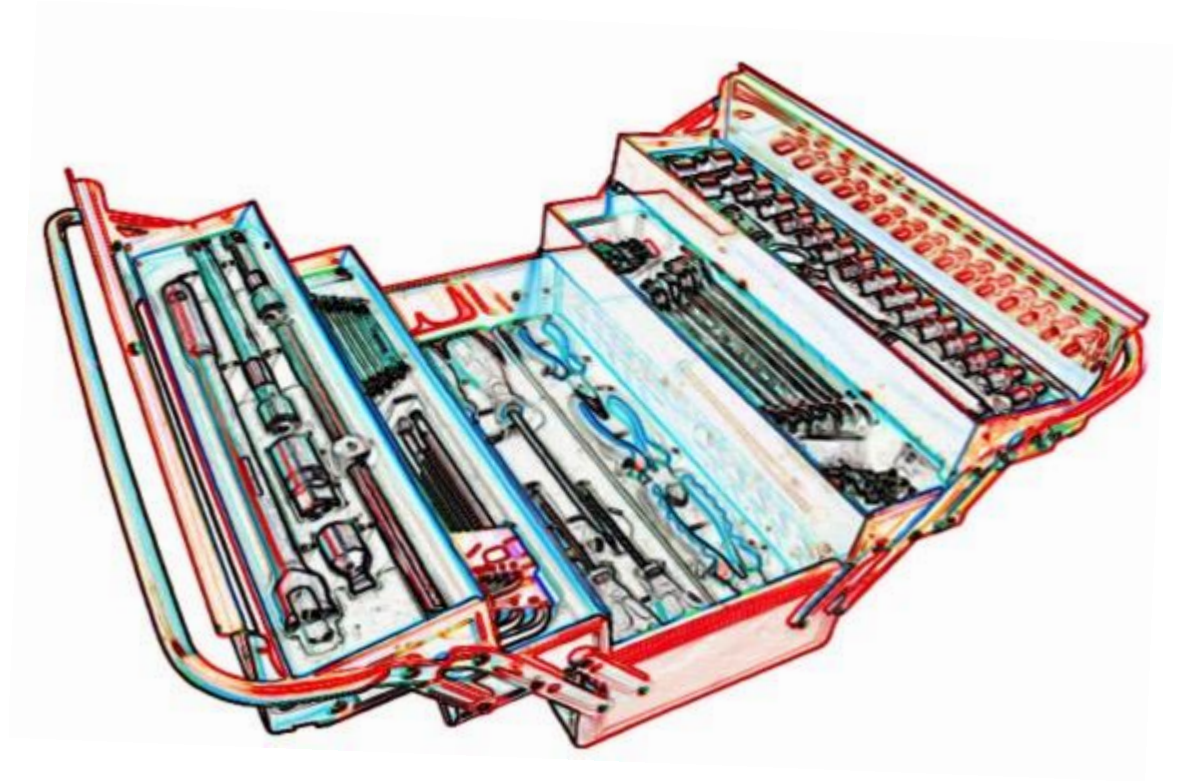


**Enabler**



# Design for participation

From finished product  
to tools for co-creation





Switch to solar in 5 easy steps.

**Step 1** Get a free customized quote.

**Step 2** Sign your agreement.

**Step 3** We design your solar panel system.

**Step 4** Schedule your 1-day installation.

**Step 5** Turn on the power.

## What if I decide to sell my house?

We understand that many customers don't expect to live in their homes for 20 years. That's okay. Most customers simply transfer their solar agreement to the home's new owner. The agreement transfer process is simple and straightforward. When SolarCity customers sell their homes, we transfer the solar contract to the new owner over 98% of the time.



# Crowdfunding



WELCOME TO MOSAIC

## THE SIMPLEST HOME SOLAR LOANS

Mosaic makes it easy to go solar and maximize your savings. We'll connect you to our network of certified local solar contractors and provide a loan for the full cost of the solar panels and installation.



NO MONEY  
DOWN

It's all about savings  
from day one.



ONE FLAT MONTHLY  
PAYMENT

No hidden fees, no rising utility prices.

[FREE SOLAR QUOTE](#)



SIMPLE  
EXPERIENCE

Instant credit decision,  
pay it off when you want.





Welcome to IKEA United Kingdom.

Search



FAQ

Your local IKEA store  
**IKEA FAMILY**  
Store Shopping List

Login  
My Account  
Basket

**IDEAS**

**Living room**

**Bedroom**

**Bathroom**

**Kitchens**

**Storage**

**Dining**

**Children**

**Textiles & Rugs**

**Home Office**

**All departments**

SOLAR PANELS AT IKEA

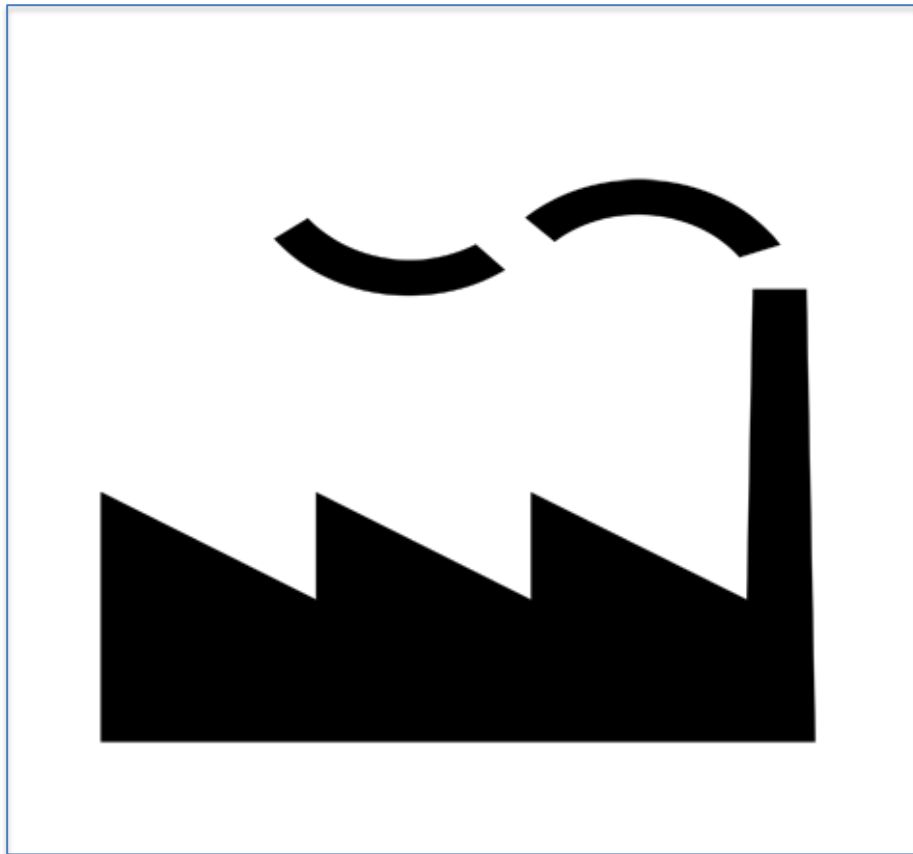
## We will be launching a new solar offer during 2016!

**Solar energy the IKEA way, we're making it easy for you.**

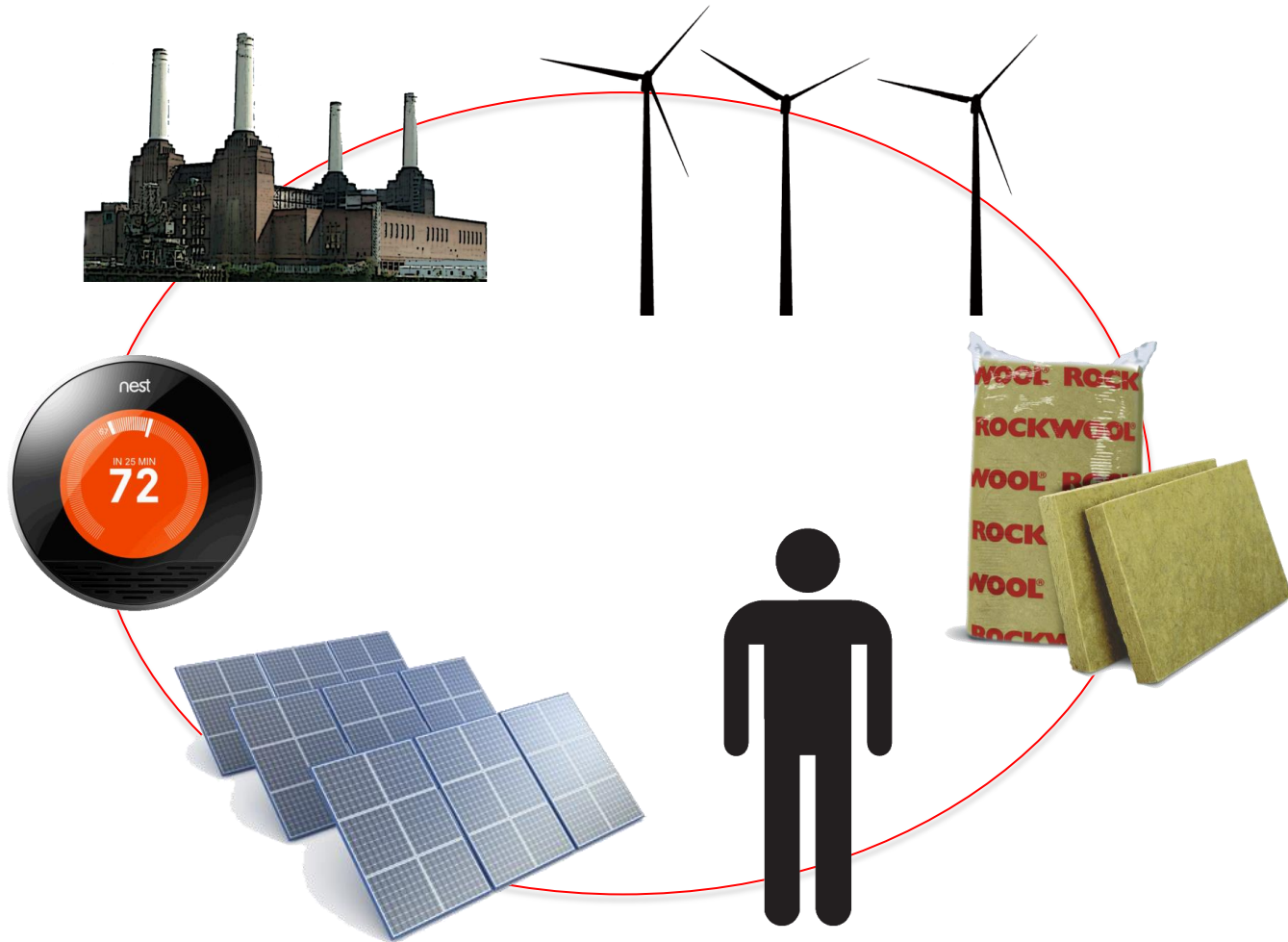
We have successfully sold residential solar for the last two years. During this time we have evaluated the offer and listened to what our consumers have told us. The new offer will be available on-line and in stores early 2016.



# From internal value creation....

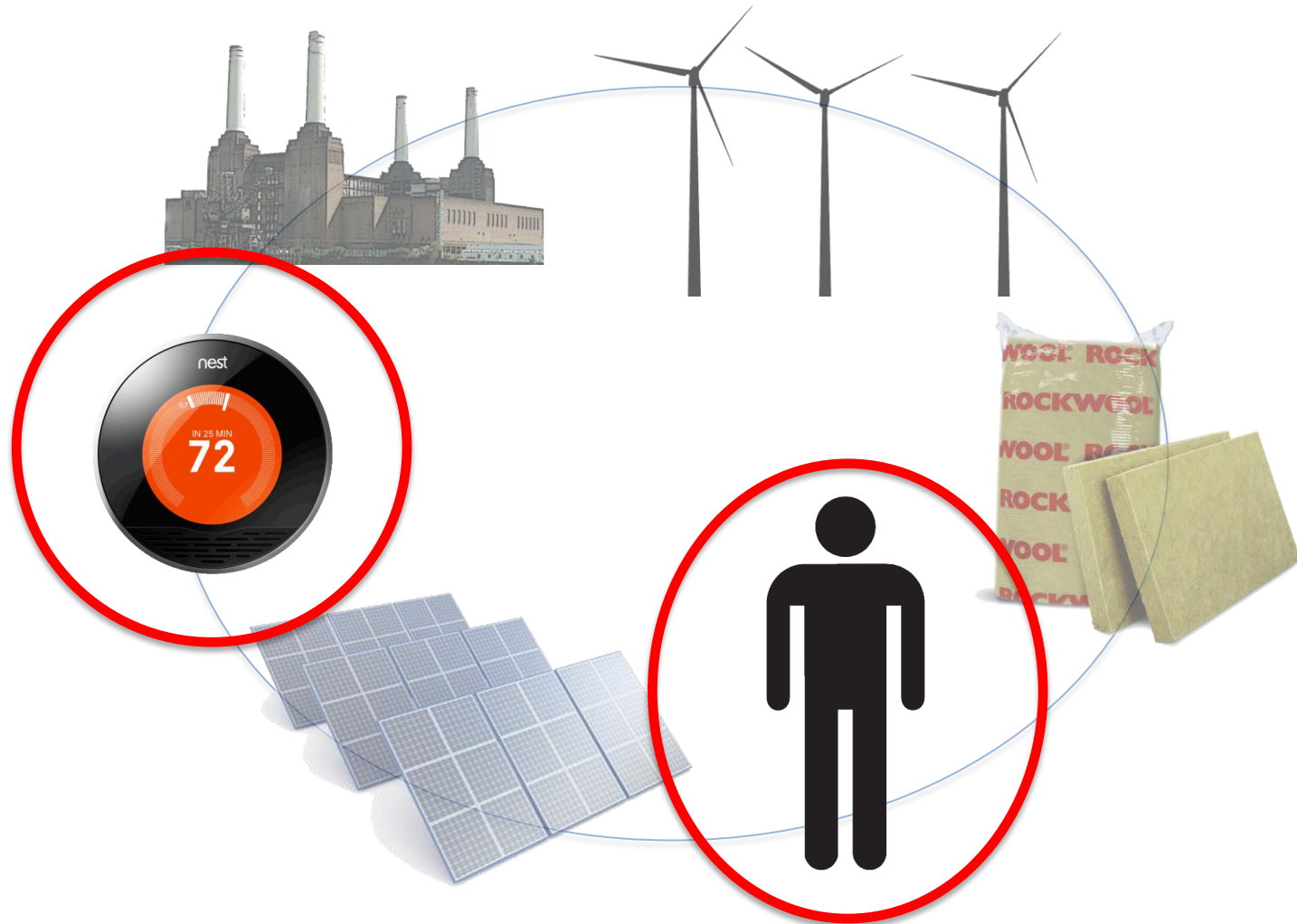


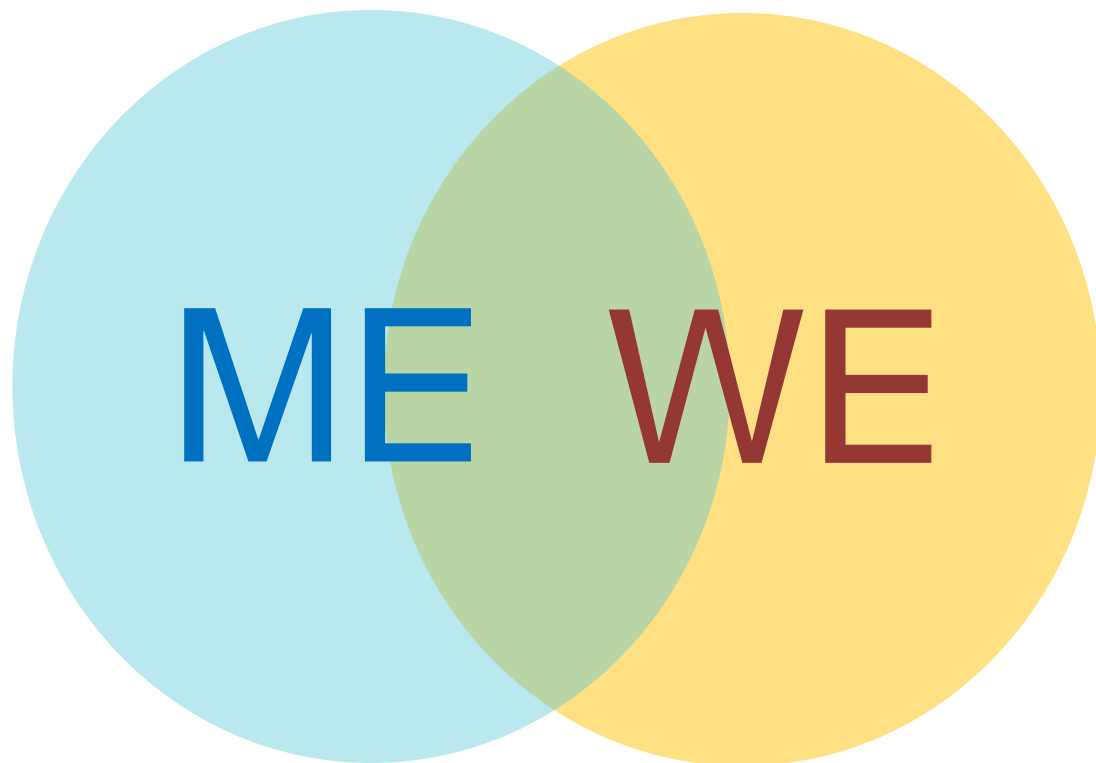
# ...to value creation in networks





...to value creation in networks,  
integrating smart objects and users





[we-economy.net](http://we-economy.net)

[peterhesseldahl.dk](mailto:peterhesseldahl.dk)

